

RFP #: 9-19

Post date: May 28, 2019

Due date: June 20, 2019

Topic: Market Assessment for Electric Fans in the Philippines

Region/Country: The Philippines

Introduction

CLASP serves as the leading international voice and resource for appliance efficiency policies and market acceleration initiatives. Since 1999, CLASP has worked in nearly 100 countries, collaborating with key stakeholders to design and implement high-impact policies and programs that catalyze markets for efficient on and off-grid products that deliver a higher global standard of living for everyone. From international collaborations to local markets, we draw on best practices and leading technical and policy expertise to help decision makers identify and implement the most appropriate and cost-effective policies and market interventions. CLASP is based in Washington DC, and has offices and teams in India, Kenya, Europe, and are establishing a permanent presence in Indonesia to serve our growing portfolio of projects and programs in Africa, Europe, Latin America, and South and Southeast Asia.

CLASP works at the national level in multiple countries in Southeast Asia to support the design and implementation of energy-efficient policies and programs and related market transformation activities. CLASP operates at the regional level to convene policymakers and other key stakeholders in ASEAN to leverage best practices, catalyze markets, and harmonize test standards, policies, and compliance frameworks.

Background

The Government of The Philippines, through the Department of Energy (DOE) is eager to expand its energy efficiency standards and labelling (S&L) programme. Currently there are two minimum energy performance standards (MEPS) for air conditioners and refrigerators. MEPS for televisions, washing machines, compact fluorescent lamps, linear fluorescent lamps, single capped fluorescent lamps, and lamp ballasts are pending final approval before they can enter into force. MEPS for electric fans and LEDs are currently under consideration.

A market study for common household and commercial (ceiling, pedestal, and table) fans is critical to characterize the market, support the development of appropriate and robust fans standards, and assess the potential impacts of S&L. A high-level study in metro Manila has been conducted to assess the market of fans in the Philippines. However, a more in depth assessment of the market covering different regions is needed to inform the development of fans standards and accurately estimate the savings from proposed MEPS. This study will support DOE's evidence based decision making by characterizing the fans market and identifying barriers to increased market penetration of more efficient fans.

CLASP is seeking a contractor to conduct a comprehensive market study on common household and commercial fans in The Philippines.



Scope of Work

The Consultant will be responsible for successfully executing the following activities and tasks as part of the study. Execution of all activities and tasks must be conducted in close consultation with DOE and CLASP.

Comprehensive market assessment

1.1 Assess the size of the national market for common household and commercial fans (number and sizes) conducting market surveys, interviews, retail store visits, and other data collection exercises. The data collected should include, but not be limited to:

- **Market size and characteristics:** installed stock, overall sales and production (imports vs domestic manufacturing, new vs second hand), demand growth, major end-use sectors (e.g., residential and commercial sectors), detailed market breakdown by size; segmentation of industry (small/medium/large scale) and their market share, supply chain of major raw materials components, and main distribution/retail channels/supply chain (bricks & mortar vs. online) and other relevant parameters
- **Product characteristics:** brand/model information, country of origin, type of fans, sizes, energy efficiency parameters, and retail prices
- **Consumer:** household ownership levels, usage patterns of fans, such as number of hours use per day
- **Energy:** Domestic electricity prices, grid emission factors for CO₂ per unit of generated electricity
- Any other data as may be necessary for the analysis

1.2 Develop a market growth forecast for common household and commercial fans in The Philippines. The forecast should be accompanied by an analysis of key drivers of market penetration.

1.3 Identify the barriers that exist to increased market penetration of efficient common household and commercial fans. This may include barriers related to manufacturing, technology, consumer issues (service, price, quality, etc.), and policy implementation.

Key Milestones and Deliverables

- Inception report, detailing the approach and methodology for the data collection and market assessment
- Interim report, detailing progress on the data collection
- Excel spreadsheet which includes all the collected data
- Draft final report, encompassing all of the data analysis, recommendations, and qualitative observations
- Final comprehensive report, responding to the comments provided by CLASP on the draft final report



Timeline

The project is expected to commence in July 2019 and be concluded by November 2019.

Evaluation Procedure

A committee appointed by CLASP will evaluate proposals received from respondents. Selection of qualified companies or organizations will be based upon the following criteria:

- Technical Evaluation Factors
- Cost Evaluation Factors

All bids will be evaluated and ranked using Quality and Cost Based Selection (QCBS), with 80 percent of the score accorded to the technical proposal, and 20 percent to the financial proposal. The detailed evaluation criteria can be found in Annex A.

SUBMITTAL

Interested parties must:

1. Register as a CLASP Implementing Partner ([click here to register](#)).
2. Complete the Pre-Qualification Questionnaire using the online form. *Note: Organizations that have already completed the PQQ do not need to complete it again*

Interested parties should submit separate technical and financial proposals as electronic files (preferably in PDF format). The file should be named as per the following example:

- [CONTRACTOR_NAME]_TechnicalProposal_RFP9-19
- [CONTRACTOR_NAME]_FinancialProposal_RFP9-19

The deadline for application is **June 20, 2019**. Proposals must be submitted via the form link above. Proposals must be submitted online via the CLASP website, filling out all the requested information and attaching both a technical and financial proposal.

The proposal length should not exceed 20 pages

The technical proposal should include:

- Detailed approach and methodology for the design, implementation, and management of the study.
- Detailed timeline for all project activities, tasks, milestones, and deliverables for the project within the timeframe indicated above.
- Detailed work plan and methodology, considering the outcomes required.
- Background and experience of conducting similar activities.
- Identification of the team that will execute the project, including an organizational chart and accompanying brief description of key team members and their qualifications and relevant work experience.



CVs and related summaries of experience and qualifications of proposed project team staff should be included in an Annex. (Annex is exempt from the 20 page limitation)

The financial proposal (in USD) should include:

- Detailed budget that includes all direct and indirect cost estimates for executing the project, including a breakdown (in days) of the level of effort and costs associated with each team member that will be engaged in the project.

All questions may be addressed to **amccrum@clasp.ngo**. The last date for submission of questions related to this RFP is **June 12, 2019**. We request all inquiries be made by e-mail and not by phone.



ANNEX A: EVALUATION CRITERIA

1. **Technical Approach (35 points):** The technical approach described in the proposals will be evaluated on:

- The demonstrated understanding of the overall project context (15).
- The detailed work plan and approach clearly defining the target objectives and the strategy to achieve the objectives as outlined in the scope of work (20).

2. **Management Structure and Staff Qualification (25 points):** The proposed management structure and staff will be evaluated on:

- The professional qualifications and the extent to which the requisite expertise and experience of the key personnel will directly contribute to the completion of the tasks (25).

3. **Past Performance and Corporate Experience (20 points):** The experience and capacities of the contractor will be evaluated based on:

- The past performance, familiarity, and experience in understanding policies and program related to standards and labelling (10).
- Extent of local expertise including experience, qualifications, and track record in implementation of similar programs (10).

4. **Cost Evaluation Factors (20 points):** While the overall Technical Evaluation is the key factor in reviewing the proposal, the cost evaluation will be an essential factor in determining the final contract award and ability to remain in the competitive range and will be evaluated for feasibility, completeness, and practicality.