

# Consultant – Indonesia - Water Pump Market Assessment

CLASP is seeking a consultant to conduct a comprehensive market assessment of water pumps in Indonesia. This study will support evidence-based decision-making by characterizing the water pump market and identifying barriers to establishing minimum energy performance standards (MEPS) and energy labels.

**DUE: 14 FEBRUARY 2024 at 23:59 WIB (UTC+7) QUESTIONS: [fmuhammad@clasp.ngo](mailto:fmuhammad@clasp.ngo)**

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## About CLASP

CLASP serves as the epicenter of collaborative, ambitious efforts to mitigate climate change and in the global movement for clean energy access through appliance efficiency. Our mission is to improve the energy and environmental performance of the appliances & equipment we use every day, accelerating our transition to a more sustainable world. We work with governments, experts, industry, consumers, donor organizations, and others to propel policies and markets toward the highest quality, lowest resource-intensive appliances possible.

CLASP has worked in more than 100 countries since its inception in 1999. CLASP is headquartered in Washington, DC, with teams in China, Europe, the United Kingdom, India, Indonesia, and Kenya. We are [mission-driven](#) and committed to a culture of diversity, transparency, collaboration, and impactful work. See our [Team Page](#) to learn more about us.

In Indonesia, CLASP collaborates with the Ministry of Energy and Mineral Resources of Indonesia (MEMR) to advance and improve efficiency policies for energy-consuming appliances. We share international best practices and conduct appliance energy efficiency impact analyses to support local agencies in achieving national energy goals.

## Introduction

CLASP is collaborating with MEMR to support the development of energy efficiency standards and labeling (S&L) programs in Indonesia. According to the residential end-use survey in 2019, 10 major energy-intensive appliances have been identified, of which six have been regulated through MEPS and energy labeling. This year, the government would like to expand it to include water pumps.

The purpose of the S&L program is to protect and provide information to consumers about the selection of energy-efficient appliances and to prevent inefficient appliances from entering the domestic market. Additionally, efficient electricity use in homes, businesses, and public facilities is one of the fastest and cheapest ways to accelerate sustainable development.

In addition to reducing energy consumption, the adoption of water pump MEPS and energy labeling with strong quality standards will benefit Indonesia through:

- Market protection from dumping of inefficient, low-quality water pump banned elsewhere
- Increased household and business cost savings on electricity bills
- Improved grid reliability by reducing the power demand from the water pump

- Stimulating local investment in water pump assembly, including, potentially, for export to regional markets

A national market assessment for water pumps is critical to support the development of appropriate and robust energy efficiency and quality policies and to estimate the potential energy demand, energy consumption, and carbon emissions reductions of these policies.

CLASP is seeking a consultant to conduct a comprehensive market assessment of water pumps across all sectors in Indonesia. This study will support evidence-based decision-making by characterizing the water pump market and identifying barriers to formulating minimum energy performance standards (MEPS) and energy labels.

## Timeline

**Contract Timeframe:** 3-5 months

The contractor will ideally begin the market assessment in March 2024, aiming to conclude the study between May and July 2024.

**Deadline for Application:** 14 February 2024 at 23:59 WIB (UTC+7)

Application includes registering as a Consulting Partner and submitting the technical and financial proposals per the instructions below.

**Deadline for Questions:** 6 February 2024 at 23:59 WIB (UTC+7)

All questions must be addressed in English to Fadel Muhammad at [fmuhammad@clasp.ngo](mailto:fmuhammad@clasp.ngo). We request all inquiries be made to this e-mail address, not by phone.

## Scope of Work

The contractor will be responsible for successfully executing the following activities and tasks as part of the study in close consultation with CLASP and government stakeholders. CLASP will use this study to inform MEPS and/or energy labeling policy recommendations. All commonly available water pump products are in scope for this study with a particular focus on:

- All types (shallow well, deep well, semi-jet, booster, submersible, centrifugal, and axial)
- End-users across all sectors (residential, commercial, and industrial)

The contractor should assess the size of the national market for water pump products by conducting market surveys, interviews, visits to equipment vendors, and other data collection exercises. The data collected should include, but not be limited to:

1. **Market size and characteristics:** Installed stock, overall sales, and production (imports vs. domestic manufacturing), demand growth, major end-use sectors, detailed market breakdown by product category/technology/wattage, segmentation of industry (small/medium/large scale) and their market share, supply chain and distribution

channels of major components, main manufacturers, product efficacy (efficiency in %), and other relevant parameters

2. **Product characteristics:** Brand/model, country of origin, product category, sizes, energy efficiency and quality parameters, wattage, lifetime, and prices
3. **End-users:** Usage patterns of water pump products (e.g., number of hours used daily) and plumbing setup in the buildings
4. **Other:** Any other data as may be necessary for the analysis

## Key Milestones and Deliverables

1. **Inception report and presentation**, detailing initial progress on data collection, issues identified, plans for resolution, and next steps; max. 8 pages (**Mid March**)
2. **Interim report and presentation**, detailing progress on the data collection (**Mid April**)
3. **Excel spreadsheet** which includes all the collected data (**Mid May – End July**)
4. **Draft final report and presentation**, encompassing all data analysis, recommendations, and qualitative observations (**Mid May – End July**)
5. **Final comprehensive report and presentation**, responding to comments provided by CLASP on the draft final report (**End July**)

## Key Qualifications

- Based in Indonesia or has a representative office in Indonesia
- Experience conducting market studies for appliances and equipment in Indonesia
- Demonstrated ability to collect comprehensive market data for energy-consuming products in Indonesia
- Understanding of the Indonesian energy efficiency policymaking ecosystem
- Experience with and understanding of appliance and equipment standards and labeling policies

## Submittal

### Register as a Consulting Partner

Interested parties must [register as a CLASP Consulting Partner](#).

### Submit Technical and Financial Proposals

Interested parties should submit separate technical and financial proposals electronically, in English, via this [form link](#) (preferably in PDF format). The files should be named as per the following example:

[CONTRACTOR\_NAME] \_Technical Proposal\_ RFP YYYY-MM-DD  
[CONTRACTOR\_NAME] \_Financial Proposal\_ RFP YYYY-MM-DD

The length of the technical proposal should not exceed 20 pages and should include:

- Detailed approach and methodology for the design, implementation, and management of the project
- Detailed timeline for all project activities, tasks, milestones, and deliverables for the project within the time frame indicated above
- Background and experience of conducting similar activities
- A summary of qualifications and experience of key personnel that will execute the project

The financial proposal (in USD) should include a detailed budget with 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.

CVs and related summaries of experience and qualifications of proposed project team staff should be included in an Annex and should not exceed 10 pages.

## Evaluation Procedure

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

- **Technical Evaluation Factors**
- **Financial 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.

## ANNEX A: EVALUATION CRITERIA

**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).

**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).

**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).

**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.

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CLASP looks forward to reviewing your responses and would like to thank you in advance for your participation in this Request for Proposals. CLASP will notify all respondents who submit proposals when a decision has been made.

*CLASP is an equal opportunity employer that celebrates diversity and are committed to creating an inclusive environment for all employees. CLASP's goal is to be a diverse workforce that is representative, at all job levels, of the citizens we serve. CLASP complies with all federal, state and local employment law in the countries we operate and is committed to providing equal opportunity for all employees and applicants without regard to race, color, religion, national origin, sex, age, marital status, sexual orientation, gender identity or expression, pregnancy, disability, political affiliation, personal appearance, family responsibilities, matriculation, genetic information, military or protected veteran status, credit information or any other characteristic protected under federal, state or local law.*

*Each person is evaluated based on personal skill and merit. CLASP's policy regarding equal employment opportunity applies to all aspects of employment, including recruitment, hiring, job assignments, promotions, working conditions, scheduling, benefits, wage and salary administration, disciplinary action, termination, and social, educational, and recreational programs.*