

[Consumer Research on Appliance Impacts]

DUE: [25 NOVEMBER 2025] at 23:59 ET **QUESTIONS:** [dngui@clasp.ngo]

About CLASP

[CLASP](#) is the leading global authority on efficient appliances' role in fighting climate change and improving people's lives. With 25 years of expertise, CLASP collaborates with policymakers, industry leaders, and other experts to deliver clear pathways to a more sustainable world for people and the planet.

CLASP is a global non-profit with offices in Europe, India, Indonesia, Brazil, Kenya, and the United States. We have worked in over 90 countries since our inception in 1999. We are mission-driven and committed to a culture of inclusion, transparency, collaboration, and impactful work. Together with the UK's Energy Saving Trust, we jointly co-ordinate [Efficiency for Access \[EforA\]](#) Efficiency for Access is a global coalition working to promote high-performing appliances to boost incomes, reduce carbon emissions, improve quality of life and support sustainable development. [Low Energy Inclusive Appliances \(LEIA\) programme](#) is Efficiency for Access' flagship initiative. LEIA is funded by UK aid, via the Transforming Energy Access (TEA) platform and the IKEA Foundation. Transforming Energy Access (TEA) is a research and innovation platform supporting the technologies, business models and skills needed to enable an inclusive clean energy transition.

Introduction

Since 2016, the [Efficiency for Access \[EforA\]](#) through its' flagship [Low Energy Inclusive Appliance program \[LEIA\]](#) has been working to promote high-performing appliances to support sustainable development and reduce carbon emissions. This has involved interventions from off and weak grid appliance market research, research and development grants, quality assurance, market development and communication/ dissemination of learnings and findings to the solar market sector. CLASP has further complemented LEIA efforts through its Results-based Financing (RBF) programs for off and weak grid appliances implemented since 2016 in various forms across sub-Saharan Africa [SSA] and South Asia. These financing programs seek to address the challenge of affordability of distributed renewable energy technologies through provision of procurement of subsidies with goal of scaling their uptake.

Background

The critical role and potential of appliances in advancing energy access, enhancing the developmental impacts of electrification, and contributing to greenhouse gas (GHG) emission reductions are well [documented](#). This is particularly significant given that around [450 million](#) people currently have access to unreliable power, and projections indicate that by 2030, approximately [645 million](#) people will still remain without electricity—[85 percent](#) of whom will be in sub-Saharan Africa. Efforts to bridge the energy access gap has seen the

rise of off grid solar systems over the last decade including uptake of technologies such as solar lanterns, multi light systems and solar home systems. At the same time, this has created a [massive market opportunity](#) for solar appliances and productive uses of energy.

A previous [study by EforA](#) conducted in 2023 surveyed over 4,000 appliance users across Africa from 2016 to 2021, focusing on product quality, consumer satisfaction and user experiences. Since then, CLASP has implemented and piloted various Results-Based Financing (RBF) programs in different countries, deploying over 20,000 appliances including fans, refrigerators, televisions, and productive use equipment. Recent global changes, including the COVID-19 pandemic and economic disruptions, have however affected these markets since the initial study, underscoring the need to conduct a consumer impact study. Against this background, CLASP is seeking a qualified research firm to conduct a new consumer impact study aimed at examining the socio-economic, behavioral, and environmental impacts of appliances among a sample of users benefiting from RBF programs

This proposed research will build on the previous longitudinal study, leveraging new datasets from recent programs, expanded geographies, and longer timeframes to provide a deeper, evidence-based understanding of how access to and use of the appliances affect consumer lives. The study seeks to measure both qualitative and quantitative impacts across multiple dimensions—including (but not limited to) income generation, time savings, health, resilience, and environmental benefits—while also exploring consumer preferences, financing behaviors, and long-term satisfaction. The findings will generate actionable insights to inform future program design, policy development, and investment strategies that enhance the reach and effectiveness of energy-efficient appliances in emerging markets.

Timeline

Contract Timeframe: [December 2025 – October 2026]

Deadline for Application: [25 November 2025] at 23:59 ET

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

Deadline for Questions: [18 November 2025] at 23:59 ET

All questions must be addressed in English to Dianah Muchai] at [dngui@clasp.ngo]. We request all inquiries be made to this e-mail address and not by phone.

Scope of Work

The research will focus on technologies including (but not limited to) Solar Water Pumps, Refrigerators/Freezers, Walk in Cold Rooms, electric cooking appliances, and agro-processing equipment (e.g. grain mills, honey extractors, coffee pulpers, incubators and brooders). The research will target appliance owners in Kenya, Uganda, Nigeria, Ethiopia and India where

CLASP has data. The study will conduct a broad and deeper-dive survey focused on the areas listed below:

- Understanding the customers we are reaching through our appliance deployment efforts
- The impact of appliances on but not limited to customers' incomes, livelihoods, productivity, energy access, jobs and climate resilience
- Appliance ownership, utilization rate and level, functionality and failure rate, causes and solutions
- Motivations/ drivers of consumers choice on adoption of appliances
- Consumers awareness of the benefits/ contributions of the chosen appliances towards addressing climate change
- Investigate consumer practices and perceptions around appliance disposal.

In addition to the above method, for a limited sample, this study will also adopt a longitudinal approach to help address the questions listed below:

- Customers perception over time on value for money for appliances purchased, alternative access to appliances, and customer satisfaction
- Customer experience in affordability, which is also tied to over indebtedness, loan repayments rates etc.
- Appliance impact on specified 'improvements' in quality of life
- Warranty Claim and After sales experience + availability of repair, maintenance + spare parts (during and after payment completion)

The Consulting firm will be responsible for successfully designing and executing a multifaceted study that includes but not limited to the following activities and tasks. Execution of all activities and tasks must be conducted in close consultation with CLASP.

Task 1: Research design and planning

- Clearly identify/define the goals/objectives of the study.
- Create a detailed research plan that may include the methodology, sampling criteria, target population, timeline, budget, and deliverables for the project.
- Segment the market based on demographic, geographic, and behavioral criteria to create detailed consumer profiles

Task 2: Data collection/ field activities

- Gather information from existing studies, reports, and market trends.
- Implement the approved methodology to collect data from a representative sample of the consumers. Employ methods like surveys, interviews with consumers, observational studies, case studies, and focus groups to collect direct consumer feedback.

Task 3: Data analysis

- Clean and analyse the collected data to provide insights into the socio-economic and environmental impacts of different appliances to consumers.

Task 4: Reporting

- Present research findings into a report that includes clear data visualization, actionable recommendations and conclusions derived from the study

Task 5: Dissemination

- Develop Dissemination plan
- Participation in at least 2 dissemination events to industry, funder through a webinar or presentation

Key Milestones and Deliverables

Milestone	Deliverables	Dates
Contracting	<ul style="list-style-type: none"> ▪ RFP for external Consultant ▪ Selection of external Consultant 	Nov 2025
	<ul style="list-style-type: none"> ▪ Contracting Finalized ▪ Kick Off Meeting with Consultant 	Dec 2025
Research design and planning	<ul style="list-style-type: none"> ▪ Inception report including but not limited to; ▪ Finalized research plan, methodology and sampling strategy ▪ Detailed workplan/Gantt chart with timelines and key milestones, annotated outline of draft report, timeline, monitoring plan, log frame, times for data collection, reporting and dissemination and/or stakeholder engagement plan ▪ Data collection tools: development + updating of survey instruments + dashboard design ▪ Collation+ Organization of RBF Customer Data ▪ Identification of local photographers/ film makers case study customers and research assistants 	Jan 2026
	<ul style="list-style-type: none"> ▪ Kick Off meeting with key stakeholders ▪ Piloting survey instruments and training of researchers 	Feb 2026
Data collection/Field activities	<ul style="list-style-type: none"> ▪ Completed survey tools and surveys ▪ Database of aggregated RBF customers ▪ Field visit reports including if any minutes of consultative meetings/ Focus Group Discussions (FGDs) ▪ Interview Transcripts and summaries ▪ Photos, videos and documentation of impact stories from select customers ▪ Realtime data input 	March – April 2026

Data analysis	<ul style="list-style-type: none"> ▪ Dash Board with survey results ▪ Raw dataset ▪ Cleaned data set ▪ Code book ▪ Qualitative and Quantitative analysis sheets, viz of appliance impact ▪ Developed field Videos 	May 2026
Reporting	<ul style="list-style-type: none"> ▪ Monthly progress reports ▪ Draft report ▪ Impact stories from selected consumers ▪ Field videos with stories 	May 2026
	<ul style="list-style-type: none"> ▪ Report Validation: Collect and consolidate feedback and reviews from stakeholders and technical working groups ▪ Final research report for consumer impact research with internalized feedback from stakeholders ▪ Impact stories from selected consumers ▪ Field videos with stories 	June – October 2026
Dissemination	<ul style="list-style-type: none"> ▪ Dissemination plan ▪ Participation in at least 2 dissemination events to industry, funder through a webinar or presentation 	June – October 2026

Key Qualifications

- **Proven experience** in designing and conducting consumer research, particularly in energy access, appliance markets, or development contexts.
- **Strong expertise** in quantitative and qualitative research methods, including survey design, data collection, and analysis.
- **Demonstrated capacity** to work across diverse geographies and cultural contexts, especially in Sub-Saharan Africa and India.
- **Experience with longitudinal studies** and impact evaluations is highly desirable.

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 2025-11-10
[CONTRACTOR_NAME] _Financial Proposal_ RFP 2025-11-10

The length of the technical proposal should not exceed 10 pages and should include:

- Company Profile: General background and relevant capabilities
- Detailed approach and methodology for the design and rationale for their selection, 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 the qualifications and experience of key personnel that will execute the project
- A portfolio of past projects demonstrating experience in consumer behavior and market research in different markets
- Contact information of at least two client references for whom you have performed similar work
- Other relevant information

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.

CLASP will provide the consultant with a database of appliance purchasers, with names and phone numbers. For the purposes of budgeting, timelines, deliverables, and milestones, please assume that there are roughly 35,642 buyers as shown in table 1. Budget proposals should be capped at \$350,000.

Table 1: Distribution of appliance buyers per technology and country

Technology	Kenya	Uganda	Ethiopia	Nigeria	India	Total
Solar Water Pumps	7522	1255	147	0	136	9060
Refrigerator/freezer	3887	1636		539		6062
Walk in Cold Rooms	10				3	13
Milling	31			81	5	117
Electric Pressure Cooker	9559	6751			5	16315

Electric Induction Cookers	395					395
Charcoal Stove		3652				3652
Biomass Pellet Stove		28				28
Total	21404	13322	147	620	149	35642

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.

Optional At This Stage – Fill Out Pre-Qualification Questionnaire (PQQ)

All contractors must complete the [Pre-Qualification Questionnaire \(PQQ\)](#) before they can begin work with CLASP. However, at the **RFP stage**, completing the PQQ is **optional** (i.e. you can decide to fill it out at a later stage, only if you are selected).

The PQQ is a comprehensive due diligence screening used to collect legal and financial information about potential partners or vendors. While **not required at the RFP stage**, it **must** be completed if a contract is awarded. Contracts are **contingent on successfully passing** this due diligence process.

If your organization has already completed the PQQ, you do not need to submit it again—unless there have been changes to your business structure and/or you submitted the PQQ more than two years ago. If you're unsure, please contact Andrea Testa at atesta@clasp.ngo for guidance.

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 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 is also an essential factor in determining the final contract award. The entire proposal will be evaluated for feasibility, completeness, and practicality.

As noted above, CLASP is a global nonprofit whose 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. CLASP's values and culture include transparency, collaboration, serving others, bringing positive impact to the world, providing equal opportunity, and fostering an inclusive environment without regard to individuals' background, identity or circumstances.

CLASP has found that partnering with entities with a demonstrated commitment to its values and mission leads to the best outcomes. Accordingly, we encourage you to include additional information you think shows why your organization would be a good partner for this project.

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.