



Terms of Reference: Electric Cooking Phone Survey in Kenya

Access to Energy gGmbH (A2E) is a non-profit collaborative research institute in the energy access sector that works on multiple data-driven topics related to the remote monitoring of appliances. A2E collects real data direct from users and publishes this data in an open-source fashion, allowing the sector to better understand appliance demand by users.

A2E is seeking a local firm to conduct a phone survey with up to 3000 households in Kenya in late 2024 and early 2025 and an additional follow-up survey with the same households in August and September 2025. A2E is soliciting proposals from qualified organizations to conduct the survey.

Project Description

The surveys are being conducted as part of a research project that studies the utilization of electric cooking appliances and the effects of different rebates on appliance utilization. Participants in the study will be customers who have purchased either an electric induction stove or an electric pressure cooker from select appliance distributors in Kenya.

The first survey will be a baseline phone survey that is projected to last between 10-15 minutes and confirms participants' informed consent before asking questions about how households cooked prior to adopting their new electric cooking appliance. The survey will be conducted on a rolling basis: after customers purchase their appliance and are registered for the study, their contact details will be shared with the survey firm so that the baseline survey can be conducted soon thereafter.

The second survey will be an endline phone survey conducted with the same participants who conducted the baseline survey. The survey will ask similar questions to the baseline survey but is expected to last 5-10 minutes.

Both baseline and endline surveys have already been drafted along with suggested phone scripts, but may need to be refined by the implementing organization for improved clarity or ease of implementation.

Due to the nature of this research being conducted with actual customers of appliance distributors, there is uncertainty around how many participants will be registered for the study and when these participants will be registered. Improved forecasts regarding the expected number of participants will become available closer to the project start date. The earliest that participants are expected to be registered for the study and selected for the baseline survey is October 2024 and the latest is March 2025, thus the baseline survey shall be concluded no later than April 2025.

Role of Implementing Organization

The implementing organization shall be responsible for:

- Editing, refining, or adapting the existing survey tools for clarity and implementation
- Implementing a 10-15 minute baseline phone surveys with up to 3000 households
- Implementing a 5-10 minute endline phone survey with up to 3000 households
- Reviewing survey responses to ensure a high quality of responses and a high level of consistency
- Communicating insights that are important for the interpretation of results, such as reporting questions that received ambiguous responses



Expected Results

No later than one month after completing each survey, the implementing organization will be expected to deliver:

- Soft copy spreadsheet file containing all collected survey responses
- A document summarizing any insights that are important for interpreting the survey responses

Qualifications of Implementing Organization

The ideal implementing organization will have a track record of executing phone surveys in Kenya. The organization will have sufficient flexibility to manage uncertainties surrounding the implementation timelines and volumes for the baseline survey, and will be able to implement the baseline survey with households soon after receiving their contact information. Competitive bids will provide a variable cost estimate that changes with the number of surveys to be executed.

Proposals will be evaluated on the following criteria:

Criteria	Description of Ideal Candidate	Weight
Project Plan	Proposed survey implementation plan: <ul style="list-style-type: none"> • Clear description of plan that will achieve expected results • Capacity to adapt the implementation plan depending on the number of participants or the timeline • Risk identification and mitigation 	25%
Past Experience	Past experience with similar projects: <ul style="list-style-type: none"> • Experience with research in Kenya • Experience implementing phone surveys • Experience with managing teams of enumerators 	25%
Organization	Organization: <ul style="list-style-type: none"> • Registered organization Team composition: <ul style="list-style-type: none"> • Experienced team that will lead the project implementation 	25%
Budget	Cost estimate for baseline and endline survey under the following scenarios: <ul style="list-style-type: none"> • 1000 participants • 2000 participants • 3000 participants 	25%

Application Procedure

Organizations shall submit proposals to Elliot.Avila@A2EI.org by August 21, 2024 and any questions shall be submitted before August 14, 2024. The proposal shall consist of a cover letter, a written proposal, and a budget. The full proposal template and the draft baseline survey are attached. Unsuccessful applicants will be informed no later than September 13, 2024.



Application Template

Part 1: Cover Letter

Please address a cover letter stating your organization’s application to:

Access to Energy gGmbH
Paul-Lincke-Ufer 8D, 10999
Berlin, Germany

Part 2: Main Body

The main body of the application has no prescribed length but is expected to be between 2-5 pages. The application should address the following areas.

1	<p>Project Plan</p> <p>Describe your plan for executing the surveys and achieving the expected results. Describe how your plan will change if there are fewer or greater number of participants registered for the study than expected or if the start time is delayed. Describe any risks associated with the plan and how they will be mitigated.</p> <p>Please include:</p> <ul style="list-style-type: none"> • Whether you will hire enumerators for this project • The overall timeline for implementation of the baseline survey and the endline survey • The expected lead time between receiving participant contact information and completing the baseline survey • A description of any quality assurance checks or procedures that will be implemented
2	<p>Past Experience</p> <p>Describe any relevant experience on past research projects, including:</p> <ul style="list-style-type: none"> • Experience conducting research in Kenya • Experience implementing phone surveys • Experience with managing teams of enumerators <p>When describing past projects, include the size of the project, the country of implementation, and whether the project was done on behalf of a client.</p>
3	<p>Organization</p> <p>State your organization’s registration status, including legal entity name, country of registration, and legal entity type. List the key personnel who will be involved in managing this project, their roles, and their relevant experience.</p>
4	<p>Budget</p> <p>Provide a quotation for this project and a budget narrative. The quotation should cover scenarios of 1000, 2000, and 3000 participants for both the baseline survey and for the endline survey.</p>

Optional Additional Documentation

You may include any of the following

- CVs of the any team members identified in the application
- Samples of past work for relevant projects
- Draft budget in editable spreadsheet format

BASELINE SURVEY

V1.0 - July 11, 2024

INTRODUCTION SCRIPT

Hi _____, my name is _____ and I am an enumerator with _____. I am calling because you recently purchased a _____ [EPC/IS] from _____ [company] and you were registered as a participant in our study on electric cooking. I am calling to answer any questions you might have about the study and to conduct a brief phone survey. Is now an okay time to talk? If not, could I schedule a time to call you back?

Before we go further, could you confirm if you purchased _____ [EPC/IS] from _____ [appliance distribution company] and that you consented to take part in the associated study and rebate program? YES/NO, correct if necessary.

Thank you so much for being a part of the study so far.

ELIGIBILITY & VALIDATION OF REBATE PROGRAMME IMPLEMENTATION

Before we begin, can I check:

Is your household electricity meter shared with other households? *Yes/No*

Do you still use the appliance within your own household? *Yes/No*

If No to either question, thank them for their time and end the conversation.

For Participants in Control Groups

I would like to confirm, have you received your token for enrolling in the study?

For Participants in Treatment Groups

I would like to confirm, have you been receiving additional credit on your post-paid KPLC account or tokens to load onto your pre-paid meter at the end of each month? *Yes/No*

Are you aware that the rebate amount is linked to the amount of electricity you've consumed each month? *Yes/No*

Are you aware that the rebate is only applicable to electricity used for cooking on that specific appliance, not the entire household's consumption? *Yes/No*

For Participants in T4-T7

Are you aware that only cooking that has taken place within certain off-peak hours is eligible for the rebate? *Yes/No*

And are you aware of the time schedule for off-peak hours? *Yes/No*

If yes, ask the participant what they believe the schedule to be and record

INFORMED CONSENT

There was an information sheet that was provided to participants in the study. Did you receive that sheet? YES/NO.

If no, read out the information sheet and arrange for a copy to be sent to the participant.

If so, you should already know that in this study we are gathering information about how your household is using your electric cooking appliance.

Do you have any questions about the study?

You were randomly selected for a phone survey as part of our study. This survey will last approximately 15 minutes and contains questions about your household, your cooking behaviors, and your electricity habits. Are you willing to participate in this survey at this time? *Yes/No*

If not, could I schedule a time to call you back?

During this survey, I may ask you questions that contain personal information, however all of the information that you provide will be anonymized. You may skip any question that you do not wish to answer and you may end the survey at any time without any negative repercussions. Do you have any questions about the survey before we begin?

BASELINE SURVEY

V1.0 - July 11, 2024

DEMOGRAPHIC HOUSEHOLD QUESTIONS

1. Where is your home located?
 - a. County:
 - b. Sub-county:
 - c. Location:
 - d. Sub-location:
2. Do you live in a rural or urban area?
3. Gender of respondent
4. Who is the head of your household?
 - 1 Respondent
 - 2 Spouse / partner
 - 3 Domestic worker (female)
 - 4 Domestic worker (male)
 - 5 Other family member (female)
 - 6 Other family member (male)
 - 7 Other
5. Who is the main cook in your household?
 - 1 Respondent
 - 2 Spouse / partner
 - 3 Domestic worker (female)
 - 4 Domestic worker (male)
 - 5 Other family member (female)
 - 6 Other family member (male)
 - 7 Other
6. On a typical day, how many people does your household usually cook for?
7. What do you use your ____ [IC/EPC] for?
 - 1 Personal use (e.g. cooking meals for your family)
 - 2 Business use (e.g. preparing food for selling)
 - 3 Both personal and business uses
8. What is your typical income on a monthly basis for your household as a whole?
 - 1 xxx-yyy KSh/month
 - 2 yyy-zzz KSh/month
 - 3 zzz-aaa KSh/month
 - 4 aaa-bbb KSh/month
 - 5 bbb-ccc KSh/month
 - 6 Don't know
 - 7 Prefer not to answer
9. Do you agree or disagree with the following statement: "cooking with my IC/EPC on the normal domestic tariff (i.e. without rebates) saves me money compared to cooking with other fuels"?
 - 1 Strongly agree
 - 2 Agree
 - 3 Neutral
 - 4 Disagree
 - 5 Strongly disagree

BASELINE SURVEY

V1.0 - July 11, 2024

DISH QUESTIONS

In the following section, we will ask about the dishes that are typically cooked in your household. If several different people cook in your household, please tell us about all the dishes that are cooked, not just the ones that you cook yourself.

15. Which of the following dish types does your household frequently prepare?

1 *PORRIDGES/UJI (Uji wa Muhogo, Uji wa Mchele, Oats, etc.)*

2 *Rice (plain, Pilau, Mseto wa Maharagwe, Fried rice, etc.)*

3 *Roots (Potato, Cassava, Yams, Arrow roots, etc.)*

4 *UGALI*

5 *CHAPATI (Chapati, roti, etc.)*

6 *SNACKS (Mandazi, samosa, mahamri, etc.)*

7 *SOUPS (Chicken soup, bone soup, pumpkin soup, etc.)*

8 *VEGETABLES (Sukuma wiki, spinach, cabbage, Kienyeji, etc)*

9 *Meat/chicken/fish stew*

10 *Deep fried meat/chicken/fish*

11 *Roasted meat/chicken/fish*

12 *Shallow fried meat/chicken/fish*

13 *CEREALS (beans, maize, githeri, peas, ndengu, etc.)*

14 *CAKES & BREADS*

15 *HOT BEVERAGE (chai, coffee, etc.)*

16 *Eggs (fried)/Sausages/Smokies/bacon*

17 *Eggs (boiled)*

18 *WATER BOILING (purification, bathing, etc.)*

99 *Other*

Repeat the questions 29-30 for each selected dish.

16. For each dish type selected above, which cooking device does your household typically prefer to use?

1 *Three Stone Fire*

2 *Traditional Firewood Stove*

3 *Improved Firewood Stove*

4 *Open Charcoal*

5 *Traditional Charcoal Stove*

6 *Improved Charcoal Stove*

7 *Open Biomass*

8 *Traditional Biomass Stove*

9 *Improved Biomass Stove*

10 *Kerosene Stove*

11 *LPG Stove*

12 *Biogas Stove*

13 *Ethanol Stove*

14 *Electric Infrared Stove*

15 *Electric Induction Stove*

16 *Electric Frying Pan*

17 *Hot Plate / coil*

18 *Mixed LPG-Electricity stove*

19 *Water Heater Coil*

20 *Electric Kettle*

21 *Microwave*

22 *Rice Cooker*

23 *Electric-Oven*

24 *Air Fryer*

25 *Halogen Oven*

26 *Electric Pressure Cooker*

27 *Electric coil stove*

28 *Slow Cooker*

29 *Other _____*

BASELINE SURVEY

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17. How often does your household cook this dish?

a. Frequency

1 *One time* 2 *two times* 3 *three times* 4 *four times* 5 *five times* 6 *six times*

b. Rate

1 *Per day*

2 *Per week*

3 *Per two weeks*

4 *Per three weeks*

5 *Per month*

6 *Per two months*

7 *Per three months*

8 *Per four months*

9 *Per five months*

10 *Per six months*

11 *Per year*

END OF SURVEY

Please thank the respondent for their time and participation in the study.

Please inform the participant that there will be another follow-up survey next year.