

Terms of Reference for Consultancy Services

Action Research on Aggressive Health Promotion of Clean Cookstoves and Cleaner Fuels in Cambodia

Background & Rationale

In Cambodia, the percentage of the population cooking with solid fuels is slightly decreasing over time; however, with population growth, the number of people actually cooking with solid fuels is growing. And with continued significant reliance on solid fuels for cooking, this leads to public health issues as well as deforestation and natural resource degradation.

Cooking with solid fuels with traditional stoves has particular effects on the health of end-users as the smoke from cooking contributes to high levels of household air pollution (HAP) resulting into deadly diseases. It is currently estimated by the World Health Organisation (WHO)¹ that 89% of the Cambodian population is exposed to HAP leading to about 11,876 deaths per year. HAP related deaths are significant and often higher than other illnesses and diseases, such as diarrhea, Malaria, Tuberculosis, and HIV/AIDS. The Global Burden of Disease 2010² report estimated that household air pollution from cooking with solid fuels is the second leading risk factor for disease and pre-mature death in Cambodia.

SNV Cambodia's Advanced Clean Cooking Solutions (ACCS) project (www.advancedcleancooking.org) aims to bring to scale the distribution of clean biomass cookstoves and cleaner fuels that are efficient, safe, and significantly reduce HAP. Clean biomass cookstoves and cleaner fuels have the potential to dramatically reduce exposure to harmful cooking smoke and to deliver the much needed health benefits, but come at a much higher price than traditional stoves. Most of the households applying harmful cooking methods have not made the inter-related behaviour changes required to complete the transition to clean biomass cookstoves and cleaner fuels. This is in part due to lack of awareness and knowledge on the negative health impacts of their current cooking methods. Against this background, SNV Cambodia has decided to commission an action research to collect more information on this issue and is seeking consultancy services for such research. This paper provides the Terms of Reference for these services.

Objective

The specific objective of this action research is to assess the effect of aggressive health promotion campaigns on the sale of clean biomass cookstoves and cleaner fuels.

The results of the action research should inform SNV and other development practitioners, policy makers, and market actors:

- i. On the most effective health promotion campaigns including related messages, tactics, and communication channels to drive adoption by households of clean biomass cookstoves and cleaner fuels.
- ii. How different consumer segments (e.g. socio-economic status, ages, men and women) respond to different messages, tactics, and communication channels related to clean biomass cookstoves and cleaner fuels.

Methodology

The Consultant will be required to propose an appropriate research methodology that will develop, implement and assess the most effective health promotion campaigns for clean biomass cookstoves and cleaner fuels. The methodology for the study will be developed by the selected Consultant at the outset of the work and will be presented in detail in the inception report.

The research method shall incorporate the following considerations:

¹ Source: WHO's Global Health Observatory Data Repository

² [Global Burden of Disease Report 2010 Cambodia Country Profile](#)

- Development and testing of three health promotion campaigns in three different geographic locations (e.g. villages) and one control location. The locations will be selected in coordination with SNV and a local distributor of clean biomass cookstoves and cleaner fuel and are expected to be within a two-hour drive from Phnom Penh;
- The locations should be distant enough from one another to avoid/limit cross-over of populations and the influence from the other health promotion campaigns being conducted as part of this research;
- The Consultant shall consult with/brief the local health related authorities in the selected locations on the research methodology and plan prior to implementation;
- The selection of the clean biomass cookstoves and cleaner fuel will be decided by SNV and the local distributor;
- The local distributor will have inventory of clean biomass cookstoves and cleaner fuel to market in the four locations during the duration of the assignment. The cost of stoves and fuel shall not be included in the Consultant's bid;
- Basic/regular marketing will be conducted by the local distributor in the control location. ;
- The three other geographic locations will apply the basic/regular marketing by the local distributor in combination with different health promotion campaigns including related messaging, tactics as well as communication channels by the Consultant;
- The Consultant must collect baseline data information from target households in selected geographic locations [sample size to be proposed by Consultant] to learn as much as possible about their views on air pollution and the socio-economic and cultural aspects. The survey will provide a baseline on the level and type of stove coverage as well as serve to inform the design of the health promotion campaigns.
- The Consultant must design and implement a monitoring and evaluation framework for data-collection and feedback on the effectiveness of the marketing campaigns including follow-up surveys with households that purchased stoves, to be included in the research methodology. Data-collection tools are to be presented in the inception report and must be validated in a field-testing exercise.

Deliverables

The consultant is expected to deliver the following outputs:

- Inception Report & Presentation
Prior to mobilisation of a field team, the consultant will submit for approval an inception report. The report will include final action research design and research methodology, final data collection tools, work plan and outline for final report.
- Baseline Survey
- Design of health promotion campaigns, including tools and methods
- Implementation of health promotion campaigns
- Draft Report & Presentation Workshop - workshop organized by the Consultant with development practitioners and market actors in Phnom Penh (cost of venue, food and beverages not covered by Consultant)
- Final Report

Roles and Responsibility

SNV

- Management and quality oversight of the project and approval of the deliverables
- Monitoring of progress of project
- Linkage of Consultant with local distributor

Consultant

- Development of research design, methodology and tools

- Design and field implementation of the campaigns in the three locations
- Documentation of results/reporting

Local distributor

- Basic/regular marketing in all locations
- Ensure sufficient inventory of stoves and cleaner fuels in the locations during the campaign
- Keep track of sales of stoves

Work Schedule

The assignment is expected to be conducted over a six to seven month period starting in March with submission of Final Report by 30 September 2015.

Qualification

- Experience conducting field research /social research for goods and services targeting rural populations in Cambodia;
- Sound command of promotion strategies for the sale of goods and services targeting rural populations in Cambodia;
- Deep understanding of rural consumer behaviour and key socio-economic / demographic / psychographic trends that might affect stove/fuel technology adoption;
- Ability to identify and interpret relevant data and statistics;
- Ability to present findings in attractive visual format;
- Efficient assignment implementation;
- Ability and willingness to conduct field research; and
- English language and report writing skills.

Application

Suitable consulting firms should submit their offer by 03 March 2015. The offer must provide information about the consultant's qualification and expertise, including cover letter, CV of the proposed experts, description of previous similar assignments, proposed methodology, work plan with adequate time-schedule on the delivery of all outputs, and a financial quotation. Applications without sufficient description of proposed research methodology will automatically not be considered. Consultants are encouraged to suggest improvements to the ToR.

The estimated budget for this assignment is maximum USD 60,000.

Applications should be sent to SNVCambodiaJobs@snvworld.org

About SNV

SNV is a not-for-profit international development organisation. Founded in the Netherlands nearly 50 years ago, we have built a long-term, local presence in Asia, Africa, and Latin America. Our advisors work with local partners to equip communities, businesses, and organizations with the tools, knowledge, and connections they need to increase their incomes and gain access to basic services. SNV works to empower people to break the cycle of poverty and guide their own development by engaging local partners to achieve results in inclusive business, value chain development, and impact investing.

SNV has been present in Cambodia since 2005 and supports initiatives in three key sectors: Agriculture, Renewable Energy, and Water, Sanitation and Hygiene.

In Renewable Energy, SNV focuses on boosting low-carbon pro-poor development while promoting energy efficiency and facilitating access to sustainable, clean and reliable energy sources for households and small enterprises and the development of a vibrant renewable energy sector with an adequate enabling environment.