

Improving PURE Company Performance: Building Gender Inclusive Businesses to Meet Women's Energy Needs

Terms of Reference – November 2023

GOGLA is seeking a qualified consultant/consultancy to gather insights and develop resources that will support our efforts to encourage gender mainstreaming in the productive use of renewable energy (PURE) sector. By doing so, our goal is that PURE products/services reach more women consumers by ensuring their unique energy needs are met, and that gender inclusion is central to product, marketing and service design.

1. About GOGLA

GOGLA is the global association for the off-grid solar energy industry. Established in 2012, GOGLA now represents over 200 members as a neutral, independent, not-for-profit industry association. Its mission is to help its members build sustainable markets to deliver high-quality products and services to customers with no, or insufficient, access to electricity. These include solar lighting, power, irrigation, cooling and communications technologies. Our member's product and solutions already power millions of homes, businesses, and public services. They improve health and education, create jobs and income opportunities and help consumers save money. To find out more, go to www.gogla.org.

2. Background

Women often hold unique places in agricultural and enterprise value chains, and are disproportionately burdened by lack of access to affordable, efficient renewable energy. The market for PURE products and services is currently at an early stage, yet has the potential to transform livelihoods, boost green jobs and impact economic and social development. As the industry matures, meeting women's needs is crucial to ensuring that the full benefits can be realised, and women are not left behind.

Pure companies also have the opportunity to improve their business performance and social impact by ensuring that gender inclusion is a central tenet of their operations.

This project aims to ensure that PURE companies can better meet the energy, service and financing needs of women consumers and reach more women overall in pursuit of SDG7 and SDG5, by ensuring that companies:

- 1) Have access to insights, guidance and tools that highlight and inform good practices from product design to aftersales provision; and
- 2) Have the ability to make informed decisions based on insights gleaned from sex-disaggregated data.

3. Project Objectives

The objectives of this project are to understand how and where PURE technologies intersect with women's roles in related value chains and to evaluate where impact for women can be greatest; to identify examples of good practice for gender inclusion in the industry, and extract lessons from

adjacent sectors to inform guidance for mainstreaming gender inclusion into PURE business operations.

Specifically, the project aims to:

- Undertake a mapping of the PURE ecosystem in relation to women's roles within affected value chains (e.g., post-harvest food processing, commerce etc.), to understand which products are most impactful and how women's energy needs can be better met;
- Produce an effective knowledge product for PURE companies that will explore how they can optimise product design, marketing, sales and aftersales to improve the delivery, usage and impact for women consumers; and provides guidance for the collection of sex-disaggregated data by PURE companies, including how/why such data can be utilised to improve gender inclusion and achieve better business performance.
- Define a series of personas for women consumers in PURE value chains, to help companies better understand the target group and take action to better meet their energy needs.
- Encourage the adoption of gender forward practices by PURE companies through dissemination and promotion of new resources and standards developed.

Product and geographical scope

PURE products are broad and wide ranging. The unique ways in which women interact with PURE products across different value chains can be vast¹. Through an initial mapping exercise, we will determine which products (3-4) to hone in on. The geographical focus of the work is a) Kenya, b) Uganda, c) India.

4. Scope of work

The consultant/consultancy is expected to undertake the following tasks:

a) Primary and secondary research

The consultant will undertake primary and secondary research to gather data, insights and learnings to inform the project deliverables, including mapping of the PURE-women nexus; identification of existing tools and resources useful to the industry; evaluation of opportunities and practises for gender forward PURE companies; and development of a series of consumer personas.

The research is expected to include some elements of:

- Desk research and literature reviews to evaluate existing knowledge/resources and lessons from adjacent industries.
- Consultations and key-informant interviews with PURE subject matter experts and PURE company staff.
- Interviews and focus group discussions with women consumers who currently use PURE technologies or could benefit from access.

We anticipate that primary research will include a mix of remote (phone-based) and in-person work (focus groups and consumer interviews) depending on the consultants' location. The geographical scope is India, Kenya, Uganda – but we do not expect the consultant to travel to all three markets.

¹ GOGLA's PURE programme included solar-powered appliances such as solar water pumps, milling machines, and cold-storage/refrigerators through to solar home systems / solar energy kits that are used to provide light and TVs for businesses.

GOGLA will assist in connecting and engaging key industry stakeholders and PURE companies.

b) Mapping the PURE ecosystem with a gender lens

The consultant will undertake an initial exercise to map the PURE ecosystem with a gender lens. This will allow us to prioritise which PURE products to focus on for the remainder of the project, but also serve to inform GOGLA's PURE advocacy and ecosystem building work.

The mapping should help us better understand the intersection of PURE technologies, the value chains they support and women's roles within them. Which PURE products are most critical to support women's livelihoods? How can PURE be better utilised by women? What are the barriers to adoption by women, and opportunities for impact?

c) Develop a series of persona profiles for women PURE consumers

Based on the priority areas identified from the mapping and using data and insights from consumer interviews, the consultant will develop a series of persona profiles for women PURE consumers. The personas will seek to explain the common barriers and pain points; energy, finance and service needs; behaviours and opportunities for women whose livelihoods can benefit from PURE technologies. The personas should provide unique insights for companies so that they are better placed to design effective products and services.

The personas should include the following:

1. *The value chain and women's roles within it.*
e.g. How do they earn money? How do they fit within the related value chain? Do they own land or appliances? Who do they interact with? What are their energy needs and how are they currently met? How is their role distinct from that of the men?
2. *The PURE technology and service.*
e.g. How did the technology change their activity/role in the value chain? What does before, and after look like? How can they increase their income/efficiency, etc.? What are the main barriers to that change?
3. *Women's behaviour and learning.*
e.g. How do they learn about new products/technologies? What cultural norms affect how they may interact with agents for example? What are their financing needs and the barriers to meeting them?
4. *Lessons for PURE companies.*
e.g. What opportunities are there for PURE companies to better serve this persona?

d) Identification of sex-disaggregated KPIs for PURE companies

Sex disaggregated data can help companies make informed decisions about the products, service and financing that they offer. However, not many companies collect data in this way, and those that do don't actively use it. A number of initiatives already exist (e.g., 2x challenge) that define sex disaggregated KPIs useful to companies. GOGLA would like to identify a short list of the most useful consumer KPIs to help companies increase gender inclusion, and recommendations for how the information can be utilised for informed decision making.

The resultant list is expected to be an annex to the knowledge product (e).

e) Develop a knowledge product (report) for companies

The consultant will write an influential knowledge product that will bring together insights and guidance for PURE companies using the data and findings from activities a) to c).

The report will summarise the outputs from earlier activities, and address/include the following:

- Why gender inclusion is critical to PURE market development and impact;
- The role women play in key PURE value chains, and what their specific energy needs are;
- The barriers and opportunities for improving gender inclusion in the PURE sector. Specifically, the business case for targeting women consumers and how it can be achieved;
- Good practice and recommendations for PURE companies;
- An annex that includes a summarised list of actionable tools and resources, and recommended sex-disaggregated KPIs;
- Company and consumer case studies from the research used throughout to strengthen the report.

A first draft of the report will be peer-reviewed, before a final iteration.

f) Co-host (with GOGLA) a two-part webinar series

To encourage PURE companies to improve gender inclusion across consumer-facing operations and to promote the new resources, GOGLA will host a two-part webinar series. The consultant will contribute to the webinar planning and present the key findings from the project, following a suggested structure:

- a) Lessons and insights: Women and PURE value chains
- b) Best practices and recommendations for PURE companies

The webinar will be hosted on GOGLA's webinar platform, with presentation materials and recording made available to GOGLA members afterwards.

5. Key deliverables and timeline

The consultant/cy is expected to deliver:

#	Deliverables	Indicative due date
1	Inception report <ul style="list-style-type: none"> - Following a kick-off meeting with the GOGLA team, the consultant will provide a short inception report that outlines the updated research methodology, and detailed activity plan. 	Mid-January 2024
2	PURE Ecosystem Gender Mapping <ul style="list-style-type: none"> - A short report (max.5 pages) which maps the intersection of PURE technologies, women, and related value chains. 	Mid-Feb 2024
3	A summary of the findings from the research <ul style="list-style-type: none"> - On completion of research, the consultant will prepare a short summary of key findings, and outline the proposed elements of the personas and a proposed outline for the knowledge product. They should also include: <ul style="list-style-type: none"> ○ List of any existing tools and resources identified that are available to companies; ○ Copy of transcripts from consultations and interviews. 	End-April 2024

4	Suite of Persona Profiles - A suite of 4-5 persona profiles that describe women consumers of PURE technologies. Each persona should be no more than 2 pages, delivered in editable format for GOGLA to publish.	End-May 2024
5	Draft report for peer review - The draft report of ~25 pages in length, available for peer review.	End-July 2024
6	Final report - A final version of the report in editable format for GOGLA to publish.	End-August 2024
7	Co-host two webinars with GOGLA	End-September 2024

*To be agreed and finalised during contracting period.

6. Approach and coordination with GOGLA and partners

The project will be executed under close collaboration with the GOGLA team, specifically Puck van Basten and Rebecca Rhodes of GOGLA's Performance & Investment team, and GOGLA's Communications team. The GOGLA team will assist in making connections with PURE companies and key stakeholders as required.

This project is funded by IKEA Foundation. IKEA Foundation may on occasion review and provide guidance to the deliverables of this project.

7. Budget and schedule

We require this work to be undertaken between January 2024 and October 2024, unless otherwise agreed during the contracting period.

The budget envelope is €40,000 inclusive of all taxes. The consultant should include a summary schedule and disclose the level of effort required to complete the project activities in the proposal submission, with budget breakdown.

8. Location

The project is expected to be undertaken from the consultant's usual place of work. Any travel expenses are to be costed within the budget envelope stated above.

9. Contractor qualifications

The contractor(s) should be able to demonstrate the following qualifications/qualities:

- Significant and demonstrable previous consultancy in a related field(s);
- Demonstrable knowledge and experience of the gender-energy nexus, agriculture/enterprise value chains and/or livelihoods development.
- Demonstrable experience in conducting primary research;
- A presence/network in key off-grid markets (Africa and Asia) would be preferable;
- Excellent written and verbal communication in English.

10. Submission requirements

Proposals should include:

- Proposed approach to deliver the assignment, including any deviations from the scope of work, deliverables or timeline. Proposals should outline the intended methodology for research, including the proposed number of respondents / geographies.



The Voice of the **Off-Grid Solar Energy** Industry

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- Financial proposal, with budget categorised per activity/deliverable including the consultants' daily rate and any other expected costs/expenses, with all taxes included.
- Consultant CV(s) and references/links to previous similar work.

The proposal must be submitted in English and valid for a minimum period of 30 days.

Submissions and/or questions should be sent to p.vanbasten@gogla.org with the subject "Gender Inclusion for PURE companies - Proposal [name of org.]" by end of day, Monday 27th November 2023.



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