



# MINISTRY OF ENVIRONMENT AND ENERGY

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Male' Republic of Maldives

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## TERMS OF REFERENCE

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### Research on Consumer Behavior and Preferences Regarding Energy Efficiency in Households

[05<sup>th</sup> September 2016]

Prepared by:

Project Management Unit  
Strengthening Low Carbon  
Energy Island Strategies Project



## Table of Contents

1.	Introduction & Background .....	3
2.	Scope of Works .....	3
3.	Deliverables .....	5
4.	Duration of the consultancy .....	5
5.	Requirements for Experience and Qualifications .....	5
6.	Payment .....	6
7.	Additional Information .....	6
8.	Selection criteria .....	6
9.	Application .....	8
10.	Submission .....	8
	ANNEX 1: STANDARD FORMS .....	9
	FORM -1: PROPOSAL SUBMISSION FORM.....	10
	FORM-2: DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT	11
	FORM-3: TEAM COMPOSITION AND TASK ASSIGNMENT .....	12
	FORM TECH-4: WORK SCHEDULE .....	13

## **1. Introduction & Background**

The Government of Republic of Maldives represented by the Ministry of Environment and Energy (MEE) has allocated funds under the project Strengthening Low Carbon Energy Island Strategies (LCEI) and intends to procure services of an institute/company/firm to conduct Research on Consumer Behavior and Preferences Regarding Energy Efficiency in Households.

The Project “Strengthening Low Carbon Energy Island Strategies Project (LCEI)”, implemented by Ministry of Environment and Energy (MEE) with support from UNEP and funded by the Government of Maldives and the Global Environmental Facility (GEF) aims to reduce greenhouse gas (GHG) emissions through energy efficiency in the building sector. The project will focus on increasing energy efficiency in the building sector by developing appropriate policies, guidelines and standards and through public education and advocacy.

It was decided to use part of the proceeds from the project to study the knowledge and opinion on energy efficiency in household. This will include collecting information on current factors affecting consumers’ choice when investing in electrical appliances, consciousness in their behaviour which affects the amount of energy consumed and knowledge on energy efficiency and conservation choices. To this end, it is proposed to survey a representative sample of the Maldives population as described below.

## **2. Scope of Works**

The objective of the assessment is to identify perception of general public regarding energy efficiency throughout the Maldives.

The outcome of this assessment will assist the Ministry to conduct consumer awareness campaigns, to be able to target groups of consumers within the campaign strategy. Particular Information on the consumers and their behaviours will assist in customizing the awareness campaign according to the needs of different consumer groups. This information will also assist in designing future policy instruments, projects and programs related to energy efficiency.

Under the direct supervision of the Project Manager of LCEI, the consultants are expected to consider and provide a methodological approach and justification as to how scope of works is covered.

The sample size should be statistically significant with confidence level at 95%. The sample must be a representative sample of the Maldivian population. Islands to be included in the sample are the following:

1. Male’ region
2. Addu city (main stretch)
3. HDh. Kulhudhuffushi
4. K. Maafushi
5. ADh. Dhidhoo
6. GA. Nilandhoo

The consultant is expected to utilize the following approaches while undertaking this assignment and to include where necessary additional approaches and new tools. The consultants are encouraged to include additional factors in their proposals beyond the descriptions outlined below if they believe it will add to the quality of the final deliverables.

- Conducting a comprehensive research and/or survey effort that explores consumers' attitudes and purchasing behaviors for the following appliances:
  - Air Conditioners
  - Washing machines
  - Refrigerators and freezers, and combinations
  - Electric Fans
  - Lights
  - Water pumps
  - Electric Ovens and microwave ovens
  - Television sets
  - Electric water heaters
  - Electric Irons
  
- Targeted respondents should have a comprehensive sample distribution taking into consideration:
  - Age
  - Gender
  - Income
  - Type of residence, rented or owned
  - Number of people living in the household
  - Level of education
  - Income level of the household
  
- Research must include indicators such as
  - Energy efficiency knowledge,
  - Usage patterns,
  - Energy efficiency measures taken in the household
  - Factors influencing purchase
  - Barriers to implement energy efficiency measures
  - Readiness to implement energy efficiency measures

The survey questionnaire must be finalized with the Ministry of Environment and Energy prior to commencing the survey. All necessary approvals must be taken before conducting the survey from Ministry of Environment and Energy and National Bureau of Statistics.

### 3. Deliverables

Details	No. of Copies
Submission of Inception report	1 soft copy
Finalized survey questionnaire	1 soft copy
Draft report on “Research on Consumer Behavior and Preferences Regarding Energy Efficiency in Households”	1 soft copy
Final report on “Research on Consumer Behavior and Preferences Regarding Energy Efficiency in Households”	4 hard Copies + 1 soft copy
Submission of <ul style="list-style-type: none"> <li>• Stakeholder workshop report,</li> <li>• All raw data gathered for the assessment</li> <li>• Visualized summary of the main findings of the analysis (2-4 pages).</li> </ul>	<ul style="list-style-type: none"> <li>• 1 soft copy</li> <li>• 4 hard copies +1 soft copy</li> </ul>

### 4. Duration of the consultancy

Duration of the assignment is 90 calendar days upon signing the contract.

### 5. Requirements for Experience and Qualifications

The following members will be required for the assignment

Post	Nos
Social Scientist	1
Energy Sector Expert	1

Interested proponent should provide CVs of team members meeting the following requirements:

#### a) Social Scientist (Team Leader)

- Must have a bachelor’s degree in an Social Science or related field
- Must have 3 years work experience in Market research or social surveys
- Must have experience in using market research techniques such as structured and semi structured interviews, focus groups interview, consumer behavior surveys etc.
- Must have excellent presentation and report writing skills.
- Must have excellent communication skills in Dhivehi and English.
- Ability to work well in a team

#### b) Energy Sector Specialist

- Must have a bachelor’s degree in an energy related field

- Must have 3 years work experience in Maldives energy sector
- Must have excellent presentation and report writing skills.
- Demonstrated knowledge on energy efficiency is an asset
- Must have excellent communication skills in Dhivehi and English.
- Good theoretical and practical knowledge of energy sector of the Maldives.
- Ability to work well in a team

## 6. Payment

Payment will be in accordance with the schedule specified below:

REQUIREMENT	ALLOCATION
Finalized survey questionnaire	20%
Submission of Draft Report	30%
Completion of Stakeholder workshop	25%
Submission of Final report	25%

## 7. Additional Information

The Project Management Unit of Strengthening Low Carbon Energy Island Strategies of MEE has overall responsibility for the management of the contract and contractual reporting obligations. The proponent is, however, expected to work closely with the Maldives Energy Authority and Climate Change Department and Energy Department of MEE during the course of the assignment.

Documents and data provided by the government for the purpose of this assessment which is not of public nature shall be considered confidential and should not be disclosed to any other party.

All outputs and materials produced as part of this TOR shall be handed over to Project Management Unit (PMU) of Strengthening Low Carbon Energy Island Strategies at the end of the contract and will become the Ministry of Environment and Energy’s sole property.

The PMU will facilitate meetings with relevant stakeholders. **The logistical arrangements for the workshop will be supported by the project.**

## 8. Selection criteria

The following criteria’s will be applied during the evaluation of the proposals and attention should be paid while preparing the proposals.

### Points

<b>(A) Company Profile:</b>	<b>[100]</b>
No. of similar projects/assignments	[60]
Experience in the Maldives	[40]

Total A =	[ ]
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<b>(B) Project Team</b>	<b>[100]</b>
Social Scientist	[60]
Energy Sector Expert	[40]
Total B	[ ]

The number of points to be assigned to each of the above positions or disciplines shall be determined considering the following three sub-criteria and relevant percentage weights:

Relevant education and qualifications	[40%]
Experience in similar assignments	[60%]

<b>(C) Approach, Methodology &amp; Work plan</b>	<b>[100]</b>
Approach & Methodology	[60]
Work plan of the Assignment	[40]
Total C	[ ]

$$\text{Technical Score (St)} = A/100*[W1] + B/100*[W2] + C/100*[W3]$$

Weights Distribution

W1	Company Profile with relevance to similar or related assignments	<b>[10]</b>
W2	Project Team	<b>[50]</b>
W3	Approach & Methodology	<b>[40]</b>

The formula for determining the financial scores is the following:

$S_f = 100 * F_m / F$ , in which  $S_f$  is the financial score,  $F_m$  is the lowest price and  $F$  the price of the proposal under consideration.

The weights given to the Technical and Financial score are:

$T = [0.6] * St$ , and

$P = [0.4] * Sf$

## 9. Application

Consultants should submit their proposals containing the following (Standard forms provided in Annex 1):

- Completed proposal submission form (**FORM-1**)
- Brief description of the consultant's organization and an outline of recent similar consultancy services provided by the consultant along with references.
- A description of the approach, methodology (including proposed sample size, survey methods) and work plan for performing the assignment covering the following subjects: technical approach and methodology, work plan, and organization and staffing schedule. Guidance on the content of this section is provided under **FORM-2**. The work plan should be consistent with the Work Schedule (**FORM -4**) which will show in the form of a bar chart the timing proposed for each activity.
- The list of the proposed professional staff team, the position that would be assigned and their tasks (**FORM-3**).
- CV's of the professional staff signed by the staff themselves or by the authorized representative of the professional staff and letter of commitment from each member to undertake the project, should you be the winning bidder.
- GST Registration

## 10. Submission

Proposals must be delivered in sealed envelopes titled "**Research on Consumer Behavior and Preferences Regarding Energy Efficiency in Households**" to the address below on or before 25<sup>th</sup> September 2016 at 1100 hours local time. Electronic bidding will not be permitted. Late bids will be rejected. Bids will be opened in the presence of the bidders' representatives, who choose to attend in person at the address below on 25<sup>th</sup> September 2016 at 1100.

Procurement Section

Ministry of Environment and Energy

[procurement@environment.gov.mv](mailto:procurement@environment.gov.mv)

Green Building, Handhuvaree Hingun, Maafannu

Male', 20392, Republic of Maldives



# **ANNEX 1: STANDARD FORMS**

**1. STANDARD FORMS**

**FORM -1: PROPOSAL SUBMISSION FORM**

[*Location, Date*]

To: [*Name and address of Client*]

Dear Sirs:

We, the undersigned, offer to provide the “**Research on Consumer Behavior and Preferences Regarding Energy Efficiency in Households**” in accordance with your Request for Proposal dated [*Insert Date*] and our Proposal. We are hereby submitting our Proposal; our financial offer is for the sum of [*Insert amount(s) in words and figures*] which is inclusive of the local taxes.

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

If negotiations are held during the period of validity of the Proposal, we undertake to negotiate on the basis of the proposed staff. Our Proposal is binding upon us and subject to the modifications resulting from Contract negotiations.

We undertake, if our Proposal is accepted, to initiate the services and fulfill the requirements of the terms of reference.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [*In full and initials*]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

## **FORM-2: DESCRIPTION OF APPROACH, METHODOLOGY AND WORK PLAN FOR PERFORMING THE ASSIGNMENT**

*Technical approach, methodology and work plan are key components of the Technical Proposal. You are suggested to present your Technical Proposal divided into the following three chapters:*

- a) Technical Approach and Methodology,*
- b) Work Plan, and*
- c) Organization and Staffing,*

*a) Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.*

*b) Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and delivery dates of the reports. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan.*

*c) Organization and Staffing. In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the proposed professional staff responsibility.*

**FORM-3: TEAM COMPOSITION AND TASK ASSIGNMENT**

Name of Staff	Position Assigned	Task Assigned



