

Terms of Reference: Socio-Economic Impact Research (SEIR), Off-Grid Solar – Research Contractor, Phase 3, Workstream 1b: Geographic Expansion

1. Background

GOGLA is a neutral, independent, not-for-profit association which acts as an industry enabler and advocate. GOGLA supports the growth and strengthens the market for clean, quality off-grid lighting and electrical systems for households, SMEs and communities in developing countries. Created to accelerate access to modern energy, in line with the [Sustainable Development Goal 7](#), GOGLA's objective is to help the industry grow quickly but sustainably by focusing efforts on access to finance, creating an enabling environment and quality assurance and consumer protection. Formed in 2012 as a public-private initiative, GOGLA was conceived out of a joint World Bank / IFC Lighting Africa and private sector effort to accelerate market development for energy access. Today GOGLA comprises 140 members from all over the world. GOGLA's vision is for the off-grid lighting and electrification sector to help deliver universal entry-level electrification well ahead of 2030.

Within its enabling environment program, GOGLA is carrying out research on the socioeconomic impact of solar household solutions. This work is funded by the UK Department of International Development (DfID) who have supported Phases 1 and 2 of the research. Phase 2 led to the report, [Powering Opportunity: The Economic Impact of Off-Grid Solar](#) based on data from 2343 off-grid solar customers of 7 companies in 5 countries: Kenya, Mozambique, Rwanda, Tanzania and Uganda.

Phase 3 of the research seeks to expand the SIER research to West Africa and South Asia. This research will build on the infrastructure created by the Phase 2 of the SEIR project and allow data to be captured in new regions. As with the original SEIR, the research will capitalize on the unique opportunity to work with pay-as-you-go off-grid solar service providers benefiting from their strong customer relationships. In India, rather than integrated PAYG companies, the research will also work with microfinance institutions (MFIs) who provide loans to customers and who are, in effect, supporting this PAYG customer relationship and service.

2. Overview

The research will follow the same approach as the original SEIR, where companies gather / share data when a customer first purchases their system, to provide a baseline. This will include basic demographic and location data, system size and specification information, pre-solar energy use and expenditure, agreement to take part in the research and contact telephone number.

The Research Partner then undertakes a follow-up interview with these customers 3 months after their purchase to explore a range of socio-economic impact indicators.

The sample size for the baseline research is targeted at four companies and 2000 customers in each region; eight companies and 4000 customers in total.

West Africa	South Asia
4 Companies	4 Companies
500 customers per company at baseline	500 customers per company at baseline
2000 customers total at baseline	2000 customers total at baseline

The research will focus on the following areas:

- PAYG Socioeconomic Impact: income generation, savings, productivity, time-use and employment opportunities
- PAYG Customer Behaviour Insights: appliance usage, decision-making, satisfaction, and quality of life

It will aim to show the clear attribution of any impacts to the purchase of off-grid solar, explore causality and uncover the effect of household dynamics and influential factors on impact areas (as relevant).

Data sets and surveys from Phase 2 will be made available and should be used to help guide research planning. Learnings from the implementation of the survey in Phase 2 will be fully discussed with the chosen Research Partners so that question-sets can be updated to maximise insights.

Analysis and compilation of full SEIR dataset

As well as stand-alone analysis and reporting to profile results for each region e.g. West Africa and South Asia, this workstream will also incorporate analysis of these findings with data sets from Phase 2 as well as data gathered from a second follow up interview with Phase 2 customers (Workstream 1a). The full list of data sets is listed below:

- Phase 2 SEIR data sets for 2343 customers of seven companies in East Africa and Mozambique – currently available
- Second East Africa and Mozambique data sets from an interview with the same customers 15 months after purchase, that further explore Phase 2 findings – available in June 2019 (Workstream 1a)
- Data sets from West Africa and South Asia (Workstream 1b)

This should lead to the creation of a comprehensive overall data set and the sharing of key findings from the aggregate SEIR data, where possible split by geography, system size, gender, location etc.

Please note, including plans to incorporate peer-review into the analysis and reporting process within a Proposal are seen as beneficial.

3. Objectives, Outputs and Outcomes

Key objectives are to:

- Expand knowledge revealed in Phase 2, to explore evidence of impact in new geographies
- Create a more comprehensive data set overall, combining this data with other SEIR data sets and insights (see above) to gain a global view
- Explore any specific impacts or insights that result from working with MFIs as well as traditional PAYG off-grid solar companies

At the end of the project, this research will have produced the following outputs:

- A detailed picture of the socioeconomic impact of off-grid solar in West Africa and South Asia
- Better understanding of attribution and causality e.g. the % of new jobs or additional work hours that can directly be attributed to off-grid solar and understanding of the reasons off-grid solar led to these impacts
- Aggregated data at different system sizes and across other relevant indicators, both by region and globally (by combining all data sets - sample size permitting at regional / country level), as well as income segments
- Additional “know your customer” (KYC) data & analysis
- Data sets and content that underpin an online dashboard of shareable data visualizations
- Data points analysed and shared to support the GOGLA Impact Metrics
- High impact reports, 2x Regional West Africa and South Asia and 1x Global
- Power point presentation and data for communications materials that can be used for targeted advocacy with key stakeholders

This research will help drive the following outcomes:

- Multi-company / country socioeconomic data increases knowledge on the impact of off-grid solar
- Better understanding of PAYG solar is enabled due to increased knowledge on a variety of socio-economic indicators, with a deeper understanding of causality and attribution
- Better understanding of socio-economic impact is achieved by product size, income-level, geography, location and gender etc
- Better knowledge is gained about the way(s) that household dynamics or influential factors increase or decrease certain impacts (as applicable)
- Credible, independently verified and analysed data is used by multiple stakeholders

Powerful data for knowledge sharing

- Robust data is used in targeted communications and advocacy around the breadth of off-grid solar impacts

- Data is integrated into GOGLA's harmonized metrics and central data base for continued use by multiple sector stakeholders and to enable sector-estimates and scenario analysis
- Company-own insights into customer values, priorities and energy uses to allow participating companies to increase internal knowledge

4. Roles and Responsibilities

The contracted organization will work in close cooperation with the GOGLA office and participating companies. Tasks and responsibilities for each party are listed below:

Lead Research Partner

Capabilities

- Understanding of PAYG solar model and sector
- Experience of primary data collection in Africa and Asia
- Experience working with the private sector
- Solid track record of managing multifaceted primary research projects
- Solid track record of advanced data analysis and aggregation
- Deep systems knowledge around secure data transfer, storage, and analysis
- Experience of report writing and data visualization in online environments

Responsibilities

- Coordinate the entire research project, including:
 - Participation in regular calls and exchange with the GOGLA Team
 - Coordination of data collection with Companies
 - Management of all in-country research teams
- Carry out the on the ground surveys, including:
 - Development and drafting of the question-set to incorporate Phase 2 learning and ensure surveys uncover key insights and are aligned with participating company's own data needs
 - Piloting and refining question-sets and surveys
 - Translating baseline and follow-up surveys into all major language groups required
 - Development and coding of data collection templates
 - Guidance/training and support for Companies undertaking baseline and systems-level data collection
 - Phone interviews with up to 4000 clients of participating companies (500 per company), using experienced interviewers and appropriate data collection software – including coordination of any subsidiaries or suppliers providing in-country support with data collection

- Coordination of secure, anonymized sharing of collected data, appropriate to each participating company
- Process, and aggregate the data, including:
 - Building a database to aggregate and analyse company data along defined categories (such as company, gender, location, system size, customer income segments etc.)
- Analyse the data, including:
 - Analysis by different categories
 - Analysis with Phase 2 data sets
 - Extrapolation of observations and conclusions
 - Contextualization of findings and developing explanations for findings where needed and appropriate
 - Review of data to explore factors that might increase or decrease impact
 - Review, analysis and provision of data points that are relevant for the [GOGLA Impact Metrics](#)
- Produce online dashboard, Power Point (PPT) and print report, including:
 - Production of company specific numbers and company-own reports
 - Development of regional South Asia and West Africa reports (word version, copy edited, and finished to a design-ready standard, charts and graphs should be shared in PPT)
 - Development of lead report and executive summary, including regional and global data (word version, copy edited, and finished to a design-ready standard, charts and graphs should be shared in PPT)
 - Development of PPT to share findings and insights
 - Data prepared and shared for use in an [online dashboard](#) allowing data visualization of agreed categories (preparation should include concise accompanying text)
- Compliance with all data sharing and non-disclosure protocols

Companies

Capabilities

- Sell and provide service for PAYG solar products, directly or as an MFI
- Employees or agents that interact with customers locally during and after point-of-sale
- Data collection systems organized by customer account
- Data export in CSV or Excel format

Responsibilities

- Collaborate with GOGLA to set up data sharing agreements
- Provide localized translation of question sets beyond major language groups as needed
- Pilot baseline questions with 10 customers and provide feedback to the Research Partner (two volunteer companies)
- Incorporate baseline questions into point-of-sale interactions for 500 customer sample or 8 weeks, whichever comes first
- Provide Research Partner with list of relevant customer phone numbers and first names

- Provide system level data to the Research Partner (link to the relevant customer by a unique customer ID)
- Work with Research Partner to set up anonymized, secure data sharing of results

GOGLA

Capabilities

- Ability to convene Companies and research stakeholders – including convening companies via the Social Impact Working and India Working Group
- Strong relationships with Companies
- Ability to set up agreements with PAYG companies, MFIs and Research Partners
- Ability to build strategic communications plan for research findings
- Capacity to provide context for research and use results for advocacy and ongoing learning
- Experience of integrating research to create global social impact metrics

Responsibilities

- Manage and deliver Project
- Identify, contract and set up agreements and data sharing agreements with research partners and Companies
- Facilitate communications among Companies and Research Partner(s) throughout the research process
- Provide ongoing feedback including on research questions, visualizations, and both private (company-specific) and shared reporting
- Build and deliver full communications strategy for the dissemination of final results
- Create recommendations for future, or additional, research which builds on the infrastructure created in this Project.

5. Outputs and Deliverables

The contracted Research Partner will produce the following outputs and deliverables.

- Robust/updated SEIR question-set to meet research needs
- Final question set translated into languages of relevance to the research
- Successful implementation of data collection
- Final data set with analysis and graphs illustrating findings for all identified categories
- Company-own reports (including presentation to participating companies)
- Data sets and content to underpin an online dashboard of shareable data visualizations
- Data points that support the GOGLA Impact Metrics
- Final regional reports for West Africa and South Asia
- Final lead report drawn from full SEIR global data (as noted in Section 2)
- Power point slides and data for communications materials

6. Timeline

The following timeline is envisaged for the project.

Activity / Month	2019												2020				
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
Planning & Preparation	X	X															
Baseline Data Collection			X	X	X	X											
Follow Up Data Collection							X	X	X	X							
Strategic Planning for Launch									X	X	X						
Analysis & Iteration									X	X	X	X					
Content & Design											X	X	X	X			
Report Launch and Media													X	X	X	X	
Outreach to Key Stakeholders														X	X	X	X

7. Needed Skill Set

- Track record of successfully carrying out research projects similar in scope and complexity
- Experience in developing and implementing research designs for and with the private sector
- Proven capacities and capabilities to collect, process, and analyse customer data while protecting their privacy
- Solid understanding of the off-grid lighting and electrification sector, including knowledge of the pay as you go business models
- Ability to present scientific data in a compelling yet accurate way through appealing printed reports, power point presentations and online dashboards

8. Assessment of Proposals

To participate in this tender, please submit your proposals by **Tuesday 13th November** to Susie Wheeldon at s.wheeldon@gogla.org.

Submissions must include a technical and financial proposal to be considered.

The technical proposal should detail suggested approach and work plan to carry out the project. It should further include CVs of key staff of the research team.

The financial proposal should provide a break-down of daily rates and any additional third-party costs. All taxes and charges should be included.

Annex 1, Phase 3 Work Plan, Workstream 1b: Geographic Expansion

Please find additional information in the PDF document ‘The Socio-Economic Impact of Solar Systems – Phase 3, Workstream 1b’.