



ELI Quality Certification Institute

Terms of Reference

International Consultant for Regional Market Intelligence and Communications: Sub-Saharan Africa

GENERAL BACKGROUND

What is ELI?

ELI is the Efficient Lighting Initiative. ELI's aim is to assist in making more quality, efficient lighting products available to developing countries and transition economies. ELI is managed by the ELI Quality Certification Institute, a wholly independent, non-profit making organization with a global reach. Through its growing network of international partners ELI helps governments, programme managers and purchasers to specify quality, efficient lighting products that are suitable for their markets. ELI then facilitates access to a range of products that are independently certified as meeting the specified product standards, thus providing the specifier, buyers, and most importantly the consumer, with an assured level of product quality and efficiency at an affordable price.

How does ELI help assure lighting product quality and efficiency?

ELI conducts extensive market analysis and consultation on a range of lighting products to enable the development of technical specifications which define the best quality, most efficient lighting products available across a range of developing and transitional economies. Following the development of the technical specifications, ELI works with manufacturers to help them certify their products. This certification process includes rigorous product testing and analysis of manufacturer production quality procedures. Once certified, products join the ELI certified products list and manufacturers are authorized to use the ELI "green leaf" logo on their products. These products are then accessible to all governments, programme managers and purchasers around the world that want access to quality assured, efficient products at affordable prices. ELI ensures ongoing compliance with the requirements for quality and efficiency through regular random check-testing of products on the certified products list, and through support to ELI partners who undertake market surveillance activities in their local markets.

How does ELI benefit the market?

ELI provides direct benefits to a range of stakeholders in the market including:

Government Regulators and Programme Managers by providing:

- A ready made, internationally recognised, set of lighting product standards specifically developed to delivery quality, efficient products for developing countries and transitional economies
- A proven certification programme that provides access to a global supply of products that are quality and efficiency assured
- Support in programme development, product promotion and market surveillance

Bulk Purchasers, Distributors and Retailers by providing:

- A global network of buyers all specifying the same, high quality, high efficiency lighting products
- Access to a broad range of quality assured products from suppliers around the globe
- Guaranteed product warranties that assure consumer's satisfaction

Manufacturers and Suppliers by providing:

- Access to new markets in Asia, South America and Africa



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- International recognition of their product quality and efficiency, differentiating them from the competition
- Prequalification for a number of major product procurements around the globe

ELI Product Groups

ELI aims to provide a growing portfolio of specifications, and associated certified products. Currently specifications cover:

- CFLs
- Double capped fluorescent lamps
- Fluorescent Ballasts (to be launched February 2007)
- Indoor Luminaires (to be launched October 2007)
- First LED products (to be launched December 2007)

Where Does ELI Operate?

Initially ELI had a range of activities in:

- Argentina
- Czech Republic
- Hungary
- Latvian
- Peru
- Philippines
- South Africa
- India
- Vietnam

For the last few years, ELI has been consolidating activities and building a more robust, sustainable business strategy which has caused it to primarily concentrate activities in the Asian Region. However, ELI is now entering a new more dynamic phase including strategic expansion into the South American and Sub-Saharan Africa markets.

SPECIFIC BACKGROUND

Sub-Saharan Africa presents a strategically important target region for ELI in the medium term. Given the low proliferation of existing specifications, and skills to develop those specifications, Sub-Saharan Africa presents an opportunity for ELI to provide extended levels of support to assist in the early development of standards and specifications, and over time to become the defacto solution to lighting specification in the region.

The short term objective for ELI is to recruit a strategic regional partner (probably in South Africa given their regional leadership and past experiences with ELI), along with a regional expert, to help build regional market knowledge and contacts with key stakeholders. However, ELI will also seek to exploit immediate opportunities both for influencing aggregation activities and for fee income that result from donor projects currently under development (eg, in Uganda and the regional IFC solid state lighting project).

This ToR relates to the recruitment of the Sub-Saharan regional expert. The role of this expert is to support the development of ELI's profile in the region and to facilitate the flow of market information including



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- Assist ELI in understanding the size and make up of the various lighting markets in the region, and the products available in those markets
- To initiate introductions to key local stakeholders and facilitate ongoing communications
- Facilitate the development of partner relationships, in particular the relationship with the regional strategic partner (anticipated to be from South Africa)
- Provide ongoing market information and facilitate communications to and from the region

OBJECTIVE OF THE ASSIGNMENT

To provide ELI with locally based expertise within Sub-Saharan Africa to assist ELI in their understanding of this complex and dynamic marketplace, and to facilitate communications and agreements with key local stakeholders, thus helping ELI meet their medium term strategic goals for the region.

TASKS

The tasks to be undertaken by the consultant are divided into Core Tasks and Call Off Tasks. Core tasks are required activities. Call off tasks are activities that may be required at some point during the contract, but at this stage the extent of the activities is not yet known and will be agreed with the consultant when required.

Core Tasks

Task 1: Characterisation of the Market

Provide ELI with a broad characterisation of the regional lighting market. This should include (but should not be limited to):

- The current state of the lighting supply chain
 - Number and type of lighting products supplied into each market,
 - The percentage of locally produced products and imports
 - Key manufacturers
- The current state of the demand side for lighting products
 - What are consumer preference and why
 - Who are the important purchasers (distributors, bulk purchasers, retailers, etc)
 - The Regulatory and Programme Environment
- What standards, labeling or other market regulation is currently in place in the region, and what levels of enforcement are used
 - Who controls and pays for the development of these standards/regulations
 - What programmes (national, regional or international) to stimulate the uptake of efficient lighting are currently in place or planned
- What testing facilities and certification organisations are active within the region, and their relative skills and capabilities.
- What industry and/or government lighting events are planned in the region during 2006/7

On completion of data collection and submission of the associated report, assist ELI staff in analysing this information and developing an effective stakeholder engagement and communications programme to access the market.



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Over the period of the contract, provide ongoing updates of this information as the market evolves.

Task 2: Facilitation of ELI contacts with key strategic stakeholders

Make initial contact with key stakeholders in approximately 5 countries (or sub-regions) that appear to present the most promising opportunities for ELI penetration into the region (as identified by the Task 1 research and analysis). Introduce the basic ELI philosophy and benefits and facilitate initial and ongoing contacts between these stakeholders and the central ELI team.

Task 3: Facilitation of a Regional Workshop and Follow-up Meetings

Facilitate preparations for, and participate in, a 2 day regional workshop which should bring key regional stakeholders (regulators, programme managers, manufacturers, potential funders, etc) together to allow ELI to directly delivery their key messages to these stakeholders, and to receive direct market feedback from them.

Following this workshop, accompany ELI to individual visits to key stakeholders in 2-3 countries (2-3 days per country) with a view to developing strategic partnership arrangements with some of these stakeholders.

Call off Tasks

- Represent ELI in lighting and related events and meetings
- Conduct in-depth investigations into specific markets, programmes, schemes, funding opportunities, etc
- Provide facilitation and support to specific initiatives or projects in which ELI decide to participate.

ANTICIPATED DELIVERABLES AND TIMESCALES

Task 1: Summary regional market report to be submitted no later than January 15th, 2007. Updates should be provided throughout the contract as the market evolves.

Task 2: Introductions to the key stakeholders in the 5 most promising regions/countries. The task is to begin following the completion of the strategic communications plan in March 2007, and continue throughout the year.

Task 3: Delivery of a successful workshop (detailed objectives to be jointly agreed between ELI and the consultant) involving at least 5 strategically important countries (or sub-regions). The workshop will take place towards the end of 2007, provisionally planned for September.

In addition, the consultant must submit monthly activity reports detailing activities undertaken, reports on contacts made, and resulting outputs.

Outputs from call off tasks will be agreed at the time of detailed specification of these activities.

CONTRACT DURATION

The contract will run from the beginning of December 2006 to the end of 2007. It is anticipated that the contract will then be renewed on agreement between the two parties.

At present it is anticipated that core activities will involve 25 days work over the contract period, with call off activities in addition to these as agreed.



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PAYMENT TERMS

Payments will be made in US Dollars and will be made within 30 days of submission of an invoice charging for agreed activities/costs.

QUALIFICATIONS AND SELECTION CRITERIA

Clearly this contract is challenging and, to complete the tasks within the time available. To do so, it is anticipated that applicants will be able to demonstrate extensive knowledge of the current lighting market and the roles of the varying stakeholders across a large proportion of the target region. In addition, it is anticipated the consultant should be able to demonstrate a number of the following skills/experience:

- At least 10 years professional experience
- Experience in international energy efficiency programmes organization and implementation, particularly in lighting projects
- Ability to seek information and identify potential opportunities
- Having good existing relationships with a number of the key local/regional stakeholders
- Initiative, cooperative and responsible
- Strong communication skills
- Distinguished marketing insight
- Fluency in English (requirement), plus ideally other languages used in the region