

Leapfrogging Myanmar's market to high efficient lighting and appliances

Nationwide Household Appliance Saturation Survey Sub-contract

Request for Proposals

1. The Government of Myanmar has received a grant from the Global Environment Facility (GEF) through the United Nations Environment Programme (UN Environment) for implementation of the Leapfrogging Myanmar's market to high efficient lighting and appliances Project (the Project).
2. The Project will be executed by the Energy Efficiency and Conservation Department (EECD) under the Ministry of Industry, Myanmar.
3. The International Institute for Energy Conservation (IIEC), a non-governmental, not-for-profit organization, has been appointed as the co-operating entity by UN Environment and EECD to the project execution.
4. The Project has allocated funds for assessment of market baseline through implementation of a nationwide household appliance saturation survey in Myanmar, and IIEC desires to recruit a national firm in Myanmar to conduct the survey as per the information outlined in the attachments.
5. The following information is attached to this Request for Proposals (RFPs):
 - A. Bidding Data Sheet
 - B. Terms of Reference
6. One (1) electronic of the complete proposal, in English, shall be delivered before 5.00pm (GMT) on **10 January 2020** to:

International Institute for Energy Conservation
12th Floor, UBC II Building,
Suite 1208, 591 Sukhumvit 33,
Klongton Nua, Wattana,
Bangkok, 10110, THAILAND

Email: leapfrog-myanmar@iiec.org

eeed.moi@gmail.com

zaw.myat7@gmail.com

ayekaykhinesoe@gmail.com

Attachment A: Bidding Data Sheet

A. General	
A.1	<u>Name of Client:</u> International Institute for Energy Conservation (IIEC)
A.2	<u>Name of Project:</u> Leapfrogging Myanmar's market to high efficient lighting and appliances
A.3	<p><u>Project Background:</u></p> <p>The “Leapfrogging Myanmar’s Market to High Efficiency Lighting and Appliances” Project has the goal to transform the lighting and appliances market in Myanmar into a market of efficient and quality lighting products and appliances. The objective of the project is to facilitate a market transformation toward high efficiency lighting and electrical appliances through the integrated policy approach, thereby reducing growth in electrical demand and greenhouse gas (GHG) emissions, while simultaneously increasing energy access. The project aims to achieve the objective through implementation of the following project components:</p> <ul style="list-style-type: none"> • Component 1: Minimum energy performance standards (MEPS) and labeling; • Component 2: Market monitoring, verification, and enforcement; • Component 3: Awareness raising and demonstration projects. <p>The expected outcomes of the Project are the following:</p> <ul style="list-style-type: none"> • Adoption by government of MEPS and label requirements; • Strengthened national systems to implement market monitoring, verification and enforcement activities; • Government actions for an increased awareness, availability and use of efficient lighting products and appliances are in place. <p>The abovementioned outcomes will all collectively lead to a market transformation toward high efficiency lighting and electrical appliances in Myanmar, and will be realized through the delivery of complementary outputs that would result from the activities that will be carried out under the project. The nationwide household appliance saturation survey is the project activity under Component 1. This activity will conduct market survey and assess market baseline for the pre-selected two products (i.e., lighting and air-conditioners) as well as other appliances (e.g., refrigerators/freezers, electric fans, etc.) to validate the potential impacts and to identify other priority products for Minimum Energy Performance Standards (MEPS) and labeling programs.</p>
B. Clarification of Request for Proposals	
B.1	<p>Clarifications of the Request of Proposals (RFPs) shall be sent by email to: Email: leapfrog-myanmar@iiec.org</p> <p>Responses to the clarifications will be posted on the project website. The deadline for the clarification of proposals: Date: 27 December 2019 Time: 5.00 pm (GMT+7)</p>
C. Preparation of Proposal	
C.1	The language for the proposal is English
C.2	<p>The bidder must submit a complete proposal which includes but not limited to the following contents:</p> <ul style="list-style-type: none"> • Consultants’ Firm’s Company Profile • Copy of company registration • Evidence of previous work of similar nature in any category • CVs of the proposed experts • Scope of work

	<ul style="list-style-type: none"> • Approach and methodology • Work plan and deliverable timeline • Proposed price (all out-of-pocket expenses and local taxes inclusive) 						
C.3	The prices quoted by the bidder shall not be adjustable						
C.4	The proposal validity period shall be 60 days						
D. Submission of Proposals							
D.1	<p>The proposal shall be electronically submitted in pdf with an allocation of a password for opening the document. The password shall be immediately forwarded in a separate email after the closing time for submission of proposals.</p> <p>The proposal and password shall be sent to the following emails:</p> <p style="text-align: center;">leapfrog-myanmar@ieec.org</p> <p style="text-align: center;">eeed.moi@gmail.com</p> <p style="text-align: center;">zaw.myat7@gmail.com</p> <p style="text-align: center;">ayekaykhinesoe@gmail.com</p>						
D.2	<p>The deadline for the submission of proposals:</p> <p>Date: 10 January 2020</p> <p>Time: 5.00 pm (GMT)</p>						
E. Evaluation of Proposals							
E.1	The evaluation of the proposals will be carried out using Quality and Cost Based Criteria, i.e., 80% will be given to technical evaluation and 20% to financial evaluation.						
E.2	<p>The bidder should have proven expertise and experience in designing and conducting surveys in different end-use sectors in Myanmar. Previous work experiences with various donor-funded, not-for-profit institutions, government projects and/or organizations, and specific work experience in conducting household surveys will be an advantage. The bidder shall have the following minimum eligibility requirements:</p> <ul style="list-style-type: none"> - Be a legal entity and must have a corporate office in Myanmar, - Shall not be blacklisted by any government authority or any bi-lateral/multilateral financial institution. <p>Evaluation Criteria</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="text-align: left;">1. Technical Evaluation</th> <th style="text-align: center;">100 Points</th> </tr> </thead> <tbody> <tr> <td> <p>1.1 Professional Capability</p> <p>The bidders are expected to be equipped with professional skills to carry out all the tasks under the scope of work of this assignment effectively and efficiently.</p> <ul style="list-style-type: none"> - General experience in design, implementation, monitoring & evaluation (10 points) - Specific Experience in conducting surveys of same nature and scope (15 points) </td> <td style="text-align: center; vertical-align: top;">25 Points</td> </tr> <tr> <td> <p>1.2 Proposed Personnel</p> <p>(A) Team Leader (20 points)</p> <p>Team leader should have appropriate qualifications, experience and expertise in market</p> </td> <td style="text-align: center; vertical-align: top;">35 Points</td> </tr> </tbody> </table>	1. Technical Evaluation	100 Points	<p>1.1 Professional Capability</p> <p>The bidders are expected to be equipped with professional skills to carry out all the tasks under the scope of work of this assignment effectively and efficiently.</p> <ul style="list-style-type: none"> - General experience in design, implementation, monitoring & evaluation (10 points) - Specific Experience in conducting surveys of same nature and scope (15 points) 	25 Points	<p>1.2 Proposed Personnel</p> <p>(A) Team Leader (20 points)</p> <p>Team leader should have appropriate qualifications, experience and expertise in market</p>	35 Points
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<p>1.2 Proposed Personnel</p> <p>(A) Team Leader (20 points)</p> <p>Team leader should have appropriate qualifications, experience and expertise in market</p>	35 Points						

	<p>assessments/surveys and technical writing for completing the activity described in the terms of reference. She/he should be at least a graduate with 10 years' experience including consultancy/research skills related to households and/or the lighting and appliance industry in Myanmar.</p> <p>(B) Other Team Members (15 points) Qualifications, capabilities and adequacy of key professional staff proposed to complete the assignment described in the terms of reference.</p>	
	<p>1.3 Approach, Methodology and Work plan</p> <ul style="list-style-type: none"> - Demonstration of understanding of the objectives, competence to conduct the market assessment/survey (5 points) - Quality and adequacy of proposed methodology used in the market assessment/survey (25 points) - Work plan/schedule/organization of work (10 points) 	40 Points
	2. Financial Evaluation	100 Points
	The proposed price shall be cost-effective without compromising the quality of the proposed approach, methodology, work plan and deliverables. The evaluation score of the proposed prices will be computed based on the ratio to the lowest price (i.e., the lowest price/proposed price x 100).	
E.3	<p>Proposed prices quoted in different currencies shall be converted in United States Dollars (US\$). The source of exchange rate: OANDA Corporation (https://www1.oanda.com/currency/converter/) The date for the exchange rate shall be 28 December 2019</p>	
E.4	IIEC will notify the winner via email by 24 January 2020.	

Attachment B: Terms of Reference

Nationwide Household Appliance Saturation Survey Sub-contract

Project:

Leapfrogging Myanmar's market to high efficiency lighting and appliances

Subcontract title:

Nationwide Household Appliance Saturation Survey

Duration:

6 months

Scope of Work:

- Develop survey methodology in accordance with statistically approach methods (see the conceptual approach in Box 1 below)
- Conduct a nationwide household appliance saturation survey of 1,000 households and capacity building program for EECD and MES on the saturation survey
- Design and implement the survey questionnaire (in English and Myanmar)
- Design and implement Pre-survey advertising and awareness activities
- Conduct field survey and data screening during the field survey activities on a continuous basis, and undertake necessary modifications to ensure the quality of the surveys
- Review and address missing/omitted responses, refusal to participate, and possible errors
- Collect data entry/coders using appropriate software (e.g., SPSS software or Microsoft Excel)
- Evaluate the survey results, including but not limited to ownerships of lighting products and appliances in Myanmar households and usage patterns, and prepare recommendation on an implementation plan for follow-collection and update of market data
- Prepare draft and final survey report

Deliverables:

- Detailed project work plan with key deliverable dates
- Proposed survey approach and methodology
- Presentation of prelim results in the inception workshop (expected to be in late February/early March 2020)
- Draft and final survey report together with a summary presentation

Reporting structure:

The Nationwide Household Appliance Saturation Survey team will work with relevant national and international experts and report the Energy Efficiency and Conservation Department under the Ministry of Industry, Government of Myanmar, and the co-operating entity, the International Institute for Energy Conservation (IIEC)

Contact:

Email: leapfrog-myanmar@iiec.org, eeed.moi@gmail.com, zaw.myat7@gmail.com, ayekaykhinesoe@gmail.com

Phone: +95 67 3 405157, +95 67 3 405229, +95 9 420702055

Box 1: Nationwide Household Appliance Saturation Survey Conceptual Approach

Myanmar recently conducted population and housing census in 2014¹. The census provides data on number of electrified households in Myanmar but the results do not detail how lighting products and other appliances are used in Myanmar households. In view of this, a nationwide household appliance saturation survey will be conducted at the early stage of the project implementation to understand penetration rates of different types of lighting products and other household appliances and also their usage patterns. Results of the household appliance saturation survey will reveal the penetration rates and usage patterns of different types of lighting products (e.g., incandescent lamp, compact fluorescent lamp – CFL, LED bulbs and fluorescent tubes) and these findings will help determining energy baselines and assessing effectiveness of MEPS and labeling programs or even other energy efficiency programs.

Survey design and methodology

Survey questionnaire: The survey questionnaire will include general information (household size, source of appliances, monthly electricity usage and expenses, etc.), no. Of light points and brand information, electricity consumption per appliance, energy labels or other marking, lighting and appliances usage patterns, gender mainstreaming and decision making related questions, awareness on energy efficiency, etc.

Survey population and sampling: The target population of the survey will include all electrified households across the country and the sampling methodology will be based on the two-stage sampling approach. In the first stage, the target population will be stratified geographically by state, union and territory in Myanmar. Based on international experience in conducting similar household appliance saturation surveys, the total sample size of 1,000 households is considered to be a statistically representative sample size. The total sample size will be proportionally allocated based on the percentage share of electrified households of each stratum in the whole target population. The allocated samples in each stratum can be limited to large cities in case there are constraints in local travels and safety concerns. To ensure the good coverage of electrified households, the allocated sample size in each stratum could be further distributed by urban, suburban and rural areas, by different classification of electricity tariffs, or by consumption levels. In the second stage, the target households in each stratum will be randomly selected for interviews.

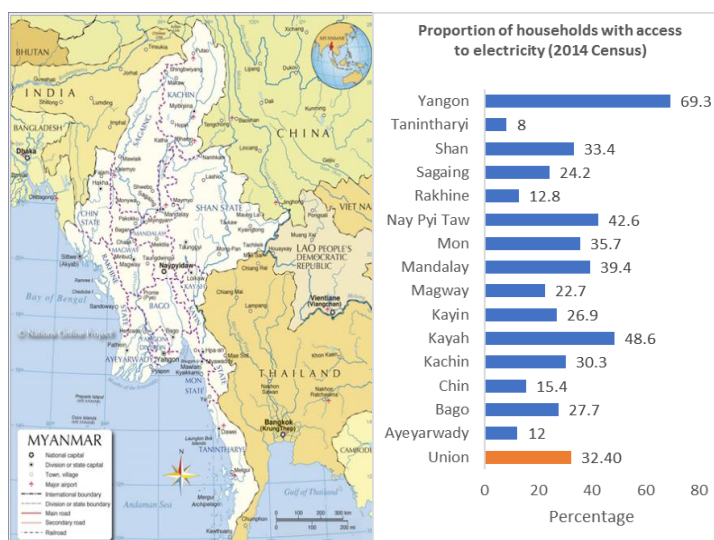
Surveyor selection and training: The local surveyors will be recruited by the survey team and supported by EECDD through the advertisement in local newspaper and posted at the institution. The selected local surveyors will be trained on technical prospect of the survey and overall implementation.

Survey implementation: The implementation phase will be separated into 2 phases:

- **Pre-Survey Advertising:** Prior to the start of the survey, announcement to the public will be carried out to ensure their participation and cooperation. Communication of upcoming survey will be done through a local newspaper, TV and/or social media to ensure the public are aware of the activity. Announcement on radio and TV in necessary will be continued during the survey outlining the specific areas to be visited during the survey period.
- **Field Surveys and Data Screening:** During the field survey activities, data screening and editing will be carried out on a continuous basis, and necessary modifications shall be undertaken to ensure the quality of the surveys. These include checking missing/omitted responses, refusal to participate, and possible errors that might have been committed during field works.

Analysis of Data

The data will be collected by the data entry/coders using appropriate software (e.g., SPSS software or Microsoft Excel). The results will show usage and average electricity consumption, appliances saturation, typical types of appliances, safety and energy performance, product specifications and qualitative results of the public awareness on energy efficiency.



¹ <http://themimu.info/census-data>