

Project Outline

Modern Energy Cooking Services (MECS) Programme is funded by UK Aid through FCDO and aims to investigate how to rapidly accelerate a transition from biomass to genuinely 'clean' cooking (i.e. with electricity or gas). A key driver is the trajectory of costs that show cooking with (clean, renewable) electricity has the potential to reach a price point of affordability with associated reliability and sustainability within a few years, which will open completely new possibilities and markets.

If we are to encourage cooking with electricity, there need to be devices that make this possible, for different cooking cultures. Our research has enabled us to develop a detailed understanding of what drives cooks' behaviours and choices. Devices need to support a range of types of dish, result in the expected flavours and textures and keep the price of cooking as low as possible. Our research has identified that certain modifications and enhancements will be key to achieving large scale acceptance and ensuring their suitability in weak and off-grid contexts.

Our aim is to persuade major domestic appliance corporations to enter markets:

- Where they currently have little or no presence and minimal experience (or are only used to selling to the affluent minority using conventional sales channels);
- That have a reputation for being challenging; and
- Where there is a perception that poor economic conditions would suggest they offer little prospects of generating profit.

To date, while we have been able to attract the interest and attention of individuals across a wide range of businesses, our success in persuading senior managers corporates to make a serious engagement in these opportunities has been limited.

Scope of Work

We are seeking a consultant to review our approach, materials and the context and work with us to develop a practical plan for increasing our success. The work would consist of:

- Inception meeting over several hours where we talk over what we are doing in more detail and the key documents used/developed. As a result of this, we would agree a set of hypotheses regarding the factors limiting success and that would then be investigated.
- A review of the documentation and resources on the MECS website leading to an analysis of strengths, weaknesses and a revised approach.
- A working session with the team to talk through the findings and observations from the review and working through the revised approach.

Deliverables

1. A report highlighting the findings from the review and suggestions for a revised approach.
- Delivery of a working session with the team to go through the findings and observations from the review and working through the revised approach.

Budget and duration

All deliverables must be completed and delivered no later than **31st October 2024**.

The total budget is a maximum of **£4,500** (ex VAT where applicable).

Payment is contingent on successful completion of all deliverables.

Deliverable	Payment value
A report highlighting the findings from the review and suggestions for a revised approach.	50%
Delivery of a working session with the team to go through the findings and observations from the review and working through the revised approach.	50%

Responding to these ToRs

Each submission will be evaluated based on the following combination of price and quality

Quality	Score
Appreciation and understanding of the task.	5%
Quality of proposal and methodology	50%
Skills, expertise and experience of consultant, including evidence of similar work completed	10%
Proposed management of the activities including Gantt chart	5%
Price and costs	30%
Total	100%

The University will accept the quotation which is the best value for money i.e. a balance between cost and quality. Shortlisted organisations may be invited to an interview (online) to finalise selection.

Responses should be a maximum of 6 pages (plus up to 2 CVs, 2 pages each).

Please send all responses to mecs@lboro.ac.uk with the subject ‘**Corporations Review**’. All proposals must be received by **Wednesday 14th August, 23:55 BST, 2024**.

Contract Management

This contract will be managed by Louise Medland. All deliverables should be emailed to them on or before the date required. Loughborough University reserves the right to request the consultant to make revisions to the deliverables if they do not meet the required quality. The consultant will be required to make these revisions at no additional cost to Loughborough University.

Appointments to discuss the overall progress against the contract will be agreed at mutually convenient times to the consultant and the project manager.

Ethical considerations

All research must be in line with the [Code of Practice for research, Promoting good practice and preventing misconduct](#) (UK Research Integrity Office, 2009).

The UK Research Integrity Office (UKRIO) is an independent charity, offering support to the public, researchers and organisations to further good practice in academic, scientific and medical research. Its confidential advice service is available to free of charge to individuals (members of the public, research participants, patients, researchers and students) and subscribing organisations. Their advice service can be [accessed here](#).

At a minimum, participants must not be subjected to physical, social, legal or psychological harm. Due consideration and ethical steps must be taken into safeguarding all participants, especially the vulnerable. A detailed Participation Information Sheet explaining the full scope of the study, what confidentiality entails, and that no participants will be forced into participating, must be provided at recruitment. Participants are to be made aware that participation is fully voluntary and there are no repercussions if they choose to no longer participate in the study at any point in time. Participants should, ideally, sign a consent form which includes consent for the use of photographs and videos.

Confidentiality must be maintained at all times. With regards to confidentiality and privacy of participation, participants must be informed that their anonymity will be maintained in any outputs and that all identifiable markers will be removed from any data sets that are published.

The consultant will be responsible for securing any research or ethical permissions needed from local authorities in each of the field work locations. There may be additional ethical, or research clearance needed for this kind of user centric design research in the chosen country.

MECS is funded by UK Aid through the Foreign and Commonwealth Development Office. It is a partnership between researchers, innovators, policy makers, and ESMAP drawing on their expertise and relevant work from around the world to co-construct new knowledge with practitioners and the private sector. It is led by Loughborough University, UK.