

RFP #: 4-19

Post date: 27.02.2019

Due date: 13.03.2019

Topic: Indonesia Market Assessment for Rice Cookers

Region: Indonesia

Introduction

CLASP serves as the leading international voice and resource for appliance efficiency policies and market acceleration initiatives. Since 1999, CLASP has worked in nearly 100 countries, collaborating with key stakeholders to design and implement high-impact policies and programs that catalyze markets for efficient on and off-grid products that deliver a higher global standard of living for everyone. From international collaborations to local markets, we draw on best practices and leading technical and policy expertise to help decision makers identify and implement the most appropriate and cost-effective policies and market interventions. CLASP is based in Washington DC, and has offices and teams in India, Kenya, Europe, and are establishing a permanent presence in Indonesia to serve our growing portfolio of projects and programs in Africa, Europe, Latin America, and South and Southeast Asia.

CLASP works at the national level in multiple countries in Southeast Asia to support the design and implementation of energy-efficient policies and programs and related market transformation activities. CLASP operates at the regional level to convene policymakers and other key stakeholders in ASEAN to leverage best practices, catalyze markets, and harmonize test standards, policies, and compliance frameworks.

Background

The Government of Indonesia, through the Direktorat Jenderal Energi Baru Terbarukan dan Konservasi Energi (EBTKE Kementerian ESDM) is eager to expand its energy efficiency standards and labelling (S&L) programme. Currently there are two minimum energy performance standards (MEPS) for compact fluorescent lamps and room air conditioners, respectively. MEPS for refrigerators, rice cookers, fans, and electric motors are pending final approval before they can enter into force. MEPS for washing machines, water pumps, and LEDs are currently under development.

The prioritization of products for MEPS and labelling in Indonesia is challenging because data and information on the appliance market is limited or non-existent, and therefore accurate savings estimates cannot be derived and used as the basis for product selection, MEPS levels, and compliance effort.

A market study for rice cookers is critical to provide quality data to support appropriate and robust standards and assess the potential impacts of S&L. Currently, energy savings from existing and proposed MEPS for many common household appliances and equipment in Indonesia cannot be estimated accurately. This study will provide this information, enabling informed decision making and realistic energy saving calculations.

CLASP is seeking a contractor to conduct a comprehensive market study on rice cookers in Indonesia.



Scope of Work

The Contractor will be responsible for successfully executing the following activities and tasks as part of the study. Execution of all activities and tasks must be conducted in close consultation with EBTKE ESDM and CLASP.

Task 1: Comprehensive market assessment

The Contractor will collect the following data from rice cooker market participants, including manufacturers, importers, distributors, and retailers. This data should be collected through both interviews and retailer visits. The data to be collected includes:

- the size of the market;
- percentage growth of demand in last three years;
- current sales and expected sales for the coming three years;
- total imports in the past 3 years, by country of origin;
- total rice cooker manufacturing in Indonesia, including the companies manufacturing in Indonesia and their brands
- data on the specific models available in the market, including:
 - brand
 - rated power consumption
 - inner container (pot) type (metallic vs. non-metallic)
 - standby power functionality (with vs. without standby power)
 - standby power consumption
 - volume
 - thermal efficiency (%)
 - price
 - technology type (electric resistance vs. induction)

Based on all of the quantitative and qualitative data and information collected, the Contractor will develop a forecast for rice cooker market growth in Indonesia. The forecast should be accompanied by an analysis of key drivers of market penetration. The Contractor will also be responsible for identifying the barriers that exist to increased market penetration of efficient rice cookers. This may include barriers related to manufacturing, technology, consumer issues (service, price, quality, etc.), and policy implementation.

Task 2: Product Test Standard & Testing Capacity

The Contractor will also be expected to complete the following three activities related to rice cooker test methods and testing capacity.



1. Identify and analyse SNI/ISO/IEC test standards. If no SNI test standard is available, facilitate discussions with National Standardization Association of Indonesia (BSN), EBTKE ESDM, and other major stakeholders including manufacturers and manufacturers associations, if any, and support the development of test procedure and national standard
2. Review and compare international test standards used by countries and regions such as China, Korea, Japan, Singapore, etc. Analysis must include the comparison of testing conditions, testing protocol, instrumentation including the accuracy class and their tolerance, methodology followed for measurement of efficiency, uncertainty in measurements, etc.
3. Identify and provide assessment of existing test facilities in Indonesia both in private and public sectors and analyse the gaps including their strength and weakness and provide recommendations for addressing these gaps. Identify the nationally accredited test labs and the related standards followed for the accreditation.

Key Milestones and Deliverables

- Inception report, detailing the approach and methodology for the data collection market assessment.
- Interim report, detailing progress on the data collection
- Excel spreadsheet, including the data collected in Task 1
- Draft final report, encompassing all of the data analysis, recommendations, and qualitative observations from Tasks 1 & 2
- Final comprehensive report, responding to the comments provided by CLASP on the draft final report

Timeline

The project is expected to commence in March 2019 and be concluded by July 2019.

Evaluation Procedure

A committee appointed by CLASP will evaluate proposals received from respondents. Selection of qualified companies or organizations will be based upon the following criteria:

- Technical Evaluation Factors
- Cost Evaluation Factors

All bids will be evaluated and ranked using Quality and Cost Based Selection (QCBS), with 80 percent of the score accorded to the technical proposal, and 20 percent to the financial proposal. The detailed evaluation criteria can be found in Annex A.

SUBMITTAL

Interested parties must:

1. Register as a CLASP Implementing Partner ([click here to register](#)).
2. Complete the Pre-Qualification Questionnaire using the online form. *Note: Organizations that have already completed the PQQ do not need to complete it again*



Interested parties should submit separate technical and financial proposals as electronic files (preferably in PDF format). The file should be named as per the following example:

- [CONTRACTOR_NAME]_TechnicalProposal_RFP4-19
- [CONTRACTOR_NAME]_FinancialProposal_RFP4-19

The deadline for application is **March 13, 2019**. Proposals must be submitted via the form link above. Proposals must be submitted online via the CLASP website, filling out all the requested information and attaching both a technical and financial proposal.

The proposal length should not exceed 20 pages

The technical proposal should include:

- Detailed approach and methodology for the design, implementation, and management of the study.
- Detailed timeline for all project activities, tasks, milestones, and deliverables for the project within the timeframe indicated above.
- Detailed work plan and methodology, considering the outcomes required.
- Background and experience of conducting similar activities.
- Identification of the team that will execute the project, including an organizational chart and accompanying brief description of key team members and their qualifications and relevant work experience.

CVs and related summaries of experience and qualifications of proposed project team staff should be included in an Annex. (Annex is exempt from the 20 page limitation)

The financial proposal (in USD) should include:

- Detailed budget that includes all direct and indirect cost estimates for executing the project, including a breakdown (in days) of the level of effort and costs associated with each team member that will be engaged in the project.

All questions may be addressed to **amccrum@clasp.ngo**. The last date for submission of questions related to this RFP is **8 March 2019**. We request all inquiries be made by e-mail and not by phone.



ANNEX A: EVALUATION CRITERIA

1. **Technical Approach (35 points):** The technical approach described in the proposals will be evaluated on:

- The demonstrated understanding of the overall project context (15).
- The detailed work plan and approach clearly defining the target objectives and the strategy to achieve the objectives as outlined in the scope of work (20).

2. **Management Structure and Staff Qualification (25 points):** The proposed management structure and staff will be evaluated on:

- The professional qualifications and the extent to which the requisite expertise and experience of the key personnel will directly contribute to the completion of the tasks (25).

3. **Past Performance and Corporate Experience (20 points):** The experience and capacities of the contractor will be evaluated based on:

- The past performance, familiarity, and experience in understanding policies and program related to standards and labelling (10).
- Extent of local expertise including experience, qualifications, and track record in implementation of similar programs (10).

4. **Cost Evaluation Factors (20 points):** While the overall Technical Evaluation is the key factor in reviewing the proposal, the cost evaluation will be an essential factor in determining the final contract award and ability to remain in the competitive range and will be evaluated for feasibility, completeness, and practicality.