



Terms of Reference

International Market Research Consultant to Determine the Viability of including a Quick Response (QR) Code on the Existing Appliance Energy Label

Location: Home-based (with one country visit to South Africa (Johannesburg/Pretoria) as agreed in advance with UNDP and Department of Energy)

Application Deadline: 27 May 2018

Category: Appliance energy efficiency

Type of Contract: Individual Contract (International Consultant)

Assignment Type: Determine the viability of including a QR Code on the Existing Appliance Energy Label

Languages Required: English

Starting Date: Early June 2018

Duration of Initial Contract: 15 working days

Background:

The South African government through the Department of Energy (DoE) in collaboration with the Department of Trade and Industry (the dti), and the United Nations Development Programme (UNDP) is implementing the project “Market Transformation through the Introduction of Energy Efficiency Standards and the Labelling of Household Appliances in South Africa”. The objectives are removing inefficient electronic appliances from the South African market and encouraging adoption of efficient technologies by implementing measures/interventions such as minimum energy performance standards (MEPS), labeling programs, and incentive programs. The overarching goal is to reduce electricity consumption and the carbon footprint of the residential sector.

The energy label (Figure 1) provides information to the consumer with regards the appliance’s energy use and efficiency. The label is mandatory for 12 residential appliances - the programme website (www.savingenergy.org.za) can be accessed for more detail.

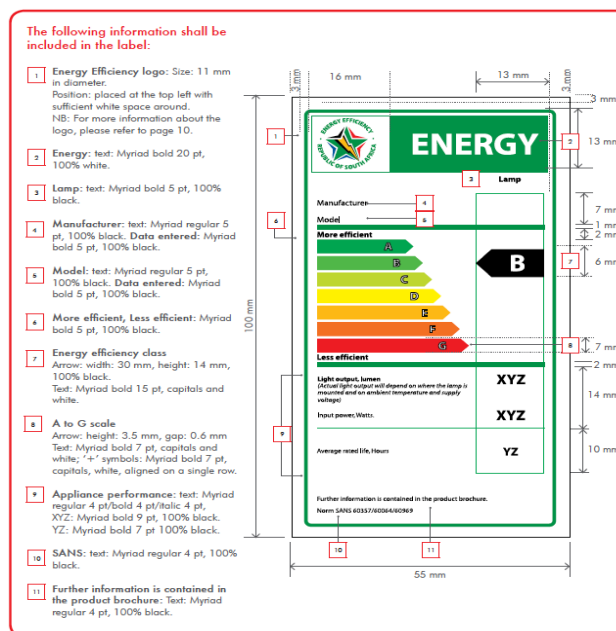


Figure 1: Guideline for the labelling of lamps in South Africa¹

Technology advances in recent years has seen the widespread adoption of the Quick Response (QR) code, a machine readable optical label which contains large quantities of data about the item to which it is attached. It is now possible for consumers to decode QR codes on their smart phones at the point of sale, providing even more product information to the consumer about the appliance they considering buying. Importantly, the code can also be utilised by manufacturers (e.g. additional promotional information such as user guides, contact information, etc.), the regulator (compliance) and the government policy (market penetration, energy and ghg savings).

Motivation of Study

The programme is aware of the potential benefits and advantages of including a QR code on the energy label, it also understands that the code is only functional if it can access a suitable database, which is being developed and will cater for a QR code. The need for this study is motivated by:

1. Introducing a national registration database and QR code simultaneously is seen as the least disruptive and most effective time to do so
2. The benefits of a QR code are broadly understood and supported by the Department of Energy, however a more detailed understanding is required
3. Stakeholder input, participation and support is crucial

¹ A guide for Energy Efficiency labelling, version 2.0. Department of Energy. 2015.)

Scope of Work

The Department of Energy is seeking an International Consultant (IC) with the requisite experience and knowledge to complete a study on the adoption of a QR code on the existing energy label and how it can be integrated across the value chain to assist with compliance, policy, awareness and marketing. The IC is expected to undertake the following scope of work:

1. **Proposed Approach:** Asses the South African S&L programme and formulate a proposal of how best to implement a QR code, which considers all stakeholders (government and industry) articulating the advantages, pitfalls and lessons learned (5 days)
2. **Country Visit:** Meet with the project office, government officials, agencies and the private sector. The trip has two primary objectives: 1) For the IC to understand the local context; and 2) Motivate for and secure support from all stakeholders, including that ITC company contracted to develop the database. This will be achieved through meetings and workshops (5 days)
3. **Final Report:** Using the findings from the country visit to update the original (proposed approach) report to develop an appropriate and feasible implementation and rollout plan, which considers all identified stakeholders in the value chain (5 days)

Work Arrangements

The IC is required to work from his/her home country and undertake a country visit to South Africa (Johannesburg/Pretoria).

All costs associated with the scope of work must be included in the proposal i.e. flights, accommodation, daily disbursements, printing etc. The project will organize and pay venue costs for any meetings or workshops to be held in South Africa.

Deliverables and Payment Terms

The consultant will report to, and seek approval/acceptance of outputs from, the Project Manager, UNDP and the Department of Energy.

Deliverables	Proposed due date	Payment Schedule
1. Workplan and inception report	Within 10 days of contract signing	10%
2. The initial (proposed) approach report	Within 3 weeks of contract signing	30%
3. Country visit supported by a summary of meetings and outcomes	Within 5 weeks of contract signing	30%
4. Submission of final report to the DoE	Within 3 weeks of country visit	30%

Requirements

The successful bidder will:

1. Draw on work already done in this area to avoid duplication;
2. Ensure familiarity with the topic and area of market research;
3. Engage with the project team throughout the research process;
4. Report to the PM and to the Project Management Team (PMT) on completion of each deliverable for discussion and validation. Meetings will be held with the PMT at the end of each deliverable where the next steps of the programme will be agreed;
5. Treat project details and information with confidentiality, as required;
6. Must demonstrate experience and competence as detailed in the scope of work above; and
7. Submit an all-inclusive fixed price proposal

Required Skills and Experience:

The selection of consultants will be aimed at maximizing the overall qualities in the following areas [weighting applied to each quality is shown in brackets, summing to [100]:

- Proven 10 years' experience in the development of S&L programmes, with clear evidence of involvement in the development of reporting databases and QR codes. Multi-country experience will serve as an advantage [50]
- Knowledge of the South African context and the South Africa S&L programme status. [10]
- Papers written (conference and academic) on the topic of S&L reporting specifically, and S&L programmes in general [10]
- A motivation letter (up to 2 pages) detailing an approach and why the candidate is suited for the assignment [20]

Education:

- Master's degree in Engineering, Energy and Developmental Studies, Physics, Business Management or relevant field [10]

Language:

- English

Response Format

To facilitate the analysis of responses, all interested parties are required to prepare their response in accordance with the instructions outlined in this section. All proposals should be electronically generated. The contract will be awarded to the lowest priced technically qualified proposal.

Where 70% is the minimum technical score of the following overall criteria: -



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Resilient nations.*

- Experience with the development and implementation of QR codes
- Understanding of SA Context
- Written papers
- Motivation Letter / Technical Proposal
- Qualification

Applicants are required to submit the following:

- A Technical Proposal: Letter of Interest, stating why you consider your service suitable for the assignment and a brief methodology on the approach and implementation of the assignment;
- Personal CV highlighting qualifications and experience in similar projects;
- Work references - contact details (e-mail addresses) of referees (organisation for whom you've produced similar assignments);
- All-inclusive financial proposal (fixed cost bid) indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment. The proposal must incorporate all the costs of travel, accommodation, etc for the service provider to achieve the required deliverables.

Applicants are required to submit the following documents to **procurement.za@undp.org** on or before the **27 May 2018** with the subject line: **Job Code Title and Reference Number.**