



**Clean Cooking Association of Kenya**  
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## **CONSULTANCY FOR THE PROVISION OF MEDIA MANAGEMENT SERVICES TO CCAK.**

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### **TERMS OF REFERENCE**

Organization	Clean Cooking Association of Kenya ( <a href="http://www.ccak.or.ke">www.ccak.or.ke</a> )
Project	CCAK Collaboration
Position type	Consultancy
Study/Assessment	Media Management
Duration	1 Month
Reporting to	Chief Executive Officer
Working with	Communication Officer
Starting date	1 <sup>st</sup> November 2021
Application deadline	Friday 22 <sup>nd</sup> October 2021

### **ORGANISATIONAL CONTEXT**

Clean Cooking Association of Kenya (CCAK) is a professional association comprising representatives from government, academia, private sector, donor agencies, NGOs and individuals active in the clean cooking sector. The Association was formerly registered in 2013 with a mission to facilitate the scaling up of the clean cooking Solutions in the Kenyan markets. CCAK strives to build solidarity amongst relevant stakeholders and create effective partnerships to ensure that the use of clean cookstoves and fuels is the norm in Kenyan households and institutions. The goal of CCAK has been to facilitate the increase in adoption of clean cookstoves and fuels to five (5) million households in Kenya by 2020 through the below key objectives:

- Strengthening partners' collective concerns on issues of clean cookstoves and fuels for the creation of appropriate policies, implementation strategies and regulatory frameworks.
- Facilitating the transfer of local and global knowledge and skills on clean cookstoves and fuels to Kenyan stakeholders.
- Enhancing demand, strengthening supply and creating an enabling environment for the clean cookstoves and fuels market.

CCAK work is aligned to the five key sector pillars of engagement; **Representation and advocacy, Membership and member-oriented services, Standards and technical issues, Knowledge and information management, Institutional Strengthening and Resourcing.** These pillars have assisted in coordinating the sector issues and designing appropriate policy, regulations and sector actions to enhance the growth of the sector

businesses, through this, CCAK has been recognised as the sector champion influencing a suitable market environment and capacity development of its members and other stakeholders, enabling them to cause universal adoption of clean and efficient cooking solutions in Kenya.

## **1. ABOUT THE CLEAN COOKING WEEK**

CCAK has over the time continued to support the clean cooking agenda, advocate for the adoption of clean cooking technologies; and create an enabling environment for the clean cooking sector since her interception in 2012. Last year, CCAK was able to hold the first clean cooking week in September 2020 through support by Hivos under the green and inclusive energy programme. The clean cooking week focused on women and clean cooking.

This year, CCAK has partnered with the Ministry of Energy (MOE) in organizing the second Clean Cooking Week with an aim to promote renewable energy especially clean cooking, through awareness creation on clean cooking solutions and advocating for clean cooking agenda consideration at the national and county level. This will involve discussions with sector stakeholders; knowledge sharing, media engagement to create awareness and increase publicity that is geared towards accelerating access to clean cooking by 2028.

The theme for the week is ***“Renewing the Clean Cooking Focus- Tapping into the nexus of Clean Cooking Energy Innovation space.”***

## **2. OVERVIEW AND OBJECTIVE**

The objective of the project is to provide communications support to the Clean Cooking Association of Kenya to help them build a foundation for effective communication to the local governments and other relevant stakeholders from the public and private sector, on which they can further build and develop their national communication activities. The objective is for identified national audiences (through the media) for our members to be well-informed about the Clean Cooking Week and the benefits of using clean cooking solution. They will receive information on this in different ways, through a variety of channels. They will be increasingly aware of project intention and the visibility of the affirmative funding will be raised.

Under the guidance and supervision of the Communication Officer, the consultant will assist in:

1. Development and production of multimedia content to increase media reach & visibility effectiveness,
2. Integrating digital into all aspects of the implementation of the Launch Strategy in line with the association's Communication Strategy and branding.

### **3. SCOPE OF THE ASSIGNMENT**

Under the guidance of the Communication Officer, the consultant will be expected to develop and implement the project as per the below deliverables.

#### **Media Engagement**

1. To coordinate the production of comprehensive feature stories that highlight what CCAK does and capture specific of Launch.
2. Planning and coordinating the clean cooking week launch.
3. The consultant will also organize some One-on-one interviews for CEO and CCAK members/partners with the media station
4. To coordinate media activities during the period of the consultancy, this includes:
  - Circulating the media advisory announcing select activities related to the launch
  - Pitch the story to editors and rallying their support to cover the clean cooking week launch
  - Carefully select and invite journalists to cover the clean cooking week launch and any other meeting requested for by CCAK
  - Assist in popularizing the launch through various channels and networks
  - Assist in reviewing and circulating press releases for the launch
  - Write 8 solid feature stories
  - Develop a strong social media campaign
  - Develop a database of stakeholders (as specified by CCAK) in renewable energy to be invited for the working group.
  - Write an op-ed and pitching it under the by-line of CCAK to key newspapers.
  - Assist the Communications Officer to manage media requests/queries locally
  - Prepare a comprehensive report on the media coverage.

#### **Deliverables**

- Database of key stakeholders i.e. media – journalists writing on renewable energy and business writers.
- 8 feature stories in mainstream print and television
- 8 interviews with senior CCAK staff and CCAK members on mainstream media and television.
- 3 opinion piece
- 1 press release
- Social media posting with relevant hashtags
- Consultancy report at the end of the assignment – media monitoring report (newspaper cuttings, links to online coverage, the clip for TV coverage, etc.)

### **4. TIMELINE**

The consultant is expected to produce all deliverables inclusive of several rounds of feedback (to the extent that it is needed). The contract will run from **1<sup>st</sup> to 30<sup>th</sup> November 2021**

## 5. TERMS OF PAYMENT

The fee and the exact terms of payment will be negotiated with the consultant.

## 6. APPLICATION

If you meet the above requirements, please send your application to the email [procurement@ccak.or.ke](mailto:procurement@ccak.or.ke) copy [info@ccak.or.ke](mailto:info@ccak.or.ke). The application should comprise of a financial proposal and technical proposal indicating your understanding of the proposal, methodology, previous experience with references, evidence of relevant work done, company registration documents, KRA PIN Certificate, lead person CV, cover letter and Testimonials.

The subject of the email should be **Consultancy for the Provision of Media Management Services to CCAK**. All applications must be delivered on or before **Friday 22<sup>nd</sup> October 2021**.