Terms of Reference (ToR)

Social Media Campaign on Clean Cooking in West Africa

Date: 12 November 2026

1. Background

The Regional Clean Cooking Action for West Africa (ReCCAWA) programme works to accelerate access to clean cooking solutions across the West African region by stimulating market development. RVO implements this activity with AECID and ECREEE with financing from the European Union and The Netherlands. The ReCCAWA defines four specific objectives:

1) Strengthen the enabling environment of the clean cooking sector in the West African region and in selected countries;

2) Increase the supply of clean cooking solutions through professionalisation and facilitation of access to finance in the West African region;

3) Increase the demand for clean cooking solutions by means of demand-side subsidies and targeted behavioural change interventions in specific West African countries.

4) Enable evidence-based clean cooking policy through studies and a regional clean cooking database.

As an integral part of its design, the ReCCAWA programme puts emphasis on gender equality being systematically integrated across intervention areas. This ensures that gender and social inclusion are not treated as add-on but are integrated across activities from policy to market development. These efforts will ensure the access, participation, and representation of women and other socially excluded groups, at all levels of the market.

To strengthen the clean cooking market, it is of great importance to increase household demand for clean cooking products, fuels and services. This can be achieved by raising awareness of the benefits of cleaner cooking practices and the existence and actual affordability of aspirational clean cooking solutions, as a cookstove – fuel combination must be sufficiently appealing and considered "trendy" to encourage purchase. In the past, efforts to stimulate demand have often relied on roadshow, television and radio campaigns; however, these approaches have proven to be of limited effectiveness.

The Inventory Study performed in the Inception Phase of the programme to identify needs in the region indicated that social media campaigns to entice behavioral change, tailored to the specific local context, might be far more effective in this regard. Consequently, ReCCAWA in close collaboration with national implementation partners in line with the lead Ministries (Energy) in the specific countries, will develop a pilot for this approach to be applied in three different geographies (Senegal, Togo and Sierra Leone), to be adapted for the local context, language and cultural habits. The intended geographic coverage nationwide in each country mainly focuses on urban and peri-urban areas.

After the preparation, development, implementation and evaluation of the three pilot behavioural change campaigns, a methodology will be developed into a toolkit to design, implement and test such traceable social media campaigns in other countries in the region, with the objective of making clean cooking solutions more popular among households and businesses and thereby increasing sales. Experiences of the pilots and the elements of the toolkit will be discussed during regional exchanges to enable scaling of best practices to other West-African countries.

The final version of the toolkit should be available in French, English and Portuguese. The approach should support nationwide, youth-driven and gender sensitive campaigns in (sub-) urban environments. The choice of communication channels, content formats and engagement

approaches should be informed by the local context, target audience preferences and media consumption patterns, with the objective of making cleaner cooking more aspirational.

RVO seeks a qualified Consultant (individual or firm) to facilitate and support the ReCCAWA trajectory of three pilots in-country social media campaigns and development of a social media behavioural change toolkit through expertise, facilitation, data analysis and knowledge management.

Please note that it will be the responsibility of the national implementing NGO partners to contract local marketing agencies to implement the co-designed campaigns.

2. Objectives

The main objectives of the assignment are:

1. Three nationally oriented clean cooking social media campaigns have been designed, tested and evaluated in Senegal, Togo and Sierra Leone;
2. A regional toolbox for clean cooking social media campaigns in the West Africa region is developed.

Specific objectives are:

- Facilitate the design, development implementation and evaluation of a pilot social media campaign on clean cooking in 3 countries in West Africa, in collaboration with national implementing partners and local marketing agencies;

- Support with testing approaches to messaging, audience engagement, and content creation using gender differentiated approaches and local influencers to amplify campaign messages.

- Monitor and evaluate campaign performance in the three countries and impact related to the procurement / adoption of aspirational clean cooking technologies.

- Produce a "Toolbox to social media behavior change campaigns for Clean Cooking in West Africa" with the objective to scale the approach in the region.

3. **Scope of Work**

3.1 Selection of Pilot Countries

Based on the presence and engagement of active ReCCAWA country implementing partners and the demand of the national government the following countries are currently selected for the pilot: Senegal, Togo and Sierra Leone. It is possible that during the procurement process for this specific assignment the selection can change due to contextual or political alterations.

All below tasks should be executed in close collaboration with (still to be contracted) national implementing partners, and the local marketing agencies they contract, and understand the local culture and languages used. The campaigns further have to be aligned with the ambition of the local authorities (Ministries, Agencies), to ensure ownership and sustainability of the approach.

3.2 Tasks

Task 1: Facilitate the Development of Social Media Strategy

In collaboration with the programme partners and local authorities, develop a comprehensive social media strategy for promoting clean cooking solutions in 3 countries including:

- Support and give strategic advice about the main message for the campaign related to the state of development of the market, the technologies to be promoted, and target audience needs;
- Give advice on the following tasks that national implementing partners with local marketing agencies will propose:
  - Identification of the target audiences
  - Tone of voice, posting frequency, and content formats
  - Workflow for content creation, planning, and management
  - Response time standards for online interactions.

Task 2: Support Influencer Identification and Collaboration

• Facilitate and define criteria for identification and vetting of relevant influencers and local marketing agencies in each pilot country.
• Assess alignment with ReCCAWA's values (clean cooking, inclusivity, reliability).
• Evaluate authenticity and engagement metrics.
• Ensure diversity of representation (gender, language, audience type).
• Give advice on mapping target audiences reached by each influencer.

Task 3: Monitoring and Reporting

• Establish a monitoring framework (reach, engagement, conversions, etc.) through which the impact of the campaign can be measured.
• Define tools and methods for performance tracking, including benchmarks and relevant gender disaggregation.
• Facilitate the development of dashboards, progress reports, and a final report.
• Include insights and recommendations for campaign optimization.

Task 4: Knowledge Product

Deliver a "Toolbox to social media behavior change campaigns for Clean Cooking in West Africa Campaigns," documenting:
- Key learnings, successes, and challenges from the pilot campaigns.
- Effective use of social media and influencers for behavior change.
- Message framing strategies and audience insights.
- Practical tools such as influencer checklists, content calendars, and monitoring templates.

The Toolbox should serve as a guideline to local authorities of other West-African countries to copy and contextualize the approach.

Responsibility Matrix

	Consulting team (This assignment)	**National Implementing Partner**	**Local Marketing Agency**	**Local authority - Ministry**	**RVO**
Task 1: Development	Facilitate the discussion with	Support and give input on	Propose message,	Support and give input on the	Making sure the strategy

of social media strategy	input of stakeholders; quality control and development process of strategy	the message, target audience, content etc. Contract a local marketing agency to conduct the campaign	target audience and content	message, target audience, content and make sure it's aligned with the national strategy	follows ReCCAWA's objectives
Task 2: Influencer Identification and Collaboration	Support the process and give feedback on potential influencers to be selected	Leads and is responsible for the selection of local influencers	Mobilise local influencers and responsible for creation of content in collaboration with the influencer	Support and give input for potential influencers that are relevant for this assignment	Informed and consulted where necessary
Task 3: Monitoring and reporting	Leads and is responsible for the establishment of a monitoring framework with input from stakeholders; analyse results and make recommendations for improved approaches	Carry out the actual monitoring work; identify improvements on cultural sensitivity	Collect relevant data	Ministry ensures that the tools are user friendly and that it can be incorporated into the national context and it fits within the national objectives.	Provides input and advice
Task 4: Knowledge product	Leads and is responsible for knowledge management and the drafting of the knowledge products	Support and give input on the knowledge products ensuring the products are relevant and scalable towards the region	Support and give input	Gives input to make sure the knowledge products can be incorporated into the national context	Provides input and advice on the knowledge products ensuring scalability towards the region

3.3 Work planning and flexibility

The tasks outlined above have been developed based on current knowledge and experience. However, flexibility and adaptive management will be essential throughout the assignment to ensure that the objectives are achieved. A workplan will be discussed with RVO every six months and adapted as necessary to reflect changing circumstances and priorities. Payments will be made upon the achievement of each milestone. Progression to the next milestone will only take place once the preceding milestone has been successfully completed.

4. Social Inclusion and Gender Lens

As mentioned before, gender equality should be systematically integrated across intervention areas. These efforts will ensure the access, participation, and representation of women and other socially excluded groups, at all levels of the market.

As the primary users of cooking solutions and heads of household in many target areas are predominantly women, activities will prioritise their meaningful participation, leadership and access to information and resources. At the same time, men and other household decision-makers will be actively engaged to address intra-household dynamics, norms and barriers that influence adoption and sustained use of clean cooking solutions.

For this specific assignment it is therefore crucial to be informed about the different roles, needs, constraints and decision-making power of women and men within households and communities, and tailor the strategic interventions and accordingly. This means targeting women and men separately, possibly using different approaches and messaging, in consumer campaigns and user feedback.

Although the mobile gender gap in West-Africa is slowly narrowing, women are still significantly less likely than men to have regular internet access, own smartphones, or control data usage. Therefore, to make this campaign successful it's important to have a clear strategy on who the target group is ((sub)-urban women and men), if they have access and how they can be reached via this campaign.

5. Coordination and Supervision

The Consultant will work under the supervision of RVO, which will closely coordinate with ReCCAWA partners (ECREEE and AECID). Regular online coordination meetings will ensure alignment and progress monitoring.

The consultant will take a facilitating role towards national implementation partners for the development, implementation and evaluation of the campaigns and national authorities. The national implementing partner will be the contact person on the ground and will have direct contact with the national focal points within the ministry. Therefore, it's crucial to have regular meetings with them, both online and in person, to make sure the strategy of the campaign fits within the local context and is aligned with the national strategy.

During the kick-off of the project, the project's coordination approach should be discussed to find the most effective ways of collaboration and communication.

6. Expertise Required

We are looking for an expert, or a consortium, who meets the following requirements, in no particular order:

- Demonstrable experience in designing and implementing social media campaigns in West Africa focused on consumer goods, preferably using gender sensitive approaches;
- Demonstrable experience with facilitating influencer marketing and community engagement through locally based organisations;
- Understanding of the concepts and challenges related to clean cooking behavioural change;
- Strong analytical and reporting skills;
- Fluency in English and French (required for regional implementation): B2 or C1, or a similar certificate.