

TERMS OF REFERENCES: DIGITAL CONTENT CREATORS (INFLUENCERS) FOR PROMOTION AND SALE OF CLEAN AND CLIMATE FRIENDLY COOKING APPLIANCES

INTRODUCTION

LRC Foundation was set up as a project in 2008 and was registered as a Kenyan Social Enterprise in 2011. It was established to provide training and business support services to farmers, pastoralists and agribusinesses in Africa. LRC believes that the modernization of agriculture and improvement in food security in Africa can be greatly enhanced by effective practical training, adequate dissemination of knowledge and technology and the provision of business support services. Over the years LRC has grown and plans to stand out by putting social impact as an overriding objective. It uses an innovative, agile business thinking and processes to meet the needs of its key beneficiaries the farmers, pastoralists and agribusinesses. It strives to increase agricultural productivity in an economically and environmentally sustainable manner. Special emphasis is put on supporting vocational training and development of skilled work force for agriculture in Africa and on programs in food production, renewable energy and water availability for people in semi-arid areas of Africa.

LRC Foundation with support from EnDev Kenya is implementing the Kawi Safi Mashinani project countrywide in Kenya from April 2024 to December 2025. The primary objective of the project is to stimulate demand and promote use of solar energy for productive purposes such as pumping water for irrigation and egg hatcheries (incubators) and for lighting in poor households in Kenya's rural and urban areas. Additionally, the project promotes the adoption of electric cooking technologies and enhance access to finance.

LRC-Foundation, under the Kawi Safi Mashinani project, invites qualified influencers and digital content creators to express their interest in promoting clean and climate- friendly cooking appliances and home solar lighting systems via digital platforms, namely Instagram, TikTok, Facebook, and X (formerly Twitter). This engagement will run for Four months (September to December 2025) and aims to drive product adoption through targeted social media awareness and behavior change campaigns.

Objective

The project seeks to overcome barriers to adoption of electric cooking such as high initial costs, lack of accessible information, and misconceptions regarding safety and effectiveness through promotion initiatives through digital (social media) channels which have become critical in reaching Kenya's growing online population. According to the Kenya Media Landscape Report 2023, internet usage has more than doubled in under a decade, with 74% usage in urban areas and 49% in rural settings. The shift from traditional to online media presents a timely opportunity to leverage social media for behavior change and product education.

Through an awareness raising campaign, influencers and digital content creators will inform the general public on the benefits of modern, electric cooking technologies such as electric pressure cookers and electric induction cookers. These solutions

offer economic, health, and environmental benefits, especially for households transitioning from traditional fuels like kerosene and charcoal.

Target Audiences

The campaign will target:

- Peri-urban and rural households with reliable electricity and access to digital platforms.
- Students in colleges and universities utilizing inefficient electric cooking appliances or dirty fuel like charcoal and kerosene stoves.
- Rural and peri-urban residents using fossil fuel and biomass fuels like charcoal, firewood, and kerosine for lighting and/or cooking.
- Food businesses and social institutions (e.g., schools, hospitals) seeking efficient, cost-saving cooking solutions and lighting systems.

Scope of Work

The selected influencers and digital content creators will deliver services grouped under three key work packages:

Work Package 1: Message Development and Content Creation

- Align content with the national Behaviour Change Communication (BCC) strategy of **the ministry of energy and petroleum in Kenya** and the campaign's core message: **"Upishi Bora, Afya Bora"**.
- Design and develop clear, relatable, and bilingual messages (English and Swahili) promoting the benefits of clean cooking.
- Produce engaging content—including videos, live recordings, testimonials, and visuals—approved by LRC-Foundation and EnDev programme.

Work Package 2: Digital Distribution and Engagement

- Develop a content calendar with at least 2 posts per electric cooking technology per month, featuring a mix of formats (text, image, video, live).
- Coordinate consistent content rollout across social media platforms.
- Tag and collaborate with CCAK, manufacturers, distributors and any other partners involved in related initiatives (e.g., EnDev, ABC).
- Host Q&A sessions with brand-neutral experts to clarify misconceptions and highlight real benefits of the technologies.

Work Package 3: Campaign Monitoring and Management

- Set up monitoring tools to track engagement metrics (reach, views, interactions, conversion rates, etc.).
- Maintain a feedback system to collect inquiries, share user tips, and respond to potential customers.
- Provide monthly performance reports of digital content share on social media and other related platforms in collaboration with CCAK and industry partners.

Content Creator Requirements

Content creators to be engaged should:

Provide analytics demonstrating strong engagement, reach, impressions, and conversion rates from previous campaigns.

Submit a report on a weekly basis from the onset of this assignment to the Programs Manager.

All digital content and materials produced as part of this contract will be the sole property of LRC-Foundation and GIZ. These entities reserve the right to share and distribute the content across any platform without restriction.

Required Qualifications

Digital Market Influencer

- Have at least 20,000 followers on one major social media platform and active presence on at least three platforms (TikTok, Instagram, Facebook, X).
- Demonstrate proven success with high-performing social media content e.g. videos (10K+ views).
- Demonstrate experience and track record in digital content creation on topics of clean cooking, food, clean energy
- Proficiency in English and Swahili (C1 level).
- Minimum 3 years of relevant experience in communication and digital media campaigns.

Skills

- Strong interpersonal, communication, and socio-cultural skills
- Ability to work efficiently and client-focused
- Interdisciplinary thinking and team coordination

Engagement Timeline

The assignment will run for a period of two (2) months February and March 2026.

Mandatory Eligibility Requirements

Applicants must:

1. Hold a valid PIN certificate.
2. Have a current Tax Compliance Certificate.
3. Be ETIMS compliant and capable of issuing compliant invoices.

Submission Requirements

Interested consultants (content creators) should submit:

1. A formal Expression of Interest to promote the clean cooking technologies.
2. A portfolio or evidence of similar previous digital media campaigns.
3. A detailed workplan outlining how the digital promotion will be carried out for each product/technology.

The proposal subject line should clearly read, **“TORS: DIGITAL CONTENT CREATORS (INFLUENCERS) FOR PROMOTION AND SALE OF CLEAN AND CLIMATE FRIENDLY COOKING APPLIANCES.**

The proposal should be addressed to:

**The Programs Manager LRC
Foundation
P. O Box 14675 –00800
Nairobi.**

Mode of submission: **ONLY** electronically submitted proposals will be accepted. It should be submitted to the following email: [info@lrc- foundation.org](mailto:info@lrc-foundation.org).

The deadline for submission of the proposal is **9th February 2026**

For any queries, send an email to: [info@lrc- foundation.org](mailto:info@lrc-foundation.org) not later than 5 days after the date of the advert.