



United Nations Human Settlements Programme (UN-Habitat)

Call for Expressions of Interest (Eoi) for Cooperation Partners for Small-Scale Agreements of Cooperation

Conducting Market Research on 2- and 3-Wheelers in Kenya – with a focus on electric mobility

Date first published: 1 February 2024

Deadline for submissions of Eols: 15 February 2024

Introduction

The African continent, historically having a lower penetration of electric vehicles (EVs) (IEA, 2020), is now experiencing a rapid increase in the adoption of EVs and supportive government policies. According to the Africa E-mobility Readiness Index by UNEP and AfEMA (2023a), over half of the 21 assessed African countries have now implemented fiscal incentives and set e-mobility targets, primarily motivated by foreign currency spent on fuel imports and CO2 emission reduction commitments as part of the Paris Agreement.

The shift to electric mobility makes environmental sense, as African countries are transitioning from fossil-fuel power plants to renewable sources of electricity, harnessing the benefits of their plentiful natural resources (Collet et al., 2021). For instance, Africa hosts 60% of the world's best solar resources, and renewables are estimated to account for over 80% of new power generation capacity by 2030 (IEA Africa Energy Outlook, 2022). Furthermore, several African countries already generate a very high share of their electricity from renewable sources. A good example is Kenya, which currently generates 92% of its electricity from renewable sources, primarily geothermal, hydropower, and wind (Collet et al., 2021).

In Africa's electric mobility landscape, electric two- and three-wheelers currently dominate, constituting a remarkable 79% of the electric fleets, while electric light-duty vehicles make up 20%, and electric buses account for 1% (AfEMA, 2023a).

Identifying the proportion of electric bicycles in the overall fleet of electric two- and three-wheelers is challenging due to the common absence of specific tax regimes or incentives and the lack of separate registration categories for electric bicycles, often resulting in them being categorised as standard goods

Objective

The proposed collaboration under this call aims to conduct a comprehensive research study on 2- and 3-wheelers in the Kenyan context that covers various aspects to provide an in-depth understanding of the industry incl. different fuel types: internal combustion engine, electricity and CNG powered (if available).

Expressions of interest

UN-Habitat invites Expressions of Interest from academic or research institutions; Not-for-Profit Organizations; Governmental and Inter-Governmental organizations to conduct the research activity, which should include a combination of primary and secondary research methods (surveys, interviews, market reports, statistical data etc.). The study should be carried out in close collaboration with the SOLUTIONSplus project partners and should include (but not limited to) the following activities:

1. Conduct a Market Overview of 2- and 3-wheelers in Kenya
2. Research Consumer Demographics and Behavior (consumer preferences, purchasing behavior etc.)
3. Assess the Regulatory Environment and Policy Landscape affecting the industry
4. Research the Competitive Landscape of key players in the market (both local and international)
5. Examine the Distribution Channels for 2- and 3-wheelers and logistics and supply chains
6. Review technological advancements, Innovations, and trends in vehicle design
7. Analyse Economic Factors impacting the market (GDP, inflation etc.)
8. Examine Social and Cultural Factors (cultural preferences, societal attitudes etc.)
9. Assess the Environmental Impact of 2- and 3-wheelers
10. Identify Challenges and Growth Opportunities
11. Predict Future Trends and Outlooks

The EOI should contain, but not be limited to the following:

- i. Overall experience of the organization in the areas of sustainable (electric) mobility, market readiness, EV technology and innovations.
- ii. A short conceptual proposal on how the institution/organization plans to develop and implement this programme incl. scope and nature of work. Please also highlight the innovation in the proposed initiative, as well as replication possibilities;
- iii. The support/ contribution the organization is willing to make including cash and in-kind; (contribution in terms of staff time, office space and equipment and other support in cash and in-kind should be expressed in monetary terms)
- iv. Copies of statement of annual budget and annual reports of the previous 2 years;
- v. Copy of two latest audited reports, and
- vi. Governance and organizational structure; experience and qualifications of key professional staff and infrastructure facilities of the organization.

Budget

UN-Habitat will contribute financial resources to the tune of USD 15,000 (Fifteen Thousand United States Dollars). The EOI shall make reference to counter-part contributions (cash and in-kind) of the applying entity.

Overall Timeframe

The work outlined in this EOI is scheduled to commence by 15 March 2024 and completed by 31 May 2024.

Submission Requirements and Guidelines

Expression of Interest must be delivered by email no later than 15 February 2024 to unhabitat.ubss.eoi@un.org with the reference "EOI-Market Research Kenya-2024" in the subject of your email. Failure to indicate the reference may result in your proposal not being considered.

Contact Information:

For any questions related to the application please write to:

Ms. Judith Owigar

Urban Basic Services Section – Urban Mobility

United Nations Human Settlements Programme

(UN-Habitat)

P.O. Box 30030 Nairobi, Kenya

judith.owigar@un.org

Other:

Please note that this EOI notice does not constitute a solicitation. UN-Habitat reserves the right to change or cancel this requirement at any time in the Expressions of Interest/or solicitation process.

Submitting a reply to an EOI does not guarantee that a Cooperation Partner will be considered for receipt of the solicitation when issued and only Cooperation Partners who are deemed qualified by UN-Habitat upon completion of evaluation of submission, will receive the final solicitation document.