

Request for Proposal Form

Consulting Services for National Industrialization Policy Update

Background

Kenya's industrial sector is a critical driver of economic growth and job creation, yet it has stagnated over the past decade. Manufacturing currently accounts for only 7.6% of GDP, far below the national target of 15%. Structural challenges such as high production costs, elevated electricity tariffs, outdated technologies, and an unpredictable policy environment have constrained competitiveness. The sector also faces intense competition from low-cost imports and suffers from weak linkages between large firms and local suppliers.

Agriculture dominates Kenya's export profile, accounting for roughly 65% of total exports, but most of these exports remain raw or semi-processed, limiting domestic value addition. MSMEs and informal artisans play a significant role in local markets but operate with limited support and face barriers to scale.

Why now? Kenya is in the final phase of Vision 2030 and implementing the Bottom-Up Economic Transformation Agenda (BETA), which targets manufacturing to contribute 15% of GDP by 2027 and create at least one million jobs annually. The country also has an opportunity to leverage its renewable energy resources (>80% of electricity generation) to drive green industrialization and produce low-carbon products. Coupled with demographic trends—22.3 million Kenyans will be between 15-34 years by 2030—this policy review is urgent to unlock inclusive growth, create quality jobs, and align with climate goals.

The updated policy will seek to address structural bottlenecks, promote value addition, enhance competitiveness, and integrate sustainability principles to position Kenya as a regional leader in green manufacturing.

Purpose of Request for Proposal

The Global Energy Alliance seeks to engage a consulting firm to support the Government of Kenya in updating and operationalizing the National Industrialization Policy and delivering a comprehensive roadmap for inclusive green industrialization. The selected firm will provide technical assistance, stakeholder engagement, and capacity-building support across multiple phases of work.

Questions and submissions to be sent to ivy.gitau@energyalliance.org copying naomi.wagura@energyalliance.org

Our Mission

The Global Energy Alliance for People and Planet (GEAPP) is a collective movement for change, working to unlock renewable energy access in emerging economies. Clean energy is development; without it, every other form of progress is impacted. Today, half the world's population – 3.6 billion

people – live in energy poverty.

Formed on a spirit of radical collaboration, GEAPP brings together philanthropy, including our founder partners the IKEA Foundation, The Rockefeller Foundation and the Bezos Earth Fund, governments, development partners, and the private sector. Together we seek to open up green energy access and a just transition, unlocking a new era of inclusive economic growth while enabling the global community to meet critical climate goals within the next decade. Our mission is to accelerate a renewable energy tipping point that powers progress for people and planet.

Scope of Work

The consulting firm will deliver technical assistance and coordination support across five phases:

Phase 1: Diagnostic & Strategy Design – This phase will form the bedrock of the policy review and will include:

- A comprehensive review of Kenya’s National Industrial Policy and related policies
- A meta-analysis of the government’s priority sectors over the last 15-20 years to identify clear competitive advantages and challenges
- In collaboration with the State Department of Industry, select key value chains and sectors for detailed market assessments including competitive landscape analysis, demand quantification, regulatory review, technological trends, barriers to entry, supply chain analysis, investment climate, economic impact modeling, social and environmental considerations, risk analysis, and policy recommendations.

Phase 2: Public Participation – This phase will seek to develop and implement an inclusive consultation process

- Design inclusive consultation frameworks to ensure representation of women, youth, SMEs, and marginalized groups.
- Facilitate county-level stakeholder engagements and public participation sessions.
- Develop knowledge products such as policy briefs, toolkits, and case studies to inform stakeholders.

Phase 3: Stakeholder Validation

- Provide technical drafting support for the updated National Industrial Policy.
- Conduct scenario modeling to test policy options under different economic and climate conditions.
- Organize validation workshops with government, private sector, and civil society to secure consensus on the draft policy.

Phase 4: Draft Implementation plan and institutional capacity building

- Develop an implementation roadmap and monitoring framework for the updated policy.
- Deliver capacity-building sessions for government officials to ensure readiness for policy execution.

The RFP Process

GEAPP seeks input from potential suppliers about their business ownership, their commitment to diversity, equity and inclusion and their compliance with environmental and social regulations and guidelines.

The information provided will assist GEAPP in choosing suppliers who maintain practices that align with GEAPP’s diversity, equity, and inclusion policies and sustainability values, while at the same time, are best positioned to provide high quality, competitively priced goods and services.

We believe that the information presented in this RFP provides enough information for you to start analyzing our requirements. If you need any more questions answered in this process, please don't hesitate to contact us. We reserve the right to distribute answers to all participants.

| Key Activity | Target Date |
|--|--|
| Issue RFP | 3rd December 2025 |
| Intent to Bid/Proposers Questions | 2 nd January 2026 |
| Response to Proposers Questions | 5 th January 2026 |
| Deadline for Submission of Proposals | 9th January 2026 |
| Selection of finalists and proposal presentations, if needed | Week of 19 th January, 2026 |
| Selection Announcement | Week of 26 th January 2026 |

The following must be included in your proposal:

- 1. Company Background:** *Please provide a brief description of your company including size of organization, history, resources, types of services customarily provided, location(s) and portfolio size.*
- 2. Organization and Staffing:** *Please provide the name of CEO and Board members the names of the proposed team members who would work with us and the principal representative.*
- 3. Attributes and Approach:** *State the qualities and attributes your firm brings to the project that may distinguish it from others.*
- 4. Experience/Technical Expertise:** *Please provide specific examples of similar services that you have completed or are currently providing, with a particular focus on your experience delivering high-impact media and public relations services and specific KPIs from those engagements. If possible, please provide specific examples for any not-for-profit. Include references.*
- 5. Other Information:** *Please provide any additional information that you think supports your firm's credentials and qualifications, including any sustainability information that you think may be relevant*
- 6. Sustainability information** *Please provide how your company contributes to a greener and more socially responsible future including compliance with environmental and social regulations and guidelines.*
- 7. Pricing Overview:** *Based on the requirements listed in the RFP, please submit, alongside this proposal, the attached budget template that*

*shows a breakdown of the pricing model and all costs which could be incurred by the Global Energy Alliance for People and Planet over the time of the Contract. Please provide a description of how your organization proposes to be compensated for these services. **Include any additional costs.***

Terms and Conditions

Reservation of rights

Global Energy Alliance for People and Planet reserves the right to reject any or all proposals submitted if it is deemed to be in the best interest of GEAPP.

All proposals and supporting documentation shall become the property of GEAPP, subject to claims of confidentiality in respect of the proposal and supporting documentation.

GEAPP reserves the right to check the accuracy of all information and to request official supporting documents. Applicants who provide inaccurate information can always be excluded from the RFP process.

Confidentiality

The Alliance reserves the right to require any respondent to enter into a non-disclosure agreement.

Intellectual Property

Applicants should not use any intellectual property of GEAPP or its Funders including, but not limited to, all logos, registered trademarks, or trade names, at any time without the prior written approval of GEAPP, as appropriate.

Governing Law

This RFP and your response to it shall be governed by the laws of the State of New York.

No Liability

GEAPP shall not be liable to any respondent, person, or entity for any losses, expenses, costs, claims, or damages of any kind:

- Arising out of, by reason of, or attributable to, prospective vendors responding to this RFP; or
- As a result of the use of any information, error, or omission contained in this RFP document or provided during the RFP process.

GEAPP assumes no obligation, no responsibility and no liability for costs incurred by vendors responding to this RFP prior to the issuance of a contract.

Entire RFP

This RFP, any addenda to it, and any attached schedules, constitute the entire RFP. If it becomes necessary to revise any part of this RFP, GEAPP will contact all participants.