

Uganda Domestic Biogas Programme

Report on Assignment for IEC Materials Dissemination Framework for the Uganda Domestic Biogas Programme

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Executive Summary

The success of the Uganda Domestic Biogas Programme (UDBP) will largely depend on how it will market and or appropriately communicate to the stakeholders. There is need to create awareness and education for the biogas technology, its benefits and financing opportunities available. Secondly, there is need to create awareness on the side of investors and financiers to look at opportunities available for biogas as a viable business idea. The potential biogas households who are mainly farmers residing in remote areas and having small land holdings and some head of cattle required to keep the plants operational need to be reached.

SNV Uganda, one of the partners in implementing the UDBP therefore engaged the services of a communication expert to support the development of an Information, Education and Communication (IEC) materials dissemination framework, being cognizant that different target audiences require different approaches, channels and tools. The Local Capacity Builder (LCB) was required to profile the relevant target audiences and ascertain the key messages for each specific target audience, the best approach, channels and IEC tools to use. The methodology involved reviewing literature of documents from SNV and Heifer International Uganda, the host organization for the UDBP; a field visit and interviews of 10 beneficiary households in Mukono district and interview with key SNV and Heifer staff.

The IEC Materials Dissemination Framework outlined in this report aims at promoting awareness about the benefits of the Uganda Domestic Biogas Programme to different stakeholders including rural households, private construction companies, masons, vocational training institutions, financial institutions, local governments, the Central Government, Parliament, civil society organizations and development partners. The report outlines the key messages for each of these target audiences and the channels to be used to reach them. The IEC Dissemination Framework Matrix explains in more detail the specifications, required quantities, cost and duration of applicability of the required IEC materials. In order for the IEC Dissemination Framework to be effective some elements of a communication and advocacy strategy have been incorporated into the framework.

1.0 Introduction

Although biogas technology has been in Uganda since 1950, its dissemination and adaptation have met limited success. Biogas technology is not among the commonly adapted renewable energy options despite having been in the country for over half a century. The majority of the communities, both urban and rural, depend largely on fuel wood and charcoal for their energy needs. About 72% of the total grid-supplied electricity is consumed by only 12% of the domestic population, concentrated in Kampala and nearby cosmopolitan towns. Energy users would benefit from having increased access to biogas technology for their cooking fuels; biogas would provide the first priority market segment for private companies selling the biogas plants, provided there are users with livestock able to generate sufficient animal manure.

Government has since mid 1980s made efforts to popularise biogas technology. Other actors such as Heifer International, Adventists Development and Relief Agency (ADRA) and Makerere University contributed to the promotion of biogas technology. The population of bio-digesters in Uganda grew from an estimated 100 in 1990 to about 700 digesters by 2008. Despite these efforts, the disseminate biogas technology generated mixed results. Different models were promoted, but still not much publicity was done, which partly explains the limited awareness about the superior alternative source of energy especially in areas with limited access to national power grid.

The Uganda Domestic Biogas Programme (UBDP) was therefore established as joined initiative by SNV, Heifer International and Hivos **to disseminate domestic biogas in rural and peri-urban area with the ultimate goal of establishing a sustainable and commercially viable biogas sector in Uganda. The goal of the programme is to improve the livelihoods and quality of life of rural and peri-urban farmers in Uganda through utilizing the market and non-market benefits of domestic biogas.**

The success of the UDBP will largely depends on how it will market and or appropriately communicate to the stakeholders. There is need to create awareness and education about domestic biogas technology, its benefits and financing opportunities available. Secondly, there is need to create awareness on the side of investors and financiers to look at opportunities emanating from domestic biogas as a viable business ideas. The potential users of domestic biogas, who are mainly rural farmer households in remote areas, need to be reached.

2.0 Objectives

SNV Uganda therefore engaged the services of a communication expert to support the development of an IEC materials dissemination framework, being cognizant that different target audiences, which require different approaches, channels and tools. The LCB was required to profile the relevant target audiences and ascertain the key messages for each specific target audience, the best approach, channels and IEC tools to use.

2.1 Specific tasks

- (i) Profile all the relevant targeted audience for IEC materials dissemination framework of the UDBP.
- (ii) Formulate the key messages for each target audience.
- (iii) Identify the appropriate communication channels to reach the relevant target audience.
- (iv) Identify the most appropriate IEC materials for the relevant target audiences.

2.2 Outputs

- (i) A report based on primary and secondary research profiling each specific target audience and recommending the key messages, and the best approach, channels and IEC tools to use for each specific target audience.
- (ii) An IEC Dissemination Framework Matrix developed for the UDBP clearly articulating audience type and appropriate channel to be used.
- (iii) Uganda Domestic Biogas Programme Profile a B5 size 12 page full colour publication with photographs and simple colourful drawing illustrations highlighting the benefits of domestic biogas to different stakeholders.
- (iv) Designs a poster for the Uganda Domestic Biogas Programme highlighting the benefits of domestic biogas to different stakeholders.
- (v) 200 high resolution useful photographs that can be used in different IEC materials.

3.0 Methodology

The methodology of profiling of the specific target audiences, ascertaining the key messages and the best approach, channels and IEC tools to use; involved reviewing documents from SNV and Heifer; interviews of 10 beneficiary households in Mukono district and interview with key SNV and Heifer Uganda staff.

3.1 Literature Reviewed

The Literature reviewed was as follows:

- (i) UDBP Feasibility Study 2007
- (ii) ABPP Proposal
- (iii) Draft Programme Implementation Plan
- (iv) Annual Plan 2009
- (v) Annual Report 2009
- (vi) Renewable Energy Case study 2009
- (vii) UDBP Masons Training Manual

3.2 Field Visit to UDBP Beneficiary Rural Households

The experiences of ten rural households in Mukono benefiting from UDBP were examined to ascertain how they were benefiting from domestic biogas, the challenges they were facing, how much it cost them; and to ascertain the best key messages about the benefits of domestic biogas, that would appeal to rural farmers like them, and the most appropriate channels of communication to convey these messages. The visit was also used to take high resolution photographs to use in development of the IEC materials. The research tool used was an interview question guide (Annex B)

3.3 Interviews with UDBP and SNV Staff

The interviews with UDBP and SNV staff were used to obtain a better understanding of what had impeded the development of the biogas in rural households in Uganda, particularly from the policy framework and technical perspective. The interviews were used to inform the formulation of key messages and the best approaches, channels and IEC tools to use particularly for meso and macro stakeholders, private construction companies, vocational training institutions, financial institutions and policy makers. The research tool used was an interview question guide (Annex C).

4.0 The IEC Materials Dissemination Framework

The IEC Dissemination Framework aims at promoting awareness about the benefits of the Uganda Domestic Biogas Programme to different stakeholders including rural households, private construction companies, masons, vocational training institutions, financial institutions, local governments, the Central Government, Parliament, Civil Society organizations and development partners. In order for the IEC Dissemination Framework to be effective some elements of a communication and advocacy strategy have been incorporated into the framework.

4.1 Objectives of the IEC Dissemination Framework

The objectives of the IEC Dissemination Framework are the following:

- (i) Popularise and increase the demand from rural households for biogas as a reliable source of high quality alternative source of energy superior to charcoal, kerosene and firewood; and other benefits such as improved health conditions and provision of high value organic fertilizer from the bio slurry.
- (ii) Attract companies in the private sector in Uganda to respond to the increased policy driven demand to construct thousands of digesters for rural households in Uganda.
- (iii) Attract financial institutions in Uganda to respond to increased policy driven demand for the construction of thousands of digesters by rural households in Uganda, by providing favourable credit facilities to the rural households to partially fund the constructions.
- (iv) Aiding the programme implementation of the UDBP; in particular to support the promotion, marketing and extension strategy through assisting in demystifying and explaining to rural households the benefits of domestic biogas.

- (v) Build consensus, buy – in and ownership from key stakeholders at the macro and meso level in Uganda including the line ministries including the Ministry of Agriculture, Animal Industry and Fisheries (MAAIF), Ministry of Energy and Mineral Development (MEMD), Ministry of Water and Environment (MWE), and Ministry of Gender, Labour and Social Development (MGLSD), donor community, professional associations, political leaders at different levels, district local governments, NGOs/CBOs promoting sustainable agriculture and energy conservation in order to all agree on a harmonized policy driven approach to actively promote biogas use in rural households in Uganda.

5.0 IEC Materials Dissemination Framework for Rural Households

The Uganda Domestic Biogas Programme plans to install domestic biogas systems in 12,000 homes in Uganda within three years. Heifer International Uganda, a key programme partner, has a network of close to 20,000 farmers who own heifers organised in more than 100 farmer groups all over the country. These farmers will form the primary target of the IEC Dissemination Framework for Rural Households. The dissemination framework will target these farmers, who are already organised and have heifers, before reaching out to other rural households. The demonstrated success of these farmers will also attract other rural households to demand for domestic biogas.

5.1 Key Messages for Rural Households

- (i) Domestic Biogas is cheaper than Charcoal and Firewood.
- (ii) Domestic Biogas is Clean.
- (iii) Domestic Biogas is Healthy.
- (iv) Domestic Biogas provides Organic Fertilizer.
- (v) Domestic Biogas reduces work load for women and girls.
- (vi) Domestic Biogas increases household productivity.
- (vii) Domestic Biogas is good for the environment.

5.2 Channels of Communication to reach the Rural Households

- (i) Face to Face household sensitisation of farmer groups members by outreach staff to reach 200 individual farmers across the country every month. The individual farmers will fill in or respond to feedback forms administered to them.
- (ii) Group sensitization of different farmers groups of at least 50 members by outreach staff every 2 weeks for a year.
- (iii) Community Radio: with weekly talk shows and 3 spot messages a day in local languages for 1 year on 7 strategically selected stations in different parts of the country.

5.3 IEC Materials for Rural Households

The IEC tools, which take into consideration the low levels of literacy, academic training and sophistication, are the following:

- (i) Posters with simple colourful drawing illustrations highlighting the benefits of biogas translated into local languages.

- (ii) Flyers with simple colourful drawing illustrations highlighting the benefits of biogas translated into local languages.
- (iii) Community sensitization guides translated into the local languages.
- (iv) Radio Documentaries and dramas.
- (v) Radio Talk show guide on topical issues related to biogas and household energy use.
- (vi) Radio Public Service Announcement (PSA) spots to be aired on community radios with exciting dialogue or mini drama skits highlighting the benefits of biogas, translated into local languages.
- (vii) Scripts for village theatre forum drama raising awareness about the benefits of domestic biogas.

6.0 IEC Materials Dissemination Framework for Macro and Meso Stakeholders

The target audience for the IEC Dissemination framework for Macro and Meso stakeholders include the line ministries including MAAIF, MEMD, MWE, MGLSD, Parliament, donor community, professional associations, political leaders at different levels, district local governments and NGOs/CBOs promoting sustainable agriculture and energy conservation. The purpose is to build consensus, buy –in and ownership from these key stakeholders at the macro and meso level in order to all agree on a harmonized policy driven approach to actively promote biogas use in rural households in Uganda.

6.1.0 Key messages for Meso Level Stakeholders

- (i) Domestic Biogas is cheaper than Charcoal and Firewood.
- (ii) Domestic Biogas is Clean.
- (iii) Domestic Biogas is Healthy.
- (iv) Domestic Biogas provides organic Fertilizer.
- (v) Domestic Biogas is reduces work load on women and girls.
- (vi) Domestic Biogas increases household productivity.
- (vii) Domestic Biogas is good for the environment.
- (viii) Rural households and stakeholders need to be sensitized about the benefits of domestic biogas.

6.1.1 Key messages for Macro Level Stakeholders

- (i) Domestic Biogas is good for the environment.
- (ii) Domestic Biogas reduces work load for women and girls.
- (iii) Domestic Biogas increases household productivity.
- (iv) Policies and incentives that encourage financial institutions to extend loans to households for domestic biogas are beneficial to all and are required.
- (v) Policies and incentives that encourage private construction firms to engage in construction domestic biogas are required.
- (vi) Policies and incentives that encourage household to use domestic biogas are beneficial to all and are required.

6.2 Channels of Communication to Reach Macro and Meso Stakeholders

- (i) One- on-one meetings with key policy makers to be held at least once a month.

- (ii) Group presentations to stakeholder groups with at least 20 participants to be held at least once a month.
- (iii) Sensitization workshops of key stakeholders with at least 50 participants to be held quarterly.

6.3 IEC Materials for Macro and Meso Stakeholders

Given the higher levels of literacy, academic training and sophistication of the end users and inter personal and group nature of communication, the IEC tools to be used may include the following:

- (i) Uganda Domestic Biogas Programme Profile a B5 size 12 page full colour publication with photographs and simple colourful drawing illustrations highlighting the benefits of domestic biogas to different stakeholders, how the biogas digesters work.
- (ii) A Flyer A4 size two page summary of the benefits of domestic biogas printed in full colour with photographs and illustrations.
- (iii) A Fact Sheet A4 size two page summary of the statistic and facts of benefits of Domestic Biogas printed in full colour.
- (iv) A 20 minute multi-media flash power point presentation of Uganda Domestic Biogas Programme and the benefits of domestic biogas with four 2 minute video clips.
- (v) A CD- Rom of the multi-media flash power point presentation of Uganda Domestic Biogas Programme and the benefits of domestic biogas.
- (vi) A 20 minute video documentary of Uganda Domestic Biogas Programme and the benefits of domestic biogas.
- (vii) Policy Briefs A4 size four pages on the benefits of domestic biogas, in full colour with photographs and illustrations.
- (viii) An interactive well publicized website for the Uganda Domestic Biogas Programme.
- (ix) Uploading the video documentary and multimedia power point presentation on the Uganda Domestic Biogas Programme website linked to the SNV partner websites.
- (x) A Frequently Asked Questions (FAQs) Summary Sheet of Uganda Domestic Biogas Programme on printed and available on the programme's website.
- (xi) Radio and Television Talk show guide responses on topical issues in relation to the Uganda Domestic Biogas Program for program staff.

7.0 IEC Materials Dissemination Framework to Private Construction Companies and Vocational Institutions

The IEC materials dissemination framework for private construction companies and vocational institutions will be specifically tailored and focus on the benefits of domestic biogas to construction sector. The IEC materials will provide more technical information to the construction sector.

7.1 Key messages for to Private Construction Companies and Vocational Institutions

- (i) There is high demand for domestic biogas.

- (ii) Construction of Domestic Biogas systems construction is profitable.

7.2 Channels of Communication to reach to Private Construction Companies and Vocational Institutions

- (i) One- on-one meetings with a head of a private construction company or vocational institution held at least once a month.
- (ii) A group presentation to a private construction company or vocational institution to held at least bi-monthly.
- (iii) Sensitization workshops of key stakeholders with at least 50 participants to be held twice a year.

7.3 IEC Tools for to Private Construction Companies and Vocational Institutions

The appropriate IEC tools include the following:

- (i) A Fact Sheet A4 size two page summary of the statistics and facts of benefits to the construction sector of domestic biogas printed in full colour.
- (ii) A 20 minute multi-media flash power point presentation of the benefits to the construction sector of domestic biogas with four 2 minute video clips.
- (iii) A CD- Rom of the multi-media flash power point presentation of the benefits to the construction sector of domestic biogas with four 2 minute video clips.
- (iv) A 20 minute video documentary of Uganda Domestic Biogas Program and the benefits of domestic biogas (the same one for all target audiences).
- (v) Uganda Domestic Biogas Programme Profile a B5 size 12 page full colour publication with photographs and simple colourful drawing illustrations highlighting the benefits of domestic biogas to different stakeholders, how the biogas digesters work (the same one for all target audiences).

8.0 IEC Materials Dissemination framework for Financial Institutions

The IEC materials dissemination framework for financial institutions will be specifically tailored and focus on the benefits of domestic biogas to financial institutions. The IEC materials will provide more technical information to the financial sector.

8.1 Key messages for Financial Institutions

- (i) There is high demand for domestic biogas.
- (ii) Domestic Biogas boosts household productivity and increases savings.
- (iii) Rural households that obtain loans to construct domestic biogas systems are able to repay.

8.2 Channels of Communication to reach Financial Institutions

- (i) One- on-one meetings with a head of a financial institution held at least once a month.
- (ii) A group presentation to a financial institution at least bi-monthly.
- (iii) Sensitization workshops of key stakeholders with at least 50 participants to be held twice a year.

8. 3 IEC Tools for Financial Institutions

The appropriate IEC tools include the following:

- (i) A Fact Sheet A4 size two page summary of the statistics and facts of benefits to financial institutions of domestic biogas printed in full colour.
- (ii) A 20 minute multi-media flash power point presentation of the benefits to financial institutions of domestic biogas with four 2 minute video clips.
- (iii) A CD- Rom of the multi-media flash power point presentation of the benefits to financial institutions of domestic biogas with four 2 minute video clips.
- (iv) A 20 minute video documentary of Uganda Domestic Biogas Programme and the benefits of domestic biogas (the same one for all target audiences).
- (v) Uganda Domestic Biogas Programme Profile a B5 size 12 page full colour publication with photographs and simple colourful drawing illustrations highlighting the benefits of domestic biogas to different stakeholders, how the biogas digesters work (the same one for all target audiences).

9.0 IEC Materials Dissemination Framework to the General Public

The Uganda Domestic Biogas Programme needs to raise its profile and general public awareness about the various important benefits of domestic biogas among the general public particularly the influential urban elite. The elite, who include bankers, lawyers, accountants, clergy, teachers, doctors, journalists, corporate leaders, industrialists, environmentalists, academics, e.t.c. play a leading role in shaping the socio-economic and political agenda. The programme can use IEC materials to generate debate in the public interest and debate in the media about importance of domestic biogas and the need to promote it. Parliamentarians and policy makers respond to issues that have captured public attention. The programmes IEC materials can therefore be used as important advocacy tools.

9.1 Key Messages for the General Public

- (i) Domestic Biogas is good for the environment.
- (ii) Domestic Biogas is cheaper than Charcoal and Firewood.
- (iii) Domestic Biogas reduces work load for Women and Girls.
- (iv) Domestic Biogas increases Household Productivity.
- (v) Domestic Biogas is Healthy.

9.2 Channels of Communication to reach the General Public

- (i) Promotional events every quarter each held in a different part of the country.
- (ii) Newspapers supplements each quarter coinciding with the promotional events.
- (iii) Radio: with monthly talk shows and 3 spot messages a day in local languages for 1 year on 7 strategically selected stations in different parts of the country.
- (iv) Outdoor advertising and messaging through 10 billboards with large captivating photos highlighting the benefits of biogas translated into local languages. The billboards should be located a few kilometres from major towns along major highways in Uganda

9.3 IEC Tools for the General Public

The IEC tools, which are relevant to the media and that can generate public interest, are the following:

- (i) Plastic Pull-Up Banners with good photos and or simple colourful drawing illustrations highlighting the benefits of biogas.
- (ii) Large plastic banners with key messages highlighting the benefits of biogas.
- (iii) Branded T. Shirts with key messages highlighting the benefits of biogas
- (iv) Newspaper inserts or supplements.
- (v) Radio and Television Talk show guide on topical issues relation to the Uganda Domestic Biogas Programme for programme staff for engagement with cross section of experts and prominent reputable individuals.
- (vi) Video documentary to be aired on television with key message spot intervals.
- (vii) Radio Public Service Announcement (PSA) spots produced to be aired on FM radios with exciting dialogue or mini drama skits highlighting the benefits of biogas, translated into local languages.
- (viii) Billboards with large captivating photos highlighting the benefits of biogas translated into local languages. The billboards should be located a few kilometers from major towns along major highways in Uganda.

10.0 Monitoring and Evaluation Framework

In order for the IEC Dissemination Framework to be effective, it is imperative to have a Monitoring and Evaluation (M&E) Framework to keep track of the effectiveness of the IEC tools and channels used to convey the key messages, and to where necessary adjust them accordingly. It will be imperative to undertake a baseline survey and to develop some M&E indicators to ascertain whether or not the IEC tools are successfully conveying the key messages to the target audiences and achieving the desired effect. The baseline survey and the M&E indicators need not be complex. The baseline survey will establish the level of awareness about domestic biogas among the different target audiences before the dissemination of the IEC materials. The M&E Framework will measure the changes in levels of information received (awareness), ideas and beliefs (interest), demand for and actual use of domestic biogas (practice) as a result of the IEC Dissemination Framework.

The baseline survey should involve questionnaires administered to random samples to 100 respondents of each category of target audience across the country before the materials are disseminated and at half year intervals after that. The categories of target audiences in which the survey should be conducted are the following: rural households, private construction companies, masons vocational training institutions, financial institutions, local governments, the Central Government, Parliament, Civil Society organizations and development partners. Focus group discussions within the target audiences could also employed to measure effectiveness of the IEC materials. There should be mechanisms of collecting feedback about the Uganda Domestic Biogas Programme, the use of domestic biogas and the appropriateness of key messages the IEC tools and channels. Feedback received through calls in to radio shows or newspaper articles (positive and negative) should be documented. The views of new biogas users and those who approach the UBDP

demanding for biogas should be captured in feedback forms to ascertain how they got to know of about the benefits of domestic biogas.

Annexes

Annex A

ToR for developing IEC materials for the Uganda Domestic Biogas Program 23rd February 2010

1.0 Background & introduction

Although biogas has been in Uganda since 1950, its dissemination and adaptation have met limited success. Biogas is not among the commonly adapted renewable energy options despite the technology having been in the country for over half a century. The majority of the communities, both urban and rural, depend largely on fuel wood and charcoal for their energy needs. About 72% of the total grid-supplied electricity is consumed by only 12% of the domestic population, concentrated in Kampala and nearby cosmopolitan towns. Energy users would benefit from having increased access to biogas technology for their cooking fuels; biogas would provide the first priority market segment for private companies selling the biogas plants, provided the users with livestock able to generate sufficient animal manure.

Government has since mid 1980s made effort to popularize the technology. The population of bio-digesters in Uganda has grown from an estimated 100 in 1990 to about 700 digesters by 2008, although the majority of these are currently non-functional. Amidst some efforts by the ministry to disseminate biogas technology has generated mixed results. Other actors such as HPI, ADRA, Makerere University and some research projects have contributed to the promotion of biogas. Different models have been promoted, but still not much publicity have been made which partly explains the limited awareness about the superior alternative source of energy especially in areas with limited access to national power grid.

Most excellent technologies tend to be localized with innovators and researchers without extending knowledge to the potential users. Biogas is not an exception. Uganda like other developing countries is not uncommon to find technology development very detached from extension services. Often than note, technology development remains as a public good with little or minimum interaction with private sector. Indeed biogas in Uganda has largely been promoted by either government or NGOs who offers services either as public good or as charity. This partly explains the limited adoption. The value added of the UDBP as a turning point will be private sector driven. The main goal of this program is to promote a commercially viable, market oriented biogas sector that provides sustainable energy source for the bottom of the pyramid.

1.1 Context of the assignment

The success of the UDBP will largely depend on how it will be marketed and or appropriately communicated to the stakeholders. There will be need to create awareness and education for the biogas technology, its benefits and financing opportunities available. Secondly, there is need to create awareness on the side of investors and financiers to look at opportunities available for biogas as a viable business idea. The potential biogas households who are mainly farmers residing in remote areas and having small land holdings and some heads of cattle for keeping the plant in operation needs to be reached.

Another important success factor will be to demonstrate that the biogas technology works, is reliable source of high quality alternative source sources of energy superior to charcoal, kerosene and firewood.

However, for a private good to thrive on the open market, it must demonstrate great appeal to the consumers. Such appeal accrues to the value, cost and other consumer considerations of a product compared to its substitutes on the market. While utility and value from a brand is important, attracting and retaining new customers is equally crucial. Attracting new clients is a function of awareness campaigns which is done using, among other ways, IEC materials. To appeal to potential consumers of biogas which is a new product, and to win them over, a deliberate effort has to be made to package and disseminate all the relevant information. Biogas as a commercially viable product, they will be need to ensure that the potential consumers/clients are aware of its availability, advantages compared to other sources of household energy, the ease of establishing digesters, the cost, and other necessary information.

The success of the UDBP will depends on multiple actors namely small holder farmers, community/ political leaders at different levels, private sector actors both in energy trade and construction, district local governments, NGOs/ CBOs promoting sustainable agriculture/ energy conservation, financial institutions, line ministries (such as MAAIF, MEMD, MWE, MGLSD), professional associations (such as ACODE, NAPE, BUCODO, etc..) and the donor community. Given the interconnectedness of different actors and multiplicity of their roles, it is important that all of them are targeted to be provided with information regarding the program. It is also recognized that given the different roles, understanding levels and locations, different approaches be used to relay the information; hence packaging will be as important as the message itself.

1.2 Purpose of the assignment

The Uganda Domestic Biogas program would like to engage the services of a communication expert to support the designing and developing high quality information, education and communication channel/tools for the program. Being cognizant of different target audiences, who require different approaches and tools, the following are specific tasks of this assignment:

- Profile all the targeted audience and their appropriate communication channels to reach them
- Review existing literature and or progress reports to package appropriate information for different categories of targeted audience. These include:
 1. Feasibility study 2007
 2. ABPP proposal
 3. Draft PID
 4. Annual plan 2009
 5. Annual reports 2009
 6. Renewable Energy Case study 2009
- Undertake at-least 2 days of field work to collect the first hand information from existing client households to re-information messages to be packaged and take high resolution photos for use in programme brief.
- Engage with UDBP program staff and SNV advisors to identify and develop key messages to be communicated per audience category
- Use all available information to propose different types of tools/ channels to reach the categorized audiences

- Design and package programme brief (15 pages A5 with colour photos) which is user friendly and appealing to read and one programme poster

1.3 Expected outputs of this assignment:

1. An IEC dissemination framework developed clearly articulating audience type and appropriate channel to be used
2. Key IEC materials (programme brief and poster) developed and packaged ready for printing or any other channel identified
3. Provided guidance to Printing firms to produce high quality outputs

2.0 Timing and duration

The LCB will start work in the week of 1st March. It is anticipated that the assignment will run initially over a period of 2 months after which a review will be made. This review will inform the next assignment contract depending on need. The entire assignment in this contract will take 18 days spread in the two months.

Annex B

Question Guide for UDBP Beneficiary Households in Mukono

- (i) What are the benefits of biogas to a rural household?
- (ii) What are the challenges for a rural household using biogas?
- (iii) What do the critics and those opposed to biogas say about it?
- (iv) How much do the digesters cost? Are they affordable?
- (v) Which models of digesters have are the best? And why?
- (vi) What other options of energy for cooking are available to the household?
- (vii) What are benefits and disadvantages of these options compared to biogas?
- (viii) Who many families in their village can afford to use biogas?

Annex C

Question Guide for SNV and UDBP Staff

- (i) Why has biogas dissemination and adaptation met with limited success yet it has been in Uganda since the 1950s?
- (ii) What are the challenges were faced by those who tried to promote biogas in Uganda Heifer International, ADRA and Makerere University? What was done, or what can be done to over come these challenges?
- (iii) Why are the majority of digesters in Uganda which were 700 in 2008, not functioning today?
- (iv) What are the advantages of the different models? Which models should we promote and why?
- (v) Why has there been limited publicity and awareness about biogas, which is an important renewable energy option in Uganda?
- (vi) Which companies in the private sector in Uganda capable of manufacturing digesters and what issues, key messages, channels and IEC tools would be effective influencing them?