



May 2026

Terms of Reference

Consultancy (Individual or Organization) to support Siemens Stiftung on conducting an Endline Survey of the E-Mobility Sector in Kenya

About Siemens Stiftung

In an era of profound global changes, as a non-profit organization, Siemens Stiftung is committed to sustainable social development. Together with individuals and communities, we create opportunities to actively shape social and ecological transformation. Our international work focuses on three key areas of action: **Essential Services, Digitality, and Climate**. We collectively address challenges in these fields and harness them as opportunities for innovation and positive impact. Through our projects in Education, Social Entrepreneurship, and Culture, we facilitate access and participation, strengthen future-oriented competencies, and enable collaborative learning. By leveraging interdisciplinary approaches, we connect local actions with global perspectives to cultivate resilience, social cohesion, and regenerative practices

Siemens Stiftung implements the *Piloting and Prepare to Scale E-Mobility in Kenya* project under the Gesellschaft für Internationale Zusammenarbeit (GIZ) “*Promotion of E-Mobility in Kenya*” program. The initiative supports enterprises in the e-mobility sector to conduct research and development (R&D) activities that accelerate the adoption of electric mobility and strengthen the social, environmental, and economic impact of sustainable transport solutions. It also builds the capacity of enterprises through targeted training and ecosystem development efforts that enable the scaling of e-mobility solutions across the country. [Learn more here](#).

Context

The “*Piloting and Prepare to Scale E-Mobility in Kenya*” project commenced in June 2023 and is scheduled to conclude in October 2026. Over the course of the project, Siemens Stiftung has supported e-mobility enterprises and the sector through R&D funding and ecosystem development activities aimed at accelerating the adoption of sustainable transport solutions in Kenya.

As part of the project’s monitoring and evaluation (M&E) framework, a baseline survey of private sector e-mobility enterprises in Kenya was conducted in 2023/2024. The study: “[Unlocking the Growth Potential of Kenya’s E-Mobility Sector](#)” surveyed 43 e-mobility companies, capturing the perspective of C-suite executives on the state and outlook of their businesses. It established foundational metrics across key thematic areas including: economic and business outlook, employment trends, financial performance, financing and carbon financing, supply chain, policies and regulation, emerging technologies, partnerships and collaborations, training and capacity building, and social and environmental impact.

With the project approaching its conclusion, Siemens Stiftung seeks to conduct an endline survey of private sector e-mobility enterprises in Kenya. The survey will provide an up-to-date picture of the state of e-mobility enterprises, their performance, outlook, challenges, and opportunities, drawing on the same thematic areas and methodology used in the baseline to allow for continuity of analysis.

Objective

The objective of this assignment is to conduct a comprehensive survey of private sector e-mobility enterprises in Kenya, providing an updated and evidence-based understanding of the state of the sector as of 2026. Specifically, the survey aims to:

- Establish a current, evidence-based picture of how e-mobility enterprises in Kenya are performing across economic, financial, operational, technological, and social dimensions — including their business outlook, financing landscape, supply chain dynamics, and capacity building needs.
- Identify emerging trends, opportunities, and challenges facing e-mobility enterprises.
- Generate updated recommendations for policymakers, investors, industry stakeholders, and future programmes.

Scope of Assignment

The consultant will be responsible for designing and executing the endline survey of e-mobility enterprises in Kenya. The scope of work comprises the following activities:

1. Review and Inception

- Review the baseline study report ([“Unlocking the Growth Potential of Kenya’s E-Mobility Sector”](#)) and other relevant programme documentation provided by Siemens Stiftung.
- Develop an inception report setting out the proposed survey methodology, questionnaire design, sampling strategy, timeline, and work plan. The inception report should explain how thematic continuity with the baseline will be maintained to allow for analysis over time.

2. Survey Design

- Design a structured survey instrument mirroring the thematic areas and key indicators from the baseline, incorporating any relevant new topics that have emerged since 2023.
- Apply a mixed-method approach (quantitative and qualitative), targeting C-suite executives or senior leadership of e-mobility companies in Kenya.
- Cover the following thematic areas consistent with the baseline: (a) Economic and business outlook; (b) Employment trends, including gender and youth participation; (c) Financial performance and outlook; (d) Financing and carbon financing; (e) Supply chain; (f) Policies and regulation; (g) Emerging technologies; (h) Partnerships and collaborations; (i) Training and capacity building; (j) Social and environmental impact.

3. Data Collection

- Administer the survey to a representative sample of e-mobility companies operating in Kenya, targeting a minimum of 40 companies, with priority given to those that participated in the baseline survey.
- Conduct data collection primarily through an online questionnaire, supplemented by follow-up interviews where needed to gather qualitative depth.
- Apply rigorous data cleaning and quality assurance procedures throughout the data collection process.

4. Data Analysis, Synthesis and Reporting

- Conduct descriptive statistical analysis of quantitative data and thematic analysis of qualitative responses, with reference to baseline findings where relevant;
- Synthesize quantitative and qualitative findings to develop coherent, evidence-based insights across all thematic areas, identifying key patterns, sector-level observations, and emerging themes;
- Produce written report content covering key findings and recommendations across all thematic areas. **Note:** the consultant is responsible for written content only, the visual design and layout of the final published report will be managed by Siemens Stiftung.

5. Stakeholder Engagement

- Present key findings to Siemens Stiftung and relevant stakeholders upon completion and approval of the final report

Expected Deliverables

- **Presentation of Methodology and Data Collection Tools:** A presentation to Siemens Stiftung covering the proposed survey methodology, sampling strategy, and finalised data collection instruments (survey questionnaire and any supplementary tools).
- **Data Collection Tools:** Final survey questionnaire and any supplementary data collection instruments, as approved by Siemens Stiftung prior to fieldwork.
- **Clean Dataset:** All raw data collected during the assignment, including completed survey responses and any other primary data gathered, submitted in agreed formats
- **Endline Survey Report:** A comprehensive written report covering key findings across all thematic areas and updated recommendations for stakeholders. The consultant is responsible for written content only; visual design and layout of the final published report will be handled by Siemens Stiftung.
- **Presentation of Findings:** A presentation deck summarizing key findings and recommendations, for delivery to Siemens Stiftung and selected stakeholders.

Profile of the Consultant

Siemens Stiftung is looking for an individual consultant or consultancy organization with the following qualifications and experience:

- Proven expertise in empirical and statistical research methods, including survey design, quantitative and qualitative data collection, and mixed-method analysis; with prior applied experience conducting sector surveys, baseline/endline studies, or M&E assignments.
- Must be Kenya-based.
- Knowledge of the e-mobility, clean energy, or sustainable transport sector in Kenya and/or East Africa, including familiarity with key actors, government policies, and market dynamics. *Preferred but not essential.*
- Experience engaging with private sector stakeholders, including C-suite executives and senior leaders of enterprises in the energy or transport sectors.
- Strong analytical and report writing skills, with the ability to produce high-quality, publication-ready research reports in English.
- Ability to work independently and deliver high-quality outputs within agreed timelines.



Timeline

Activity	Indicative Date
Clarification window closes	22 nd May 2026
Application deadline	8 th June 2026
Assignment kick-off	1 st July 2026
Draft report submission	5 September 2026
Final report and stakeholder presentation	30 September 2026

Budget

The budget available for this assignment is up to USD 15,000, inclusive of consultancy fees, expenses and all applicable taxes.

Application Process

Interested individuals and organizations are invited to submit their application by email to winnie.njogo.ext@siemens-stiftung.org. Applications must include:

- A cover letter and technical proposal, including proposed methodology, team composition, and relevant experience;
- A list of comparable past assignments, with client references;
- CVs of key team members;
- A financial proposal detailing consultancy fees and expenses, including proposed daily rate(s), estimated working days/level of effort, team allocation where applicable, and a clear breakdown of associated costs.

Clarification questions may be submitted to winnie.njogo.ext@siemens-stiftung.org no later than **22nd May 2026, 11:59 pm EAT**. All responses will be compiled and shared with all parties who expressed interest.

Applications must be submitted no later than **8th June 2026, 11:59 pm EAT**.

Proposals will be evaluated based on the relevance and quality of the technical approach, the experience of the consultant team, and value for money. Shortlisted consultants will be notified, and selection is expected to be completed by end of June 2026.