



Call for Proposals
PROGRAM “PROMOTING GENDER EQUALITY IN AGROFORESTRY AND COFFEE
SECTORS IN ETHIOPIA AND UGANDA”

*Empow'Her is recruiting a **gender-expert consultant** in order to implement a gender equality program with actors from the agroforestry and coffee sectors in Ethiopia and Uganda. The program will be implemented in partnership with PUR Projet, a company specialized in agroforestry projects, and its partnering cooperatives in both countries. It shall be implemented following two different phases. The consultant's work will be carried out in two batches, the second one still being optional at this stage.*

Date: February 11th, 2021

1. Introduction

1.1. About Empow'Her

Empow'Her is an international network of social ventures that works towards **women's empowerment**. Convinced that entrepreneurship is a powerful lever for emancipation, our main activity is to deploy training and capacity-building programs so female entrepreneurs can both acquire the skills necessary to develop sustainable businesses and build their self-confidence and decision-making abilities. In doing so, we believe we are empowering women to take charge of their lives, so that they can decide on their own future and develop sustainable livelihoods for themselves and their communities.

To date, **Empow'Her has supported over 7,000 women worldwide, conducted projects in +11 countries and is employing +40 people in 4 different countries.**

1.2. Program's context

In 2019, PUR Projet contracted Empow'Her to run a gender diagnosis study in Ethiopia and Uganda on its agroforestry projects in order to (1) better understand the gender dynamics at stake, (2) grasp what was preventing women from fully participating to and benefiting from Pur Projet activities and (3) identify key levers and how to activate them in order for Pur Projet to contribute more to women's empowerment through its projects.

At the end of the assignment, Empow'Her delivered to PUR Projet a full diagnosis report including recommendations that were applicable to both countries. Among our recommendations, building staff capacity and supporting partnering cooperatives in achieving organizational change were both priorities.

Following this assignment, PUR Projet contracted Empow'Her to help them start their action plan matching several of these recommendations. More specifically, Empow'Her new mission consists in:

1. Engaging PUR Projet and its partnering cooperatives' staff into a **capacity building plan** so that they are able to address gender inequalities in the long run;
2. Support PUR Projet and its local partners in Ethiopia and Uganda in designing together a **3- to 5 years gender strategy** in order to mainstream gender policies and practices in their operational activities.

1.3. Program's global content

As explained above, the program consists of two main dimensions:

• ***GOAL #1: "PEOPLE" - train and empower PUR Projet local team and the cooperatives' technicians in Ethiopia & Uganda on gender issues***

Our approach to build a gender strategy at the organization level relies on a participatory methodology involving various stakeholders within Pur Projet teams and the partnering cooperatives. In order to reach the relevant staff and governance levels within the cooperatives, to ensure ownership and sustainability regarding the implementation of a gender strategy, and to lay the foundation for a successful second phase, **it is essential to raise awareness and build in-depth knowledge on gender among the technicians, who will be empowered as the key sponsors of gender issues within their organizations.**

Based on our previous diagnosis, this capacity-building phase is key to foster a culture of equality within the organization, empower staff to champion gender equality (in their personal and professional lives) and to act on gender discriminations in their projects. Our specific **train-the-trainer methodology** will be implemented in this context so that technicians are legitimized as gender champions and ready to lead and take charge of the internal transformation of their respective organizations. **A dedicated toolbox will be elaborated** in order to help the technicians in their mission: it shall contain good practices and advice on how to take gender issues into account in each field of work of Pur Projet and its partners (technical issues, commercial issues, human resources, etc).

• ***GOAL #2: "PROCESS & STRATEGY" - design together with Pur Projet and its local partners (the cooperatives) a 3- to 5 years gender strategy that can be implemented by the local teams afterwards***

The aim here is to support Pur Projet in both countries in the design and implementation of a gender strategy that can be internalized in its projects but also in the cooperatives' operations and processes while becoming a cultural norm within the local organizations. The targeted gender strategy should be comprehensive enough and include (1) the vision of Pur Projet locally and its partners on gender equality, (2) the impact and goals to be achieved through this strategy, (3) the action levers, tools, and methodology to be employed as well as (4) the roles and responsibilities including regarding monitoring and evaluation mechanisms. Together with the first step based on capacity building, this second step ensures that a common vision as well as good practices are well-integrated in the long term by the operational teams, benefitting their projects for several years.

2. Objectives of the call for proposals

2.1 General information



The program implementation will be carried out by Empow'Her and the consultant.

The consultant's deliverables are expected following two steps (the second step is optional at this stage):

- i. phase 1 to be implemented from March 2021 to May 2021;
- ii. phase 2 (optional) to be implemented from June 2021 to February 2022.

All the field activities in Ethiopia are expected to take place in the Awassa-Yirgalem area and will involve, apart from Pur Projet's team, 6 to 9 cooperatives (app. 30 technicians). In Uganda, they will take place in the Kasese area and will involve two organizations of producers (app. 6 technicians).

Empow'Her will take the lead on the first steps to be carried out in Uganda. It means that the consultant, regarding steps a, b, c and d (phase 1), will focus on the Ethiopian organizations, although some inputs and contributions may also be required from him/her regarding Ugandan organizations. A specific handover effort will be made by Empow'Her to help the consultant take charge of the Ugandan organizations starting at step 2c of phase 1.

The activities detailed below are described for indicative purposes only. Some activities or their schedule may be adapted following the evolution of the program's execution.

2.2 Details of the activities to be carried out by the consultant

The Consultant's contribution to Phase 1 will consist of:

Training activities:

- a. [Ethiopia] Conducting an **initial training session** with technicians from Pur Projet and its partnering cooperatives

Detailed information on the exact conditions of this training session is still pending but we may expect the audience to be splitted into two groups (app. 15 persons per group).

- b. [Ethiopia] Identifying, within the audience that attended the training, **gender champions** in each organization, and **defining their role and responsibilities**.

A specific methodology should be defined with Empow'Her in order to carry out this identification process. A detailed statement on the role and responsibilities of the identified gender champions will be elaborated and broadcasted.

Gender strategy for the organizations:

- c. [Ethiopia] Conducting a dedicated **brainstorm session** with staff and key cooperatives members to get field inputs for the strategy.

As the number of cooperatives to follow in Ethiopia is large, the audience for this activity may be splitted into two groups as well.

- d. [Ethiopia] Organizing a **focus group meeting** with key participants from the cooperatives (incl. board members) to apprehend their expectations on a gender strategy.

Audience to be splitted into two groups.

- e. [Ethiopia + Uganda] Organizing **1-2 task-force consultation meeting(s)** (the task-force will be constituted by the gender champions identified in step 1b) in order to go further in the definition of the gender strategy for the organizations (Pur Projet + cooperatives) and validate its main orientations.
- f. [Ethiopia + Uganda] **Writing the gender strategies** of Pur Projet and its partnering cooperatives in both countries, and making it **approved** by their respective boards.

If confirmed, the contribution of the consultant to phase 2 will consist of:

Training activities:

- a. [Ethiopia + Uganda] **Collecting inputs** from the gender champions on the field in order to help Empow'Her design a "**Gender Toolbox**" including awareness raising tools for the communities.
- b. [Ethiopia + Uganda] Designing and organizing 1-2 **extra training sessions on gender** along the year with the audience that received the initial training session (step 1a) in order to deepen the learning and empower the local staff as levers of change in their communities.

Note that as part of its core expertise, Empow'Her will lead the design and delivery of the Gender ToT (training of trainers) modules in both countries. The ToT is not included in the 1-2 extra training sessions to be designed and delivered by the consultant.

- c. [Ethiopia + Uganda] Conducting a specific and individual **monthly follow-up** over the year with each gender champion (following their identification at step 1.1b) in order to deepen their training and to foster internal change and ownership on gender issues.

Gender strategy for the organizations:

- a. [Ethiopia + Uganda] Conducting **monthly sessions** within the six months that follow the strategy's adoption for each country/organization in order to **monitor its implementation**, get some **feedback** and take some **corrective actions**

- b. [Ethiopia + Uganda] Carrying out a **SWOT analysis** for each strategic document that can be used to gather feedback and consolidate it in a small "**impact report**" regarding the implementation of the gender strategies
- c. [Ethiopia + Uganda] **Providing inputs to Empow'Her** in order to **update the respective gender strategies** according to the feedback and SWOT analysis carried out in the previous step
- d. [Ethiopia + Uganda] Participating, with Empow'Her, in a **final meeting with each gender task-force** in order to draw conclusions and share some follow-up good practices
- e. Participating, with Empow'Her, in a **final meeting with Pur Projet** in order to see how to **replicate and broadcast** the gender strategy in the whole organization.

2.3 Metrics

The consultant's contribution to phase 1 is expected to require approximately 20 days (field work + office work).

Regarding phase 2 (optional), it is estimated to up to 40 days (field work + office work).

These metrics are mentioned for indicative purposes only and shall evolve according to the program's needs.

3. Expected experience

Empow'Her will pay a specific attention to the following elements regarding the consultant's profile:

- expertise on gender issues in the farming sector, preferably in coffee or agroforestry ones
- high level of knowledge on gender and cultural issues in rural areas in Ethiopia and Uganda
- ability and previous experience (at least 3 years) in conducting training sessions using collective intelligence methodologies
- experience in conceiving pedagogic tools
- good capacities to carry out analysis and make theory and field inputs coincide
- excellent writing skills
- fluency in English as well as Amharic

4. Selection criteria

Empow'Her will base its selection process on the following criteria:

- Financial quotation
- Content and relevance of the proposal in relation with the targeted audience for the program and the described activities

- Level of experience and expertise (see above)
- Portfolio of pedagogical and methodological skills
- Existence of a legal status/structure

5. How to apply

The candidates to this call for proposals are required to submit an application file which must contain:

- a proposal document consisting of:
 - a description of their understanding of the terms of reference and of the objectives and ambition of the program
 - their methodological proposition for each step of the program (see part 2.2); the proposition must be splitted into two parts, one for each phase (phase 2 being optional and to be further confirmed by Empow'Her)
 - a presentation of the previous similar programs or activities carried out by the consultant
- their curriculum vitae
- a financial offer splitted into two parts: part 1 for phase 1, part 2 for the optional phase 2. The financial offer shall include and detail both consultancy fees as well as other optional costs incurred by the field missions.

The application file must be sent in PDF format via electronic mail before March 5th, 2021 at 11.59 PM with the mention *Call for Proposals PP-Empow'Her Ethiopia-Uganda* to the following email addresses:

Soazig Barthélemy CEO	soazig@empow-her.com
Aviva Markowicz COO	aviva@empow-her.com
Jérémie Bonhomme Project Officer	jeremie@empow-her.com

6. Time schedule

- Deadline for submitting proposals: **March 5th, 2021, 11.59PM.**
- Appraisal and selection process: before **March 12th, 2021.**
- Formalization of the contract and beginning of activities: **Mid-March 2021.**