

RFP: GENDER ANALYSIS FOR NESPRESSO AAA PROGRAM IN KENYA

PURPOSE OF ASSIGNMENT: Conduct a gender analysis for the AAA Program in Kenya to inform the implementation of interventions that increase women’s empowerment and reduce gender disparities

DELIVERABLE(S):

- Inception report and work plan
- Data collection tools
- Draft report/presentation on key findings
- Final gender analysis report

ANTICIPATED PERIOD OF PERFORMANCE: o/a September 30, 2021 – January 15, 2022

RFP SUBMISSION DUE DATE September 20, 2021

A-BACKGROUND AND PROGRAM CONTEXT

Rated by ImpactMatters as the #1 nonprofit creating impact in the category of reducing poverty and by the National Coffee Association as the 2020 origin nonprofit of the year, TechnoServe leverages private enterprise to link people to new information, capital, and markets. It has equipped over 400,000 smallholder coffee households across Africa and Latin America to improve their incomes by boosting production, improving quality, promoting social and environmental stewardship, and facilitating linkages to premium markets. TechnoServe develops innovative approaches and builds relationships with both corporate and public partners to enable more smallholder coffee households to achieve livelihood security.

In Kenya, TechnoServe is leading a five-year training program to support Nespresso in fulfilling the company’s 2020-2030 strategy and deepen the company’s existing partnerships with exporters and wet mills, expand Nespresso’s supply of high quality coffee in Kenya, and align the incentives of important partners throughout the value chain. Under this “Phase 3” of the AAA Program in Kenya, TechnoServe will build on the success and learnings of the previous eight years while adding new innovations. By the end of the project (2021-2025), Nespresso and TechnoServe’s training in Kenya will deliver the AAA Academy to 7,000 AAA farming households and 130+ AAA mills (washed and unwashed) in seven counties across the country.¹

In alignment with TechnoServe’s Gender Policy and Nespresso’s Gender Strategy, the program will seek a positive shift in gender norms and women’s economic empowerment to ensure women and men financially benefit from the investments in the sector. This includes a focus on: fostering equality opportunity for women farmers to participate in the AAA program, support women’s increased control over coffee income and participation in decision-making at the household and farm level, promoting equal opportunities for women to become members and leadership in cooperatives, and improving conditions for women workers at wet mills. Together, we see these interventions as key to drive behavior change to advance gender equality and recognize the contributions women are already making to the production and processing of coffee and build a sector that can have positive impacts on the lives of women and men in coffee-growing communities.

B- GENERAL REQUIREMENTS & SCOPE OF WORK

The objective of this consultancy is to conduct a gender analysis for the AAA Program in Kenya to inform the implementation of interventions that increase women’s empowerment and reduce gender disparities. The analysis will capture the gender and power dynamics in the coffee growing communities where the program will operate, especially at the coffee farm and wet mill/cooperative

¹ The seven counties include: Nyeri, Murang’a, Kirinyaga, Embu, Meru, Bungoma, and Kericho.

levels. The consultant(s) should propose a research framework for this assignment drawing on commonly used gender analysis frameworks to guide the data collection and analysis with attention to both qualitative and quantitative methods. A strong understanding of the project's design, the Nespresso Gender Strategy, and the Nespresso Gender Analysis tool will be important for refining the research framework and analysis. The gender analysis aims to answer the following questions:

- What are the on-farm tasks and management responsibilities of women and men in coffee farming households? What other income generating activities do women and men lead? What household tasks are women and men responsible for? What is the impact of this division of labor on women's and men's participation in the coffee farm, including training?
- How are key farm decisions made on coffee farms? How are key household decisions made in coffee growing households?
- What resources, skills, attitudes, or knowledge do women need to advance their leadership in the coffee sector? What types of role models exist for women in the coffee sector? What constraints or opportunities exist to engage men in advancing women's leadership in the sector?
- How do women perceive the relevance of coffee to their life satisfaction, aspirations, and well-being? How does this differ from men's perceptions? What resources, skills, attitudes, or knowledge do women need to strengthen their economic well-being? What financial capabilities are women most interested in developing?
- What factors shape the participation of women and men as members, workers, leaders, or managers in wet mills?
- What constraints (including norms), opportunities, or risks exist to advance women's economic empowerment in the AAA Program as farmers, wet mill workers, or leaders? How can the program mitigate risks? What resources (e.g., other programs, organizations) are available that can support mitigation efforts?

The assessment should rely on existing data and literature, including project information, complemented by new information gathered through key informant interviews, focus groups, or other participatory activities to inform the analysis. The data collection and analysis should align with and complement the Nespresso Gender Analysis tool and avoid duplicating the collection of data available in the Nespresso Kenya baseline.² Research and data collection includes but is not limited to:

- Relevant background data on gender issues in agriculture in Kenya;
- Recent project baseline surveys, previous baseline/endline monitoring data and reports from previous cohorts, as well as household, firm, and labor force data;
- Structured interviews / Participatory activities with both men and women in coffee farming households;
- Key informant interviews with relevant stakeholders in the value chains (e.g., cooperative members, leaders, and wet mill management teams.) and key programs in the targeted regions advancing gender equality.
- Interviews with key TechnoServe staff

C- DELIVERABLES

The deliverables include:

- An inception report that details the research framework and methodology, data collection tools (e.g., questionnaires, interview guides, etc.) by target audience, and implementation plan within the agreed-upon timeframe

² Data available from previous cohorts in AAA programs in Kenya include: training attendance records, farmer and household characteristics including but not limited to age, education, literacy, and management of farm; and, household composition, number of trees, ownership of assets, income sources, savings methods, adoption of practices. Data on gender dynamics of decision-making is also available.

- A draft report/presentation on key findings and in response to questions above
- A final report, including a two to three-page standalone brief in English

D-PERIOD AND LOCATION OF PERFORMANCE

The consultant(s) or firm will carry out the mission in Kenya. The duration of the assignment is on/about September 30, 2021 – January 15, 2022. The project team will facilitate the consultant's logistics and contact with the various actors in the project geography.

E-Required Skills & Experience

A competitive bid for the consultant(s) or firm will demonstrate:

- Master's with at least 8 years of experience (or Bachelor's degree with 12 years of experience) in gender & development, rural development, economics or other relevant field including proven experience in the field of women's economic empowerment
- Experience leading gender analysis in the agriculture sector, preferably in coffee and/or similar crops with knowledge Kenya or East Africa
- Proven research and analytical skills
- Ability to facilitate and relate to stakeholders at multiple levels
- Sensitivity to cultural/historical context in the data collection process
- Proven ability to work within limited time constraints in the preparation of high quality documents
- Demonstrated analytical skills on issues related to gender mainstreaming, women's economic empowerment, rural development
- Previous experience in developing programmatic documents for governments, international organizations or civil society organizations on women's economic empowerment
- Proficiency in English required
- Must be based in Kenya

F-SUBMISSION PROCESS AND EVALUATION OF PROPOSALS

4.1 Form and Content of Response

Candidates meeting the aforementioned criteria and interested in being considered for this consultancy should submit one-word document (*with a maximum of 10 pages*) with the following contents:

- A maximum one-page cover letter summarizing the applicant's interest and capacity to implement the assessment.
- A description of the recommended methodology and approach to the scope of work that demonstrates an understanding of the AAA Program's expected impact and implementation approach, and the context of coffee in Kenya.
- Sample work plan with project milestones that details how and when the contractor proposes to deliver the Scope of Work.
- CV(s) and a summary of the contractor or team's experience in gender and social inclusion in the development sector, especially in specific areas relevant to the project such as gender and agricultural value chains and coffee.
- List of three professional references we may contact who can attest to your experience and expertise in gender and social inclusion. Include contact information (daytime phone numbers and email contacts).

- List of the three most recent relevant assignments that you have undertaken, including a description of why these are relevant to this RFP and what learnings were drawn from that assignment.
- Detailed budget to deliver the scope of work (max budget USD 16,000).

*Optional, outside of the page limits, applicants may choose to submit one example of a relevant assessment report recently completed or any other document that demonstrates strong writing ability as a separate attachment. All documents will be handled with the utmost confidentiality.

All proposals shall also:

- Remain valid for a period of 90 days from submission.
- Be in the English language.
- Provide requested payment terms and conditions.
- Include a contact name, email address, and telephone number to facilitate communication between TNS and the submitting independent consultant/organization.
- If applicant is an organization, provide a brief outline of the organization and services offered, including:
 - Full legal name, jurisdiction of incorporation and address of the company
 - Full legal name and country of citizenry of company's President and / or Chief Executive Officer
 - Year business was established

4.1 CRITERIA FOR SELECTION

The evaluation of each response to this RFP will be based on the criteria set out below. At the sole discretion of TechnoServe, the top proposals may be selected for follow-up questions.

- Experience and past performance (as demonstrated in the applicant's proposal and based on the reference check) – 35%
- Work plan & approach (tailored to the program's unique design and context) – 35%
- Cost proposal – 30%

TechnoServe reserves the right to award the contract to the consultant(s) or firm whose proposal is deemed to be in the best interest of TechnoServe and the Donor. The consultant or firm with the winning proposal will be notified in writing. Applicants who are not selected will also be notified.

TechnoServe will not award a contract to any bidder where there is indication of a lack of business integrity.

4.2 Schedule of events

The procurement will take place according to the following timeline:

1. On or about September 9, 2021 – RFP distributed
2. September 12, 2021 – interested parties who intend to submit a proposal for this RFP and have questions regarding this request for proposals should notify TechnoServe of their intent to bid and their questions by emailing cmanfre@tns.org with the subject line “**AAA Gender Analysis Procurement**”

3. September 15, 2021 – TechnoServe will provide a transparent response to all interested parties who submit an intent to submit a proposal
4. **September 20, 2021** – Proposals responding to the RFP should be sent electronically to cmanfre@tns.org with the subject line “**AAA Gender Analysis Procurement**”
5. September 23 - 29, 2021 - top candidates may be engaged in an interview to further present their proposed solutions before final selection is made

4.2 Terms and Conditions

1. The Request for Proposal is not and shall not be considered an offer by TechnoServe.
2. All responses must be received on or before the date and time indicated above. All late responses will be rejected.
3. All unresponsive responses will be rejected.
4. All proposals will be considered binding offers. Prices proposed must be valid for entire period provided by respondent or required by RFP.
5. All awards will be subject to TNS contractual terms and conditions and contingent on the availability of donor funding.
6. TNS reserves the right to accept or reject any proposal or cancel the solicitation process at any time, and shall have no liability to the proposing organizations submitting proposals for such rejection or cancellation of the request for proposals.
7. TNS reserves the right to accept all or part of the proposal when award is provided.
8. All information provided by TNS in this RFP is offered in good faith. Individual items are subject to change at any time, and all bidders will be provided with notification of any changes. TNS is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
9. TNS reserves the right to require any bidder to enter into a non-disclosure agreement.
10. The bidders are solely obligated to pay for any costs, of any kind whatsoever, which may be incurred by bidder or any third parties, in connection with the Response. All responses and supporting documentation shall become the property of TNS, subject to claims of confidentiality in respect of the response and supporting documentation, which have been clearly marked confidential by the bidder.
11. Bidders are required to identify and disclose any actual or potential Conflict of Interest.

We encourage all qualified individuals and organizations who share TechnoServe's vision of improving the lives of others through proven business solutions to apply. Candidates based within the region are encouraged to apply.

With our commitment to diversity, we are proud to be an equal opportunity employer and affirmative action employer and do not discriminate on the basis of gender, race, color, ethnicity, religion, sexual orientation, gender identity, age, HIV/AIDS status, protected veteran status, disability, and all other protected classes.