

NESPRESSO AAA PROGRAM IN ETHIOPIA

STRENGTHENING HOUSEHOLD FINANCIAL DECISION-MAKING IN COFFEE-GROWING HOUSEHOLDS SCOPE OF WORK

PURPOSE OF ASSIGNMENT:	Develop 2-3 training modules to support women’s economic knowledge and skills
DELIVERABLE(S):	<ul style="list-style-type: none">• Inception report and work plan• Findings and curriculum proposal• 2-3 Training Modules complete with activities and facilitator’s guide• TOT with Ethiopia Coffee Team
ANTICIPATED PERIOD OF PERFORMANCE:	o/a December 5, 2021 – May 31, 2022

RFP SUBMISSION DUE DATE

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 Ethiopia, 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, and align the incentives of important partners throughout the value chain. Under this “Phase 3” of the AAA Program in Ethiopia, TechnoServe will build on the success and learnings of the previous eight years while adding new innovations.

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

In 2018, Nespresso and TechnoServe completed a gender analysis of a selected AAA Cluster in Ethiopia and identified an interest among women coffee farmers to acquire skills to generate income and participate in household financial planning. The objective of this consultancy is to design and pilot a set of household financial planning and decision-making modules for women and men in coffee-growing households, with low literacy and numeracy. In close collaboration with TechnoServe and

Nespresso, the Curriculum Developer will create a locally-relevant training curriculum (2-3 modules) that can best meet women coffee farmers' needs and interests. The training will need to incorporate non-traditional adult education techniques to support understanding and adoption of financial decision-making tools without aiming to provide comprehensive or sophisticated financial knowledge.

Tasks and Responsibilities

- 1. Identify learning goals, outline of the training curriculum, and approach to measure success.** The results from the AAA gender analysis and more recent focus groups indicate women's interest in building skills on a range of topics associated with household financial decision-making, including: savings, joint decision-making, financial planning, and alternative income generating activities. The consultant will review the results from the AAA gender analysis (2018), baseline/endline data, and focus groups with women and men conducted in 2021 to recommend a set of topics and learning objectives that are most relevant to the target population's needs. Based on these learnings and in collaboration with TechnoServe and Nespresso, the consultant will define the topic and number of modules, the learning goals for each module, and the approach to measure whether the participants effectively increased their skills and are applying the learnings.
- 2. Develop the training curriculum including the content and facilitator guide for each module:** The consultant will review existing TechnoServe training material on financial literacy and enterprise development as well as material from other organizations to design the training curriculum. The training curriculum refers to the content (ie. teaching material, tools) and facilitation guide (ie. lesson plans guiding the trainer on what the participants need to learn and how to deliver the content effectively) for each module. The curriculum should leverage as much as possible, existing material and must be adapted to low literacy populations. The consultant will work closely with the TechnoServe team to align the training curriculum with our adult learning training methodology and design.

The training will be delivered to women and their spouses and must consider gender dynamics in its content and delivery methods. The training curriculum will follow these criteria:

- **Structure:** All lessons should adhere to the same structure (e.g., the same overall progression from introduction of a concept to personal application), collaborating closely with the TechnoServe team.
- **Pedagogy:** All lessons should be highly interactive, participant-centered and cater to multiple learning styles. The program as a whole must use situational and participatory instructional methodology and follow TechnoServe's adult learning principles. Given the focus on low-literacy adult population, the training will design simple heuristics or routines for financial decision-making that are well-suited for populations with low literacy and numeracy. The training should develop and leverage visual tools like pictures, non-traditional learning methods such as discussion groups as a tool for learning, other gamification, edutainment methods etc., with the aim of making the presentation of complex information easier to comprehend, more attractive, and effective in reinforcing messages to individuals.
- **Locally relevant:** The curriculum will be informed by global best practices, designed to be relevant and responsive to the Ethiopian cultural context and needs of the target population, while maximizing the potential for adaptability to other contexts.

The consultant is responsible for coordinating graphic design required for the teaching material. TechnoServe will be responsible for the translation of the training curriculum into Amharic or Oromifa, in coordination with the consultant.

- 3. Training of Trainers (TOT):** The consultant will deliver a TOT to TechnoServe's Agronomy Advisors who will train Farmer Trainers, the persons who are responsible for delivering the training to the target population. TechnoServe AAA field staff will support field testing by the

consultant. The consultant will provide light support during the roll-out of the modules (February – April) and will guide the field team in collecting insights to assess the effectiveness of the training delivered as well as farmer feedback. TechnoServe will be responsible for overseeing the field team and monitoring farmer attendance.

4. **Learning report and share findings:** The consultant will develop a report describing the rationale for curriculum design, the learnings from the observations and roll-out of modules, and make recommendations for improving the curriculum and how for future scale-up. The firm or consultant will share the findings of the work with relevant stakeholders in Sidama region including government stakeholders from different administration levels and others institutions. TechnoServe will organize this meeting.
5. **Finalize training curriculum:** The consultant will update materials, incorporating learnings from the roll-out to ensure a locally-relevant and field-tested training curriculum.

C- DELIVERABLES

Deliverable/Activity	Estimate Timeframe
Findings (presentation) from review and proposal for training curriculum	Start – December 2021
Draft training content with facilitator guides (in English & Amharic)	December 2021 – early January 2022
Deliver TOT and support roll-out of modules	Late January – April 2022
Learning report	April – May 2022
Final training content with facilitator guides (in English & Amharic)	May 2022

D-PERIOD AND LOCATION OF PERFORMANCE

The recruited consultant(s) will carry out the mission in Ethiopia. The duration of the assignment is on/about December 10, 2021 – May 31, 2022. The project team will facilitate the consultant’s contact with the various actors in the project geography.

E-Required Skills & Experience

The contractor will demonstrate:

- Master’s with at least 8 years of experience (or Bachelor’s degree with 12 years of experience) in gender & development, education or curriculum development, rural development, economics or other relevant field
- Demonstrated experience in the design and delivery of training curriculum for low literacy populations
- Experience in financial capability, enterprise development, or similar field
- Demonstrated experience working to advance women’s economic empowerment and/or gender equality, preferably in rural settings
- Experience working in Ethiopia required
- Proven ability to work within limited time constraints in the preparation of high quality documents
- Proficiency in English required
- Must have extensive experience working in rural Ethiopia

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 6 pages*) with the following contents:

- A maximum one-page cover letter summarizing the applicant's interest and capacity to implement the assessment.
- Sample work plan with project milestones that details how and when the contractor proposes to deliver the Scope of Work.
- A description of knowledge and experience related to the areas of the Scope of Work
- CV(s) and a summary of the contractor or team's experience in curriculum development, women's economic empowerment, financial capability and/or enterprise development.
- 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. Please include one example of similar training assignment (e.g., lesson plan, agenda, outline of curriculum).
- Detailed budget to deliver the scope of work (Estimate 30 – 35 days of LOE).

*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) – 50%

- Work plan & milestones – 25%
- Cost proposal – 25%

TechnoServe reserves the right to award the contract to the consultant 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. November 15, 2021 – RFP distributed
2. November 22, 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 and ayalews@tns.org with the subject line “**AAA Ethiopia HH Financial Decisions**”
3. November 24, 2021 – TechnoServe will provide a transparent response to all interested parties who submit an intent to submit a proposal
4. **December 3, 2021** – Proposals responding to the RFP should be sent electronically to cmanfre@tns.org and ayalews@tns.org with the subject line “**AAA Ethiopia HH Financial Decisions**”
5. December 6 - 8, 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.