

Request for Proposal

Date: 7/18/2022

Subject: Consultancy to conduct a gender analysis for Nespresso in Kenya

Introduction: TechnoServe is an international nonprofit organization that helps people lift themselves out of poverty by harnessing the power of the private sector. Operating in almost 30 countries, we work with hardworking women and men in the developing world to build competitive farms, businesses, and industries. By linking people to information, capital, and markets, we have helped millions to create lasting prosperity for their families and communities.

General Requirements: The requirements for TechnoServe's anticipated purchase are listed below. An additional and more detailed Statement of Work is also attached.

The objective is to conduct a gender analysis for a program in KE to inform the implementation of interventions that increase women's empowerment & reduce gender disparities. The analysis will capture gender & power dynamics in the coffee growing communities where the program will operate, esp. at the coffee farm & cooperative levels. The consultant(s) will be responsible for reviewing & adapting the Nespresso Gender Analysis Tool2 to guide data collection & analysis of sex-disaggregated data.

Period of Performance: The period of performance of any contract resulting from this solicitation is anticipated to be between the start and end dates listed below. Proposals shall detail the estimated length of time required to accomplish all requirements, with detail on individual activity implementation dates, as referenced in the Scope of Work.

Start Date: 8/29/2022

End Date: 11/30/2022

Proposal Content Instructions: In addition to responding to the Statement of Work, all proposals must:

- Describe the qualifications, experience and capabilities of the firm in providing the type of services being requested by this RFP. Resumes or CVs of "key personnel" shall be submitted as an attachment.

- Include a contact name, email address, and telephone number to facilitate communication between TechnoServe and the submitting organization.
- A brief outline of the company 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, Chief Executive Officer, and/or all other principal officers of the company.
- Year the business was established.

Proposals must contain a detailed cost breakdown with applicable taxes and other charges clearly identified (and be presented in conformity with any further instructions included in the Statement of Work).

To ensure consideration, all quotes must be submitted in the language, currency, and by the due date noted below:

Language: English

Currency: USD

**Submission
Instructions:**

All proposals must be emailed to the address below with your proposal attached in one or more files (PDF preferred). You will receive an auto-confirmation upon receipt. To ensure the integrity of this procurement exercise, DO NOT email your proposal to any employee of TechnoServe or deliver your proposal in hard copy to a TechnoServe office. **Failing to strictly adhere to these instructions may make your proposal ineligible for consideration.**

Email: buy+US+P0012450@tns.org

Order of Events:

This solicitation exercise will be administered in accordance with the following dates (subject to change at TechnoServe's sole discretion):

| Date | Event |
|-------------|--|
| 7/25/2022 | Last date that questions will be accepted. Note that questions and answers will be distributed to all interested parties, so questions should not disclose trade secrets, confidential information, or information that might give another vendor a competitive advantage. Questions should be emailed to: dlape@tns.org |
| 7/29/2022 | Date that answers to questions will be distributed to all. |
| 8/12/2022 | Last date that proposals will be accepted by TechnoServe. |

Terms and Conditions:

- The Request for Proposal is not and shall not be considered an offer by TechnoServe.
- All responses must be received on or before the date and time indicated on the RFP. All late responses will be rejected.
- All unresponsive proposals will be rejected.
- All proposals will be considered binding offers. Prices proposed must be valid for the entire period provided by the respondent or required by the RFP.
- All awards will be subject to TechnoServe contractual terms and conditions and contingent on the availability of donor funding.
- TechnoServe reserves the right to accept or reject any proposal or cancel the solicitation process at any time, without assigning any reason, and shall have no liability to any vendors submitting proposals for such rejection or cancellation of the RFP.
- TechnoServe reserves the right to accept all or part of the proposal when awarding the purchase order/contract.
- All information provided by TechnoServe 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. TechnoServe is not responsible or liable for any use of the information submitted by bidders or for any claims asserted therefrom.
- TechnoServe reserves the right to require any bidder to enter into a non-disclosure agreement.
- The bidders are solely obligated to pay for all 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 TechnoServe, subject to claims of confidentiality in respect of the Response and supporting documentation, which have been clearly marked confidential by the bidder.
- Bidders are required to identify and disclose any actual or potential Conflict of Interest.

Criteria for Selection:

The evaluation of each response to this solicitation will be based on the requirements set out in the Criteria for Selection and according to the requirements in this RFP. At the sole discretion of TechnoServe, the responsive bidders may be selected for follow-up questions or to provide an oral presentation. TechnoServe reserves the right to award the contract to the organization whose proposal is deemed to be in the best interest of and most advantageous to TechnoServe. TechnoServe will not award a contract to any bidder where there is indication of a lack of business integrity. After TechnoServe receives proposals and written evaluations are completed, the selected bidder will be notified. Commitments made by the bidder after selection, and final demonstration will be considered. The following points will be assigned to the proposals for evaluation purposes.

| Max Points | Criterion |
|-------------------|--|
| 30 | Price, inclusive of all delivery fees and taxes |
| 35 | Exp. & past perform. as evidenced by proposal & reference check |
| 35 | Work plan & approach, tailored to the program's design & context |

The attached Statement of Work represents an integral part of this solicitation.

EXHIBIT 1: Gender Analysis for Nespresso AAA Program in Kenya

Performance Location

Kenya (specifically Nyeri, Murang'a, Kirinyaga, Embu, Meru, Bungoma, and Kericho)

Background and Objective

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 equal 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 leaders in cooperatives, and improving conditions for women workers at wet mills. Together, we see these interventions as key to driving 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.

Contractor Tasks

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 levels. The consultant(s) will be responsible for reviewing and adapting the Nespresso Gender Analysis Tool² to guide the data collection and analysis of sex-disaggregated data 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, based on sex-disaggregated data:

- 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?

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

² https://nestle-nespresso.com/sites/site.prod.nestle-nespresso.com/files/NespressoAAAGender_MultimediaFile_180911.pdf

- 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?

Deliverables

The deliverables include:

- An inception report that details the research framework and methodology, including but not limited to roles and responsibilities for testing the tool, training enumerators, data collection, analysis, and quality control, adapted Nespresso Gender Analysis data collection tool, and implementation plan within the agreed-upon timeframe
- Updates from the field work
- Nespresso data collection spreadsheets (template to be provided)
- Presentation of key findings
- Draft report
- A draft report on key findings and in response to questions above, including submission of raw data and data analysis tables in a format provided by Nespresso
- A final report, including a two to three-page standalone brief in English

Deliverable Acceptance Standards

The consultant(s) or firm will carry out the mission in Kenya. The duration of the assignment is on/about August 29 – November 30, 2022 . The TechnoServe project team will support the consultant's logistics and contact with the various actors in the project geography.

The assessment team will work closely with the Nespresso Coffee Gender Equality Manager and TechnoServe's Global Gender Manager and Program Director throughout the project. They will review each deliverable and be the sole judge of adequacy. The contractor(s) will be responsible for rectifying any reasonable requests for changes, clarification, corrections, etc.

Operation and Logistical Considerations

The assessment should rely on existing data and literature, including project information, complemented by new information gathered through single-sex focus groups to inform the analysis. The data collection should be conducted using the Nespresso Gender Analysis Tool and the analysis should align with previous Nespresso Gender Analyses. The data collection should be carried out over maximum of 2 weeks, targeting at least 70 farmers (50% women, 50% men). Research and data collection includes but is not limited to:

- Relevant background data on gender issues in agriculture in Kenya;
- Review of recent project baseline surveys, previous baseline/endline monitoring data and reports from previous cohorts, as well as household, firm, and labor force data;
- Review of existing project data on the adoption of gender equitable business practices at the cooperative and wet mill level
- Adapting the Nespresso Gender Analysis Tool, as needed, for the Kenyan context
- Selection of farmers to participate in single-sex focus group discussions
- Single-sex focus group discussions with men and women in coffee farming households
- Sharing secure data with the TechnoServe during fieldwork

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

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 candidate's understanding of best practices for collecting and analyzing sex-disaggregated data, key analytical questions to address using Nespresso's Gender Analysis tool,³ and 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 and leading gender analyses. 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

³ https://nestle-nespresso.com/sites/site.prod.nestle-nespresso.com/files/NespressoAAAGender_MultimediaFile_180911.pdf