

# Training delivery partner for the Road to Growth project in Kenya

**Call for expressions of interest**

July 2019



## 1. About us

At the Cherie Blair Foundation for Women we help release the potential of women entrepreneurs, so they can redefine the future. We deliver training, facilitate mentoring and share knowledge, inspired by the women involved in our work around the world – and by our partners, donors and collaborators. We open doors to finance, markets and networks and use technology to help women learn, and to start, sustain and grow their businesses. And we press for change to stop women being held back. With the Foundation's support, women gain the confidence to reclaim the rights and freedoms they are too often denied. As a result, businesses flourish. Communities prosper. Economies grow. Attitudes shift. And women move the world in a whole new direction.

For the last decade our Foundation has worked with nearly 150,000 women entrepreneurs in over 100 countries across Africa, Asia, Central and South America and the Middle East.

## 2. Background

The Foundation is looking to recruit a training delivery partner to provide on-ground implementation support for its Road to Growth project in Kenya. Originally piloted in Nigeria, the initiative has supported over 2,000 women entrepreneurs to date across Nigeria and Mexico and we are currently looking to replicate the model in Kenya. **The partnership for in-country training delivery is subject to funding availability.**

**Road to Growth**<sup>1</sup> is an innovative project which uses cutting-edge technology to build the business skills of women entrepreneurs using a 'blended learning' approach, combining in-class training with a custom-built online learning tool. It is designed to increase women's access to financial services and markets, and empower them to grow profitable and sustainable businesses, ultimately promoting their long-term economic independence.

The project aims to meet the following outcomes (numbers of participants and project specifics are TBC):

- Support 1,500 women to develop their business management skills through access to a micro-learning app, **HerVenture**<sup>2</sup>
- Deliver business management and financial literacy training to 500 women entrepreneurs using a bespoke blended learning approach. This will give women the knowledge, skills, and tools they need to gain better access to finance and move their business to the next level of growth.
- Provide intensive business support to 100 of the 500 women entrepreneurs through tailored business advisory sessions, advanced business workshops, mentoring, networking and links to financial services, investment, and markets.

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<sup>1</sup> [www.cherieblairfoundation.org/roadtogrowth](http://www.cherieblairfoundation.org/roadtogrowth)

<sup>2</sup> [www.cherieblairfoundation.org/herventure](http://www.cherieblairfoundation.org/herventure)

### 3. Scope of work

A thorough market study to assess the entrepreneurial ecosystem in Kenya will be conducted to help us understand the profile of women owners of small and growing businesses, the financial and non-financial barriers they face as entrepreneurs, and how the Road to Growth project could be used to overcome these barriers. **The Cherie Blair Foundation for Women and the selected partner will collaborate to tailor the existing training curriculum to meet the needs of Kenyan women entrepreneurs during a co-design phase.**

The scope of work is described in the sections below. Note that specifics including participant numbers are subject to revision and to be confirmed with donor and the partner during project design phase.

#### Phase 1:

Marketing and user support of the HerVenture learning app reaching 1,500 women (9 months)

- Reach the scale of a minimum of 1,500 women entrepreneurs adopting and using the app
- Serve as the key point for initial user support

#### Phase 2:

Training in financial literacy and investment readiness for 500 women entrepreneurs (4 months)

- Contribute to customisation of the curriculum for women entrepreneurs in Kenya and provide support to the technology partner who leads on conducting user testing, training of trainers and online facilitators on blended learning product
- In collaboration with the Foundation and based on results of needs assessment, establish selection criteria for 500 women entrepreneurs and identify locations for physical delivery of training, advertise and recruit 500 women entrepreneurs to participate in the program
- Deliver financial literacy and investment readiness training to 500 women entrepreneurs using a blended learning approach
- Facilitate linkages with partner financial institution(s) for 500 women entrepreneurs
- Connect participating women entrepreneurs to additional resources at the end of training that they can access on their own for further learning and to enhance their access to networks and markets (via business networks, chambers of commerce, etc.)

#### Phase 3:

Intensive business support for 100 top women entrepreneurs (6 months)

- Select 100 out of above 500 women entrepreneurs using jointly developed selection criteria
- Provide one-on-one advisory sessions for 100 top performers, agree and follow up on individual action plans for business growth
- In collaboration with the Foundation and based on results of advisory session, design the intensive business support for 100 women entrepreneurs including in-class training, customised mentoring and coaching support, further support to access financial services and access to markets
- Facilitate peer review and networking sessions for the participants
- In collaboration with CBFW, develop a sustainability plan for Road to Growth Kenya. Financial institutions will be encouraged to take over to continue build a pipeline of bankable women entrepreneurs after the end of funding

### Monitoring and evaluation

- Participate in consultations with the Foundation on design of M&E system
- Track progress and achievements on performance indicators, which includes collecting regular feedback from participants and key stakeholders
- Facilitate access to project data for baseline and end line studies (conducted by external consultants)

### Reporting

- Produce periodic narrative reports and financial reports
- Produce a final report, including review of results, lessons learnt and recommendations for future interventions
- Provide regular updates on the project in bi-weekly calls

## 6. Scoring criteria for consultant selection

Criterion	Details	Weight
Experience of implementing enterprise development and investment readiness programs	<p>A record of designing and implementing high quality projects on enterprise development and investment readiness</p> <p>Experience of working in Kenya</p> <p>Preferably, experience in delivery e-learning/blended learning training</p>	30%
Experience of working on women's empowerment	<p>In-depth expertise in women's empowerment in low and middle income countries, in particular Kenya.</p> <p>Previous experience or understanding of financial inclusion with regard to the target segment</p> <p>Experience of working with financial service providers</p>	30%
Proposed methodology	<p>The partner must work with the Cherie Blair Foundation for Women to refine the approach</p> <p>The proposal must display the ability to clearly explain how it will go about implementing the required activities</p> <p>The partner must also display the ability to identify unmet needs among women entrepreneurs in Kenya and how they can be addressed through the project</p>	30%
Financial proposal	The most economical proposal that meets the expectations of the work will be selected.	10%

## 7. Timeframe

The project is expected to commence in 2020 for a period of one year with scope to be extended to a total duration of three years.

## 8. Instructions for submission

All submissions must be sent to [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org) by **9:00am GMT on Tuesday 20 August 2019**. Please use 'Road to Growth implementation in Kenya' as the subject title to your email application.

Prospective consultants are expected to submit an Expression of Interest (2 pages maximum) in English, including the following:

- Profile of consultant/firm, clear demonstration of previous experience in:
  - Working in Kenya
  - Small and growing businesses and women entrepreneurs
  - Delivering women entrepreneurship development projects in Kenya
  - Blended learning/e-learning
  - Working with financial service provider
  - Monitoring, evaluation and learning
- Outline of how consultant/firm will approach market the app to 1,500 women and recruit 500 women entrepreneurs for phase 2 blended Learning

Appendices to the proposal must include:

- CVs of the consultancy team
- Three references from similar work experience including email contacts and phone numbers

Expressions of interest will be reviewed on a rolling basis. Questions and clarifications regarding the Terms of Reference should be sent to: [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org)