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Preparation of an idea contest to support women economic empowerment in the SADC region

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List of abbreviations

ADA	Austrian Development Agency
AU	African Union
BMZ	Bundesministerium für wirtschaftliche Zusammenarbeit und Entwicklung (Federal Ministry of Economic Cooperation and Development)
CESARE	Cooperation for the Enhancement of SADC Regional Economic Integration
FIC	Finance Investment and Customs Directorate
FSPs	Financial Service Providers
GIZ	Gesellschaft für Internationale Zusammenarbeit
GU	Gender Unit
IDT	Industrial Development and Trade Directorate
IWEE	Industrialization and Women's Economic Empowerment
MS	Member States
RISDP	Regional Indicative Strategic Development Plan
RMDWEEP	Regional Multi-dimensional Women Economic Empowerment Programme
RVC	Regional Value Chains
ToRs	Terms of reference
SADC	Southern African Development Community
SADC PF	SADC Parliamentary Forum
SDG	Sustainable Development Goals
SISR	SADC Industrialization Strategy and Roadmap
SME	Small and Medium Enterprises
WEE	Women's Economic Empowerment
WEEP	Regional Multi-Dimensional Women's Economic Empowerment Programme
WTO	World Trade Organisation

1. General information

1.1. General information

The Southern African Development Community (SADC) is an alliance of 16 Southern African states working together for politically stable, socially just and economically sustainable development in the region. The overarching goals are to fight poverty in the region and to ensure peace, democracy and security across national borders. The Regional Indicative Strategic Development Plan (RISDP) outlines all long-term goals and initiatives for the period 20-2030. A major focus of the RISDP is the theme of industrialization of the region, which is seen as an engine for growth and development. Accordingly, SADC member countries adopted the SADC Industrialization Strategy and Roadmap 2015-2063 (SISR) in 2015. This long-term strategy builds on national development strategies and visions and references the African Union's Agenda for Industrialization (Accelerated Industrial Development of Africa and Agenda 2063).

The importance of the economic advancement and empowerment of women to achieve sustainable and just economic development is well established. 'United Nation's Women'¹ states that *“(w)omen’s economic empowerment includes women’s ability to participate equally in existing markets; their access to and control over productive resources, access to decent work, control over their own time, lives and bodies; and increased voice, agency and meaningful participation in economic decision-making at all levels from the household to international institutions.”* Women's Economic Empowerment (WEE) has two major key components. On the one hand, the access – a woman's capacity to obtain greater economic resources, including access to skills, opportunities, services, and assets; and on the other hand, agency – a woman's capacity to make decisions and act on opportunities that lead to economic advancements. Trade can also play a major role in the advancement (or the lack of) WEE. The World Trade Organisation (WTO) argues that “the competitive pressure generated by trade raises the cost of discrimination against women”.²

This project on industrialization and women economic empowerment aims to increase women owned businesses and female entrepreneurs' participation in value addition for selected sectors/regional value chains (RVCs) of the SADC Industrialization Strategy and Roadmap (SISR). The project will focus on two key result areas: (i) Supporting the development and implementation laws and regulations for a gender-conducive business environment and (ii) enhancing skills development and financial inclusion of women entrepreneurs – development and dissemination of entrepreneurial and financial toolkits for service providers. It is funded by the German Government through the Federal Ministry of Economic Cooperation and Development (BMZ) and runs from May 2021 to November 2023.

IWEE is one component of a GIZ programme on “Cooperation for the Enhancement of SADC Regional Economic Integration” (CESARE) implemented by GIZ. CESARE contributes to

¹ [About us | UN Women – Headquarters](#)

² WTO, [‘Women and Trade’](#) (2020)

SADC's goals of strengthening economic growth and sustainable development in the region. The programme is co-financed by the EU and by the Austrian Development Agency (ADA) and works in the following fields of action: **i)** Trade facilitation measures (including non-tariff trade barriers and measures of the SADC Trade Facilitation Program), **ii)** Accompanying the SADC negotiations on trade in services in priority sectors, **iii)** Supporting the implementation of African Continental Free Trade Agreements at the level of the SADC Secretariat and its member states (in planning), **iv)** support for the development of regional value chains in the field of antiretroviral (ARV) pharmaceuticals, **v)** support for the development of regional value chains in the leather sector, **vi)** support for the development of regional value chains in Area of production of Covid-relevant products (personal protective equipment, vaccine logistics, medication, devices, etc.) **vii)** Support of peace, security and good governance, **viii)** Empowerment of women in business life.

1.2. Description of the task

The project will establish an idea contest³ targeted to support non-for profit organisations that work with women entrepreneurs in SADC Member States. To address the repercussions of the pandemic on women empowerment, the contest shall focus on mitigating COVID-19 impacts. The idea contest is open for applications from not for profit institutions such as women in business associations. It will provide successful applicants with a once-off limited duration local subsidy to implement a project to improve entrepreneurs' business and product development skills. The idea contest will consist of a total of ten local subsidies with an amount of EUR 30,000 for each. The project will collaborate with Women in Business Associations in SADC Member States to implement the agreed initiatives as per proposals to build business development skills for women entrepreneurs. It will also provide oversight and support to the Women entrepreneurs through Women in Business Associations and other partners or stakeholders that have been awarded for progress and monitoring. Where desirable, successful approaches can be identified for potential scaling up.

The consultant will be responsible for the design of the idea contest, including tasks such as conceptual groundwork and preparation of the contest, the development of a "roadmap" outlining the necessary processes and steps, the development of application packages (including application documents) and a marketing strategy as well as recommending criteria of eligibility, selection criteria and an assessment grid.

1.3. Brief description of the Project "Industrialization and Women Economic Empowerment" (IWEE)

In 2019 the SADC Secretariat requested support in the areas of industrialization and women's economic empowerment ("Industrialisation and Women Economic Empowerment" (IWEE). During the first half of 2020, the CESARE project team worked with the SADC Secretariat, in particular the Gender Unit (GU), the Directorate of Industrial Development and Trade (IDT),

³ Idea contest refers to a competitive mechanism to allocate financial support to innovative projects for specific purposes using competition among organisations as the lead principle

and the Directorate of Finance, Investment and Customs (FIC) on the IWEЕ project design. The aim of the project is to increase the participation of women-owned enterprises and women entrepreneurs in the value creation in selected sectors/regional value chains (RVC). The project will benefit i) financial institutions and policy makers concerned with the RVCs and ii) women entrepreneurs and prospective entrepreneurs from up to 16 SADC MS within the priority SADC Value Chains.

Gender Unit: The Gender Unit of SADC was established to oversee the implementation of SADC Gender Commitments, it is mandated with facilitating the development and application of skills in gender analysis and gender mainstreaming in policy and programme/project development, implementation, review, planning and budgeting.

Industrial Development and Trade Directorate: The mandate of this Directorate is to facilitate trade liberalisation and integration in the SADC region; one of its specific objectives focuses on increasing regional value chains and value addition for agricultural and non-agricultural products.

Directorate of Finance, Investment and Customs: The mandate of the Finance, Investment and Customs (FIC) Directorate is to facilitate trade and financial liberalisation; and creation of an enabling environment for investment, all contributing to deeper regional economic integration, growth and poverty eradication.

1.3.1. IWEЕ Project Goal

To increase women owned businesses' and female entrepreneurs' participation in value addition for selected sectors/regional value chains (RVCs) of the SADC Industrialization Strategy and Roadmap (SISR).

1.3.2. Strategic Objectives

Implementation of this project is contributing to the following strategic objectives of the Regional Multi-dimensional Women Economic Empowerment Programme (RMDWEEP) and the SADC Industrialization Strategy (SISR):

- **Strategic objective 3 (RMDWEEP):** To ensure that all Member States have undertaken policy and law reforms and are implementing gender-responsive strategies to allow women have access to and benefit equally from trade and entrepreneurship opportunities.
- **Strategic objective 4 (RMDWEEP):** To ensure that Member States have undertaken policy and law reforms and are implementing gender-responsive policies for women and girls to enjoy equal rights and opportunity to economic resources, control and ownership over productive resources, land and other forms of property, financial services, inheritance, natural resources and have access to modern, appropriate and affordable technology.

- **Expected Result II.1.3 (SISR):** Increased participation in value chains for regional value addition.
- **Expected Result II.1.7 (SISR):** Capacities and capabilities of SMEs enhanced to participate in industrialization and value chains.
- **Expected Result II.2.1 (SISR):** Improved skills, specialization relevant for industry.
- **Expected Result II.2.6 (SISR):** Enhanced access to finance by SMEs.
- **Expected Result III.1 (SISR):** Increased participation of women in industrial development.

1.3.3. Project Outcomes and Outputs

The project focus will be on two outcomes:

- (i) enhanced business and product development skills of female entrepreneurs; and
- (ii) enhanced financial inclusion for women entrepreneurs.

The specific outputs to be achieved by the project interventions are:

- Business development skills for women entrepreneurs are improved
- Regional guidance for increased access to business opportunities is provided to Member States
- Regional guidance for improved women entrepreneurs' access to finance

1.3.4. Main Activities

Outcome 1: to enhance business and product development skills of female entrepreneurs

1. Establish and manage an idea contest to provide financial support for Women in Business Associations to develop women entrepreneur's' business development skills,
2. Develop regional guidelines and tools with recommendations for improved laws, regulations, and policies necessary for increased access to business opportunities and services for women entrepreneurs (for example, to empower women to compete in public procurement) and,

3. Based on regional guidelines, support advocacy and awareness raising for national law and policy reforms for increased access to business opportunities and services for women entrepreneurs

Outcome 2: enhanced financial inclusion for women entrepreneurs

1. Support the development of a Gender action plan for the SADC Strategy on Financial Inclusion and SMEs Access to Finance and its implementation;
2. Support the development of financial education materials targeting women entrepreneurs; and
3. Promote women-targeted financial products and services in the region.

1.3.5. Beneficiaries

This project will benefit

- i) women entrepreneurs and prospective entrepreneurs from up to 16 SADC MS within the priority SADC Value Chains, and
- ii) financial institutions and policy makers concerned with the RVCs.

2. Type and scope of work

2.1 Objective of the assignment:

The overall objective of the contract is the preparation of an idea contest to support non-for-profit organisations in providing assistance to women-owned businesses in selected Regional Value Chains (RVCs) of the SADC Industrialization Strategy and Roadmap (SISR) such as agro-processing, minerals, pharmaceutical products, consumer goods, machinery and equipment as well as services (such as tourism). The consultant is expected to take care of the conceptual groundwork which needs to cover the complete preparation of organizational and technical details of the contest. Part of the preparatory work will include the suggestion of a governing body. The consultant will support the setting up of a suitable governing body that will steer and oversee the idea contest (e.g. a committee). The consultant will clarify the objective of the contest between the different parties which will inform the development of eligibility criteria and the selection process. Part of this process will be to advise on criteria that will indicate which applications can benefit most from the local subsidy, to define a geographical focus area and/or the business stage of suitable entrepreneurs. The eligibility criteria and an assessment grid proposed by the consultant have to be agreed upon by key stakeholders. Eligibility criteria will include the selected methods to address Covid-19 impacts in the framework of the project proposals developed by the recipients of the local subsidies. In collaboration with important stakeholders the consultant will prepare a suitable application

process including application documents that can be distributed to inform interested parties (e.g. women in business associations). The call for submissions to the idea contest will be advertised in SADC Member States through newspapers, SADC website and GIZ Botswana Facebook page. The consultant will develop a marketing strategy and selection criteria to ensure a transparent selection process. The advertisement itself is not part of this assignment.

The consultant is expected to develop and to define a funding structure including recommendations on duration, payment process and safeguarding mechanisms to avoid corruption and malpractice.

2.2 Expected results

Upon completion of the contract, the following tasks are to be completed:

1. Design of the idea contest completed, including among others:
 - Information Memorandum of the contest developed;
 - Detailed Roadmap outlining the necessary processes and steps developed;
 - Eligibility and selection criteria as well as an assessment grid developed and agreed upon by GIZ and SADC;
 - Application forms for the idea contest developed;
 - Call for proposal and an application process (for women-in business-associations, NGOs or similar) developed.
2. Risk management strategy including procedures to prevent corruption and malpractice developed.
3. A marketing strategy is developed and agreed upon with SADC and GIZ.
4. Mechanism and tool to monitor progress and assess performance of the idea contest developed.

2.3 Methodology

The work of the consultant will be home-based (e.g. research, drafting of documents, interviews with stakeholders). Additionally, the consultant should be prepared to use Voice over IP communication (e.g. Skype, WhatsApp, MS Teams or similar) as appropriate. Other than that, the consultant should develop, communicate, and implement a suitable methodology for her/his approach, which respects the perspective, concerns and recommendations of all stakeholders involved (e.g. through interviews with stakeholders, etc.).

2.4 Deliverables

The consultancy is expected to deliver the following:

1. An inception report consisting of a roadmap, stakeholder engagement strategy and needs assessment. The inception report will be presented to the SADC and GIZ in a virtual meeting

2. An idea contest design including an information memorandum, outlining the necessary processes and steps to be taken including a timeline, criteria of eligibility, selection criteria and an assessment grid
3. Application packages (including application documents)
4. A marketing strategy
5. A risk management strategy (including recommendations on how to prevent corruption and malpractice)
6. Mechanism or tool to monitor performance of the idea contest.

By accepting the assignment, the consultant declares that s/he will provide sources for any material used according to scientific standards. All documents are to be submitted in English unless agreed upon differently with GIZ. Deliverables have to be submitted as soft copies, as one document in PDF as well as in MS- Word / MS Excel / MS PowerPoint format (as the case may be).

All information handled is confidential and may not be shared with third parties unless specifically authorized. GIZ and SADC reserve the right to publish the results of this assignment in parts or in total, in any format (written or electronic form). By submitting the report/deliverable, the consultant declares that s/he has no rights to use and publish any pictures which are submitted and cedes these rights to GIZ and SADC.

2.5 Timeline of Assignment

Reliability and strict time keeping by the consultant is expected at all times.

The Task is expected to be completed within three (3) calendar months, whereby the total number of work days is up to 25 days as outlined below.

The timelines below are tentative timelines for the time being and should serve as a guideline for the process as currently envisaged. The consultant is expected to clarify the dates for each deliverable in the inception report.

GIZ shall hire the consultant for the anticipated contract term, from 01.08.2021 to 30.10.2021

Description of activities / work days (indicative):

Inception Report (incl. presentation)	2
Desk Study	3
Design of the idea contest process overview	4
Development of application packages, eligibility criteria and marketing strategy	6
Development of selection criteria and assessment grid	4
Mechanism tool for monitoring	2
Stakeholder Engagements	3
Total	25

Expert: up to 25 expert days in total

2.6 Management of the contract:

The consultant will report to the SADC Secretariat - Head of Gender Unit and GIZ - Programme Manager of CESARE. For the day to day management, the consultant will work under the supervision of CESARE IWEA Advisor (GIZ) and Gender Programme Officer (SADC Secretariat). The consultant will also be expected to make presentations and progress updates to the IWEA Project Technical Working Group and the Challenge governing body.

All documents shall be in electronic format in MS Word, Excel or PowerPoint as the case may be. Documents should be in English language wherever possible.

2.7 Covid-19

The impact of the Covid-19 pandemic (and related response and recovery efforts around the world) is profound and affect all spheres of life, including economic, political, health and social sectors, the public sphere, and the private sphere as well. The pandemic is also creating inequalities of all kinds, including gender inequality, to the point of pushback against the progress already made in gender equality, a cementing of traditional gender roles, and exacerbating the feminization of poverty and vulnerability to violence.

It can be assumed that women, children and vulnerable groups will be affected more severely in the short- and long-term by the negative economic, social and political consequences. For example, globally, women are disproportionately employed in caregiving occupations and perform the majority of unpaid care activities (e.g., caring for children, the elderly and the sick), which has been exacerbated by the COVID-19 pandemic and the resulting closures of schools and other social services or intensified again.

Therefore, the idea contest is explicitly directed towards COVID-19 induced repercussions on women entrepreneurs.

3. Tender requirements

3.1 Qualifications of proposed staff

- Education/training (1.1.1): University degree (master's) in finance, economics, business administration or a similar relevant field with focus on women economic empowerment, agro-processing, developing community resilience
- Professional experience (1.1.1): 10 years of professional experience in finance, financial support to SME, of which 5 years in the SADC region, 10 years of cumulated professional experience in providing support to SMEs, women economic empowerment, agro-processing, or developing community resilience, 5 years of experience working on development cooperation projects

- Regional experience (1.1.2): 5 years of work experience in SADC (region)
- Languages (1.1.3): Knowledge of English, C2 in the Common European Framework of Reference for Languages

3.2 Appropriateness of proposed concept

The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 2.2). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible.

The bidder is required to indicate the stakeholders relevant for the services for which it is responsible and describe the **cooperation** with them.

The bidder is required to describe key **processes** taking into account of the milestones and contributions of others, explain its approach to **project management** and present a schedule that describes how the services according to Chapter 2 are to be provided.

The bidder is required to describe how the contributions of stakeholders shall be integrated into the services described in Chapter 2.2.

Note:

Please provide information on the preferred mode of transport (travel within Germany should ideally be by train) and travel class, etc. All costs that are incurred as part of the assignment must be set out in the specification of inputs (costs-by-cause principle).

*Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price sheet.*

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the consultant are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.