



TERMS OF REFERENCE FOR A FIRM OR CONSORTIUM SUPPORTING EAWiBP TO IMPLEMENT OUTCOME 2 COMPONENT OF ITS WORKPLAN

I. BACKGROUND TO THE EAWiBP TRADEMARK EAST AFRICA PROJECT

The TMEA project- “Greater Inclusion of Women in Trade Regional Programme” is a Regional and Country Programmes targeting Improved environment (policy/regulatory/institutional) for women in trade, Improved capacity (knowledge and skills) of women traders to participate in trade and Increased access to markets and trade-related services for targeted women traders.

The purpose of the Women in Trade programme is to contribute to the greater inclusion of women in trade as one of the pathways to increased business competitiveness and increased trade in the EAC. Greater inclusion for women in trade in the EAC will be achieved through 2 key objectives:

Objective (i) Increase trade value and incomes of women traders in East Africa: Women-owned SMEs and traders are unduly impacted by unfavourable policy and trade environments including restrictive regulatory regimes, access to finance, gender insensitive customs border management, information asymmetries, harassment and corruption. This results in many women traders being reluctant to shift to ‘formal’ trade, even if trade liberalisation and regional integration reforms are to their advantage.

Objective (ii) Increase in the number of women participating in trade: This programme seeks to eliminate the barriers of entry to trade for women across the EAC. This will be addressed through a three pronged approach that will respond to the constraints at policy, sectoral and firm level.

The TMEA programme continues to build on the achievements realized in building women traders capacity to access markets and trading information, institutional strengthening of women associations and platforms (border, national and regional), and sensitization of women traders on EAC trading processes and advocacy for an enabling environment for women in trade. The additionality of the programme will be in **(i)** reaching more women, **(ii)** working in new geographic

locations, **(iii)** targeting not only women cross border traders but also other categories like exporters, processors/manufacturers, urban traders and, **(iv)** providing more integrated and sustainable solutions for the inclusion of women in trade that will respond to the changing environment and draw from the lessons learned in **Strategy 1**.

2. ABOUT EAST AFRICAN WOMEN in BUSINESS PLATFORM (EAWiBP)

The East African Women in Business Platform (EAWiBP) is a forum that brings together business and professional women from across the East African Community (EAC). It's membership and Steering Committee comprises of; national apex bodies/associations / networks of business women (including associations of women formal and informal cross-border traders); professional women associations; and regional civil society organisations working to promote business women and women's socio-economic advancement. The Platform works in each East African country through national business and professional associations across the region and by virtue of this; currently represents over 12,500 business and professional women in the region.

With the view of increasing intra-EAC trade in the region, the East African Business Council (EABC), with the support of TradeMark East African (TMEA) began the process of establishing EAWiBP in 2011. After comprehensive stakeholder consultations EAWiBP was formally established and launched by the Secretary General of the EAC, Ambassador, Dr. Richard Sezibera, in May 2012. The Platform is currently hosted by EABC, the regional apex body for the private sector established in 1997, with the aim of fostering private sector participation in the EAC's integration process.

EAWiBP draws its mandate from the Treaty for the Establishment of East African Community, particularly under Chapter 25 and Articles 121 and 122, and is inspired by the vision of becoming "A Women's Centre of Excellence for Intra and Extra-EAC Trade". Its mission is; "Position and Catalyse the Participation of Women in EAC's Integration Process". The Platform is taking proactive steps to increase women's participation in intra – EAC trade, EAC integration process and economic empowerment and thereby works towards the following result areas:

1. Increased effective participation of women in business in the EAC integration processes
2. Improved economic contribution of women in business in the EAC Partner States
3. Increased progression of women-owned enterprises in the EAC from informal to formal status

EAWiBP works towards achieving its goals through policy advocacy and by linking business women to information, markets, capital and technical assistance. Its specific intervention areas are:

1. Trade related knowledge strengthening of its membership
2. Policy Research and advocacy on issues related to Trade participation and women's economic empowerment
3. Business to Business (B2B) linkages and networking
4. Business Development Skills including use for ICT to grow business
5. Business advisory and dissemination of information and business intelligence

The Platform's key beneficiaries are; national women business and professional associations and their members, cross border traders (including informal traders), small holder farmers and their associations, women-owned/run Micro, Small and Medium Entrepreneurs (MSMEs) and large enterprises and their national associations. According to a baseline study/survey for support to the East African Women in Business Platform (2017) carried out during the Phase 1 of the project, the study established that there was no Women in business who traversed the entire Six EAC nations in search for markets for their products due to language constraints and lack of market information. The platform seeks not only to strengthen capacity of national associations but also facilitate women entrepreneurs to access information, markets, capital, skills and technology as well as influence policy towards a favourable business environment that takes into consideration the needs and priorities of business women.

2. OBJECTIVES

The purpose of this assignment is for increased access to market and trade related services for 500 targeted women SMEs by equipping them with knowledge and skills to engage in regional trade. The objectives of the assignment therefore is to profile women SMEs, develop a B2B strategy and monitoring tool, train women SMEs, conduct twinning of women SMEs, create a virtual market place, and design a training platform and roll out trainings for women SMEs through the webinar.

The assignment has 5 phases as follows:

Phase I- Profiling of women businesses

Phase II- B2b Strategy and M&E tools

Phase III- Women SME training in business opportunities and markets access procedures; standards, branding, raw material sourcing, packaging design, branding, manufacturing, quality assurance, and labelling

Phase IV- Development of a market place and twinning/connecting women in business

Phase v: Monitoring and documenting results

3.DUTIES

The firm or consortium will:

- Profile women SMEs across East Africa
- Develop a B2B strategy and monitoring tool to help track transactions from the B2Bs of the number of women SMEs exporting within EAC region and to the global markets
- Carry out twinning of 200 women SMEs throughout the project
- Organize one face to face meeting for women SMEs involved in twinning for the matched businesses
- Develop a virtual market place platform to network, link and connect women SMEs to trade with each other in EAC region
- Train EAWIBP staff on the virtual platform operations and utilization
- Popularize and track transactions in the Virtual Market Place in partnership with EAWIBP staff
- Design a webinar platform
- Train EAWIBP staff on the webinar platform roll out
- Develop Webinar platform Curriculum
- Develop a schedule for conducting twinning and training women SMEs via webinar.
- Facilitate twelve (12) virtual meetings to train women SMEs via webinar

4.EXPECTED OUTPUTS

- The format for profiling of women SMEs developed and presented for inputs.
- Design of B2B strategy and monitoring tool developed and presented for inputs.
- Format for conducting twinning of women SMEs developed and presented for inputs.
- Design of a virtual platform developed, content for training EAWIBP staff, procedure for popularizing and tracking transactions mechanism and presented for inputs.
- Design of a webinar platform, content for webinar curriculum to train women SMEs and EAWiBP staff developed and shared for inputs.
- Develop a schedule for training EAWiBP Staff, training and twinning women SMEs via webinar (from March 2020 to March 2022) developed and shared for inputs.
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5. DELIVERABLES

- Women SMEs profiled
- B2B strategy and monitoring tool developed
- List of women SMEs twinned and report developed with profile of the companies twinned
- One face to face twinning meeting held for women SMEs involved in twinning for the matched businesses and report generated
- Virtual platform developed and EAWIBP staff trained on the virtual platform operations and usage
- List of transactions tracked, Virtual Market Place popularized and reports generated

- Webinar platform designed and curriculum developed
- 12 virtual meetings held to train women SMEs via webinar platform from March 2020 to March 2022 ;reports of every meeting with list of women trained provided
- EAWiBP staff trained on webinar platform
- Schedule for conducting twinning and training women SMEs via webinar developed.

6. METHODOLOGY

The methodology of the assignment is as follows:

- Requirements Gathering. The firm or consortium is expected to meet EAWiBP and TMEA teams to understand the needs that lead to this assignment so as to develop a suitable solution. An initial assessment report to EAWiBP will be the main deliverable. Among other deliverables the report should highlight are key components that will be included in the format for profiling women, B2B strategy and monitoring tool, Twinning, virtual platform, Popularizing and tracking transactions, webinar design and curriculum.
- The development should only start after EAWiBP is satisfied with the designs.
- Validation and testing of the virtual platform and webinar.
- Training of Users and Administrator.
- Deployment and support.

7. TIMEFRAME

The assignment is expected to last for a maximum of 70 days spread out to 3 years.

Assignment	Days
1. Requirements Gathering	7
2. Design Development	30
3. Design and content development	60
4. Validation and Testing	45
5. Deployment	7
6. Training of EAWiBP staff	2
7. • Profile women SMEs.	
• Training women SMEs	45

- Twinning of Women SMEs.
- Face to face twinning meeting.
- Popularizing and tracking transactions in the Virtual Market Place. (Digital marketing and audit trails)

Total number of days **196**

8.COORDINATION

The firm or consortium shall be supervised by project leaders from EAWiBP, East African Business Council and TradeMark East Africa.

9. REPORTING

The firm or consortium will report to, the EAWiBP Coordinator.

10. REQUIRED SKILLS AND EXPERIENCE

The firm or consortium should be legally registered in any East African Community country.

(a) Technical Requirement for the Development of the Virtual Platform and Webinar

1. At least 3 members of the team should have degrees in the Information Technology, Computer Science, Computer Engineering or any other related course from an Accredited University.
2. The company should have proven experience in the development of E-commerce web development, websites, portals, web applications and digital and social media marketing, and for at least 3 years; and should have done at least 3 similar assignments in the last 3 years.
3. The team composition should have at least one Web Designer and One front end developer and one back end developer.

4. The developers should be conversant with open-source web technologies and proficient in any of the following: PHP, Java, HTML, CSS, JavaScript, MySQL, PostgreSQL, MVC frameworks, Git and have minimum 3 years' experience
5. Team should also have a Project Manager with 5 years' experience in managing similar projects
6. Team should also have a system analyst with minimum 3 years' experience
7. Team should also have a system tester with minimum 1 year experience
8. Should have filed for tax returns for at least the past 2 years
9. Specific and in-depth expertise in any content management system, preferably one that can be easily scaled to integrate with mobile applications, payment systems, emailing system and social media.

(b) Technical requirements for B2B strategy and monitoring tool, profiling, twinning and training experts

1. Lead consultant Must have a Master's Degree in Education, Trade, Economics, Development studies, Business Administration or any other related field
2. At least 3 members of the team should have degrees in Education, Trade, Economics, Development studies, Business Administration, Information Technology or any other related field.
3. Minimum of 5 years' experience in profiling, twinning and training
4. Demonstrate experience in profiling, twinning and training of women in trade and business associations within EAC, with references from at least 3 organizations for which similar work has been conducted.
5. Excellent communication skills and Reporting Skills.
6. Demonstrate understanding of issues of women in business in EAC, SMEs and trade.

11.MODE OF PAYMENT

Time	Amount to be paid
Upon submission of the inception report	20% of the total amount
Upon submission of the draft report	35% of the total amount
Upon approval of the final report	45% of the total amount

12. APPLICATION PROCESS

The firm or consortium is requested to submit a technical proposal containing CVs with academic and professional/ training certificates of the proposed team and financial proposal to the EAWiBP/EABC not later than Friday 10th January, 2020. The application should be addressed to procurement@eabc-online.com and copy ngitonga@eabc-online.com and ngitonga@eawibp.org clearly marked “CONSULTANCY TO SUPPORT EAWiBP TO IMPLEMENT OUTCOME 2 COMPONENT OF ITS WORKPLAN”

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