



TERMS OF REFERENCE

PR/Media Consultant for Supporting Women's Participation in Underrepresented Sectors Programs Delivery support.

1. Introduction and background

1.1. About SNV-Netherlands Development Organisation

About SNV: SNV is a global development partner driven by a vision of a better world: a world where across every society, all people live with dignity and have equal opportunities to thrive sustainably. SNV aims to make this a reality through its mission to strengthen capacities and catalyse partnerships in the 20+ countries its staff are rooted in. By doing so, all SNV works towards systems transformation, and builds capacities for a long-lasting impact beyond project finalisation. Inspired by the transformational principles and objectives set out by the Sustainable Development Goals (SDGs), and SNV is committed to building resilient agri-food systems that deliver food security and adequate nutrition; increasing the reliability and availability of water and sanitation at an acceptable quantity and quality; improving access to affordable and sustainable energy for all. In doing so, SNV aims to strengthen institutions, markets, and effective governance within these spheres, reducing gender inequalities and barriers to social inclusion and enabling adaptation and mitigation to the climate and biodiversity crisis.

1.2. Background to TEI IYBA-SEED Project

"IYBA-SEED" is part of the third Building Block of the Team Europe Initiative "Investing in Young Businesses in Africa", supporting entrepreneurial ecosystems and ecosystem actors, with a special emphasis on improving their support to women and young entrepreneurs.

IYBA-SEED is a European multi-partner programme that mobilises resources and expertise for greater efficiency and impact. IYBA-SEED is funded by the European Union and the French, German and Slovak governments, and implemented by five agencies: Expertise France (France), Enabel (Belgium), GIZ (Germany), SAIDC (Slovakia) and SNV (Netherlands).

It contributes to building resilient economies and creating decent jobs for young people and women, by strengthening entrepreneurial ecosystems and improving access to development services for businesses in the (pre)seed phase, in promising sectors such as the agriculture and agribusiness, tourism, mobility, digital, finance, creative and cultural industries, green and circular economy. IYBA-SEED works in partnership with 5 countries: Benin, Kenya, Senegal, South Africa and Togo.

IYBA SEED in Kenya: In Kenya, GIZ has the role of Country Lead and is complemented by SNV and SAIDC as Deputy Country Lead in the implementation of the program. Together, these organizations collaborate closely to foster the growth and sustainability of women and youth-led businesses in Kenya, leveraging their respective expertise and networks to maximize impact in promising sectors such as the green and circular economy, agriculture, blue economy, digital, infrastructure development, financial services, and manufacturing sector etc.

IYBA-SEED Targets: Players in the entrepreneurial ecosystems of the partner countries are support structures, funding players, institutional partners, public agencies, innovation clusters, incubators and accelerators, academic networks, foundations, civil society players, etc. Young people and women are the indirect beneficiaries of the project.

The primary participants of the project are referred to as “SEED beneficiaries” are defined as below:

- 1) as businesses and entrepreneurs in the very early (i.e. pre-seed) and early (i.e. seed) stages of business development,
- 2) led by young entrepreneurs (18-35 years old) and
- 3) women entrepreneurs.

The **overall objective of IYBA-SEED** is to contribute to creating decent jobs for women and youth and resilient economies by strengthening entrepreneurial ecosystems in several sub-Saharan countries so that they can increase access to Business Development Services (both financial and non-financial) for SEED beneficiaries.

The specific objectives (SO) are:

- SO1: To improve access for SEED beneficiaries to Business Development Services (both financial and non-financial) provided by Entrepreneurial Ecosystem Actors (EEAs) through strengthened entrepreneurial ecosystems (both nationally and internationally).
- SO2: To contribute to a business environment (rules, regulations, and policies) which is conducive to the creation and growth of SEED beneficiaries.
- SO3: To promote an inclusive entrepreneurial culture that encourages women and youth to create and grow SEED beneficiaries.
- SO4: To improve access for EEAs, SEED beneficiaries and other stakeholders to information about Entrepreneurial Ecosystems and approaches to Entrepreneurial Ecosystem Strengthening.

1. Purpose of the assignment

Despite increased efforts to promote gender equality, women remain underrepresented in several sectors, especially those perceived as male dominated. The **IYBA-SEED Program** aims to encourage women's participation by creating events for knowledge sharing, networking, and mentorship, while highlighting successful women role models through events, programs, and media campaigns.

The purpose of this consultancy is to support initiatives aimed at promoting women's participation in sectors where they are traditionally underrepresented. The consultant will support relevant ecosystem actors (ESOs and Business associations) in designing and executing strategies to create sector-based events, promote networking and mentorship, and showcase women role models in male-dominated fields through media and public events.

The intervention is focused on two primary activities:

- **Activity 1a:** Creation of a sector-based events to foster knowledge sharing, networking, and mentorship for women entrepreneurs
- **Activity 1b:** Identify and profile successful women, who will be role models and mentors in the business/entrepreneurial ecosystems
- **Activity 2:** Facilitate Women role models in male-dominated sectors through public events, programs, and media, and disseminating their success stories to inspire and inform women led enterprises.

2. Objectives of the Assignment:

The selected PR/Media Consultant will be responsible for:

- Developing and executing a media strategy that promotes women's participation in sectors where they are underrepresented
- Designing and facilitating a sector-based (6-9) dialogue events for women entrepreneurs to share knowledge, network, and receive mentorship.
- Showcasing and promoting female role models through social media channels to highlight their contributions and inspire others to follow in their footsteps.
- Aggregating and disseminating success stories of women breaking barriers in male-dominated sectors, using creative storytelling technique through various media events.

Activity 1: Creation of a sector-based events to foster knowledge sharing, networking, and mentorship for women entrepreneurs

a. Scope of Work:

The Consultant will be responsible for carrying out a series of tasks, with a key focus on collaborating with Business Associations (BA) in Kisumu, Uasin Gishu, and Nakuru Counties to organize impactful events that promote women's participation in sectors where they are underrepresented.

▪ Design and Planning: Supporting / together with the BA ...

- Identify and profile successful women, who will be role models and mentors in the business/entrepreneurial ecosystems
- develop a comprehensive strategy and plan for sector-based dialogue event including existing initiatives/support organizations, objectives, target audiences, themes, and formats.
- Identify key sectors where women are underrepresented but have significant potential and appeal for women entrepreneurs, despite challenges in gaining acceptance.
- Outline the methodology for conducting dialogue events, ensuring it incorporates interactive and participatory elements.

▪ Implementation: Supporting / together with the BA ...

- Organize and facilitate a series of sector-based dialogue events ensuring engagement from a diverse group of stakeholders, including women entrepreneurs, and industry experts.
- Coordinate with relevant partners and stakeholders to ensure successful execution of the events.
- Provide a framework for networking and mentorship opportunities within each dialogue platform.

▪ Knowledge Sharing: Supporting / together with the BA.

- Develop and deliver content that addresses the specific needs and challenges faced by women entrepreneurs in the selected sector, and that highlights specific capacities/ contributions that women bring to the sector
- Ensure that the content includes best practices, success stories, and actionable insights for participants.
- Create and distribute materials (e.g., reports, toolkits) that summarize the discussions and key takeaways from each event.

▪ **Monitoring and Evaluation: Supporting / together with the BA ...**

- Design and implement a monitoring and evaluation framework to assess the effectiveness and impact of the dialogue events.
- Collect feedback from participants and stakeholders to continuously improve the events.
- Prepare and submit comprehensive reports on the outcomes of the events, including recommendations for future initiatives

b. Deliverables:

1. **Strategy and Plan Document:**

- A comprehensive plan outlining the organization and execution of sector-based dialogue events, including timelines and resource needs.

2. **Dialogue Events:**

- Implementation of 6 to 9 dialogue events focused on sector-based knowledge sharing. Each event will be followed by a report summarizing key discussions, outcomes, and participant feedback.

3. **Knowledge Sharing Materials:**

- Development of materials such as presentations, reports, and toolkits to support the dialogue events.

4. **Monitoring and Evaluation Report:**

- A detailed evaluation report assessing the effectiveness of the dialogue events, including feedback from participants and suggestions for future improvements.

c. Indicators:

Intervention	Activity	Period	Micro Indicator	Corresponding logframe Indicator	Comment	Target	Verification Sources
KE-9	Support initiatives to promote women participation in sectors where they are underrepresented	April 25- November 26	Increase in the number of youth and women seeking information on entrepreneurship in the counties	SO3a Youth and women seeking information		Baseline: 0 Target -2026 20%	Regular surveys (deep dive, mid-term, final-2026) among the key identified AoEEs in a given ecosystem (according to their mandate, capacities to collect and report data, reflecting the diversity of stakeholders in the ecosystem), show a percentage increase in turnout and demand for their offers from women and young people (i.e. outreach and information sessions or online contents and applications by AoEEs as well as formal enrollment in BDS). AoEEs should provide proof on how they monitor and disaggregate turnout.
KE-9	Act. 1: Create/Enhance a sector-based dialogue platform for knowledge sharing to support networking and mentorship for women entrepreneurs	May 25- November 26	Number of participants to one-day conference on specific sectors organised in the different counties	OTP3.1a # of Individuals reached by entrepreneurial culture promotion products	Use SIA to avoid double-counting whenever possible.	Baseline: 0 Target: 2026 – 1.250 Mio people (BJ: 200,000; KE: 150,000 ; SN: 200,000; TG: 200,000; ZA: 500,000)	Internal project reports. Data coming from the IYBA-SEED social media and platform will be directly collected by the communication officer and communicated to the country teams using Google Analytics and IYBA-SEED platform back office. For other sources of data will be collected by the country teams with the support of other stakeholders/partners involved in dissemination activities

							(traditional media, influencers, experts, partners relaying information on their websites or in specific events).
KE-9	Act. 1: Create/Enhance a sector-based dialogue platform for knowledge sharing to support networking and mentorship for women entrepreneurs	May 25- November 26	Number of participants to sessions dedicated to the presentation of specific knowledge products	OTP4.2a # of individuals accessing knowledge products	Major contribution to 3.1a, but could also to some extent contribute to 4.2a. Knowledge products on market prospects, mentoring approaches, and other studies carried out on targetted sectors and women entrepreneurship	Baseline: 0 Target: 2026 –2,850 (BJ: 1,000; KE: 100; SN: 500; TG:	Internal project reports. Data coming from the IYBA-SEED social media and platforms will be directly collected by the communication officer and communicated to the country teams using Google Analytics and IYBA-SEED platforms back office. For other sources of data will be collected by the country teams with the support of other stakeholders/partners involved in dissemination activities (traditional media, influencers, experts, partners relaying information on their websites or in specific events).

Activity 2: Facilitate Women role models in male-dominated sectors through public events, programs, and media, and disseminating their success stories to inspire and inform women led enterprises.

a. Scope of Work:

- **Identifying Role Models:** Collaborate with sector experts to identify women excelling in traditionally male-dominated fields across various industries.
- **Content Creation:** Develop high-quality, engaging content such as interviews, videos, articles, and social media contents to highlight the achievements of these role models. The content will reflect the significance of their contributions and inspire others.
- **Event Organization and Promotion:** Partner with ecosystem actors and business associations to organize events that feature female role models. Provide live or recorded event coverage, including interviews and highlights, to maximize media exposure through strategic collaborations with influencers and media outlets.
- **Strategy Development:** Create a comprehensive media strategy that outlines objectives, key messages, target audiences, and the best media channels to showcase the role models. This includes identifying relevant events, programs, and social media forums for promotion.
- **Social Media Strategy:** Design and implement a social media plan that consistently highlights female role models, featuring content for IYBA SEED's social media channels and partner events. Use outlets like Facebook, LinkedIn, and YouTube to engage a wide audience and generate discussions on women's achievements in male-dominated sectors.
- **Success Stories Aggregation and Dissemination:** Collect success stories through interviews, event reports, and articles, and distribute these through blogs, media channels, and influencer partnerships. Ensure that each event and story is well-documented to showcase the impact of the initiatives.

b. Deliverables:

1. **Media Strategy Document:**
 - A strategic plan detailing the approach for showcasing female role models, including selected media channels, content creation plans, and timelines.
2. **Content Outputs:**
 - Creation of various content pieces like blogs (Per event), interviews, and video profiles (12) that highlight female role models in male-dominated sectors, as well as social media campaigns to promote their achievements.
3. **Event Coverage Reports:**
 - Media coverage of 12 female role models, including live or recorded content and post-event summaries.
4. **Success Stories blogs articles**
 - Regular blog articles or reports aggregating success stories and challenges of women in underrepresented sectors, providing updates and inspiring content.

- **Monitoring and Evaluation Report:** A final report evaluating the impact of media coverage, including metrics on engagement, audience feedback, and recommendations for future initiatives.

c. Indicators

Intervention	Activity	Period	Micro Indicator	Corresponding logframe Indicator	Comment	Target	Verification Sources
KE-9	Act. 2: Showcase female role models, participating in male dominated fields, in events, programmes, and through (social) media, including aggregation and dissemination of success stories	April 25-April 26	Number of individuals reached by videos showcasing supported role models through their communication channels and project's communication channels and	OTP3.1a # of Individual reached by entrepreneurial culture promotion products	Type of data on individuals reached by social media of roles models to be clearly asked from the start	Baseline: 0 Target: 2026 – 1.250 Mio people (BJ: 200,000; KE: 150,000 ; SN: 200, 000; TG: 200,000; ZA: 500,000)	Internal project reports. Data coming from the IYBA-SEED social media and platform/event will be directly collected by the communication officer and communicated to the country teams using Google Analytics and IYBA-SEED platform/event back office. For other sources of data will be collected by the country teams with the support of other stakeholders/partners involved in dissemination activities (traditional media, influencers, experts, partners relaying information on their websites or in specific events).

5. Duration and Timeline:

The consultancy is expected to start on **February 2025** and conclude by **September 2026**. A detailed timeline with milestones and deadlines will be developed in collaboration with the selected PR/media consultant.

6. Qualifications for the Media Partner/Consultant

General Expertise:

- Proven experience in media relations, content creation, and social media management, especially in the context of entrepreneurial ecosystems and gender issues.
- Expertise in showcasing individuals and storytelling through various media channels.
- Strong connections with media outlets, influencers, Business organizations (BA) and Enterprise support organizations (ESOs))
- Experience in producing high-quality, engaging content that aligns with the objectives of programs like IYBA-SEED.
- Proven ability to monitor and evaluate media impact and similar initiatives.

Specific Experience & Knowledge:

- Demonstrated understanding of female entrepreneurship, particularly in Kenya, including an analysis of external and internal barriers women face in underrepresented sectors.
- Extensive experience supporting women entrepreneurs, facilitating dialogue events, and managing sector-based initiatives.
- Experience with managing partnerships, multi-stakeholder collaborations, and diverse expert teams on common projects.
- Familiarity with international donor requirements (EU, AFD) and cooperation agencies (GIZ, SNV, SlovakAid).
- The service provider may apply as a sole firm or consultant, or they can collaborate with other providers to jointly undertake both activities outlined in the list of Specific Experience & Knowledge.

Leadership & Project Management Skills:

- Project leadership with at least 10 years of experience in supporting women entrepreneurs through various programs in Kenya
- Strong organizational and project management skills, including experience organizing events, public speaking, and facilitation.
- Marketing skills and a demonstrated ability to create and develop content related to female entrepreneurship.
- Capacity to engage media, mobilize networks, and manage press relations.

Technical Expertise:

- At least 5 years of experience in the audiovisual sector or equivalent, with a focus on the creation, production, and distribution of content.
- Expertise in planning, financing, and executing content creation projects in collaboration with creative and technical teams.

- Knowledge of the cultural and production landscape.

Additional Considerations:

- Ability to engage with diverse stakeholders and adapt to various sectors within the entrepreneurial ecosystem.
- Experience in monitoring and evaluating project and media outcomes to ensure alignment with program goals.

7. Application Process

1. A proposal detailing their interpretation of the above TORs including, work schedule and a detailed plan of activities.
2. Financial proposal in Kshs (must be inclusive of all applicable taxes in Kenya)
3. Detail Curriculum Vitae which should include samples of previous similar consultancy work.
4. Three references – (should include recent clients – not more than two years old)
5. Company registration certificate
6. Local office operating license
7. Tax compliance and PIN certificate

8. How to apply.

Please note: For **any additional questions**, kindly reach out to kenyahr@snv.org by **Friday, 15th November 2024**.

to the following email address. with the subject line:” **Procurement of a PR/Media Consultant for Supporting Women’s Participation in Underrepresented Sectors Programs Delivery support**”. Separate technical and financial proposals should be sent by uploading the documents via the **“I’M INTERESTED”** button on the advert to be received by **Monday 25th November 2024, 1700hrs (EAT)**. The financial proposal needs to be separated for the two phases, with totals, and statutory deduction mentioned separately. Only short-listed firms will be contacted for an interview.

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