



Cherie Blair
**FOUNDATION
FOR WOMEN**

Terms of Reference
**Short term consultancy to
develop online business training
content**
March 2020



When women entrepreneurs have the support and opportunities to thrive, the future is transformed. **Businesses flourish. Communities prosper. Attitudes shift. Economies grow.**

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.

1. Background

The Cherie Blair Foundation for Women (the Foundation) provides support to women entrepreneurs globally, using a variety of bespoke programmes and services designed to boost women's business skills and confidence, including:



HerVenture is a mobile learning app that provides essential business training and support, enabling women to access skills-building information 'on the go'. **In 2019, 17,535 women entrepreneurs downloaded the app across Nigeria, Indonesia and Vietnam, increasing the number of women entrepreneurs who benefitted from the app to 18,890.** In 2020 the app will be launched in Kenya and the Foundation has plans to scale the app's outreach in Nigeria, Indonesia and Vietnam. The app teaches business skills such as marketing, finance and operations in bite-sized chunks. Please see appendix 1 for the learning content of HerVenture.



Road to Growth is a training and development programme designed to build business skills and financial literacy through face to face and online learning tools. **With programmes implemented in Nigeria and Mexico, Road to Growth has supported around 1,980 women entrepreneurs to date, 980 of which graduated from our programme in 2019.**



Mentoring Women in Business matches women entrepreneurs in low-middle income countries with mentors around the world for one year, to achieve their business goals. **In 2019, we supported 1,000 women entrepreneur mentees through this programme, increasing our total global reach to 7,500 mentees and mentors in over 105 countries.**

In 2020, the Foundation will strengthen, scale and replicate our HerVenture and Road To Growth learning programmes in various countries: In Nigeria, Vietnam and Indonesia, we take a three-phased approach providing a full learning journey to over 25,000 women entrepreneurs leveraging our HV, R2G and Mentoring programmes. In Kenya, we are preparing to launch the HerVenture app with an ambition to deliver the full learning journey depending on funding availability.

2. Purpose and scope of the consultancy

The purpose of this consultancy is to support the Foundation in adapting existing content in our training curriculums, as well as designing and developing new content that can be integrated with the existing content. The content and curriculum changes are expected to vary in scope and focus, depending on the requirements of the women entrepreneurs who will be using the Foundation's learning platforms. However, all of these changes will aim to support women entrepreneurs' learning journey to strengthen their business knowledge, skills and confidence needed to create and manage a successful business.

Any changes to the curriculum and learning content will be informed by research that the Foundation will undertake to ensure it appropriately responds to the training needs of the target audience. Examples of content and curriculum changes that may be made to our curriculum include:

- Adapting case studies within HerVenture and Road to Growth, ensuring that they are relevant and appropriate for the target audience.

- Reviewing our existing curriculum to ensure the material is relevant for the local context when rolling out our learning curriculums in new geographies.
- Designing new learning track, based on the needs of the target segment, such as e-commerce for HerVenture.

Although the curriculum and content changes will vary depending on the training needs, the consultant's contributions are expected to include:

1. Review training needs assessment research and collaborate with the Foundation to design and develop any adaptations or additions to the learning curriculum. *(Note: The consultant may build on existing materials used by the Foundation and our local partners in the countries where we work, as relevant.)*
2. Develop the content of the course material, organised in coherent modules and lessons and related assessment tools to gauge participants' learning.
3. Collaborate with the Foundation's technology partner to integrate any changes or new content into the existing learning curriculum.
4. Develop a comprehensive trainer's manual with instructions on how to deliver the curriculum.
5. Design, develop and deliver a Training of Trainers (ToT) on the adaptations to the learning curriculum.
6. Refine the curriculum and corresponding course materials after an initial user testing phase, as needed.

Please note, as the content and curriculum change requirements may be ad hoc, this consultancy would be on a needs' basis, and structured as a call down contract.

3. Deliverables

As the deliverables may vary for each piece of work, the Foundation will collaborate with the consultant to establish a clear scope of work and deliverables for each project. However, broadly the deliverables will be:

- Initial kick-off meeting/call with the Foundation to agree the scope of work and the ways of working under this model of a call down consultancy
- Content and curriculum development plan with clear timelines and sample training material
- Draft curriculum and related course materials
- Finalise curriculum and related course materials
- Training of Trainers on the enterprise development curriculum and delivery, and trainer's manual

The due dates for all deliverables will be finalised by the consultant with the Cherie Blair Foundation for Women prior to contracting.

Please note that all deliverables must be developed in **English**.

4. Scoring criteria for consultant selection

Criterion	Details	Weight
Experience of designing training courses for women's enterprise development	A record of designing and developing enterprise development training courses in English, especially for women.	40%
Experience working on women's entrepreneurship	In-depth expertise on women's entrepreneurship in developing and emerging economies in general, and in Kenya, Nigeria, Vietnam or Indonesia in particular.	25%
Proposed methodology	The consultant must display the ability to clearly explain how they would approach the design and adaptations to any curriculum. The consultant must work in consultation with the Foundation and its local partners in countries where the Foundation works.	25%
Financial proposal	The consultant must provide their day rate.	10%

4. Timeframe

The consultancy is expected to commence in April 2020 and run until December 2020.

5. Payment terms

The payment terms will be finalised with the consultant prior to contracting. Please note that the Cherie Blair Foundation for Women does not make advance payments.

The consultant is expected to provide her/his own office space and working equipment. In addition, the consultant is expected to cover the cost of insurance, travel, communication and any expenses associated with the consultancy within the available budget.

6. Instructions for submission

All submissions must be sent to recruitment@cherieblairfoundation.org by **17:00 GMT on Monday 23 March 2020**. Please use 'Content and Curriculum Design' as the subject title of your email application.

Prospective consultants are expected to submit technical and financial proposals in English including the following:

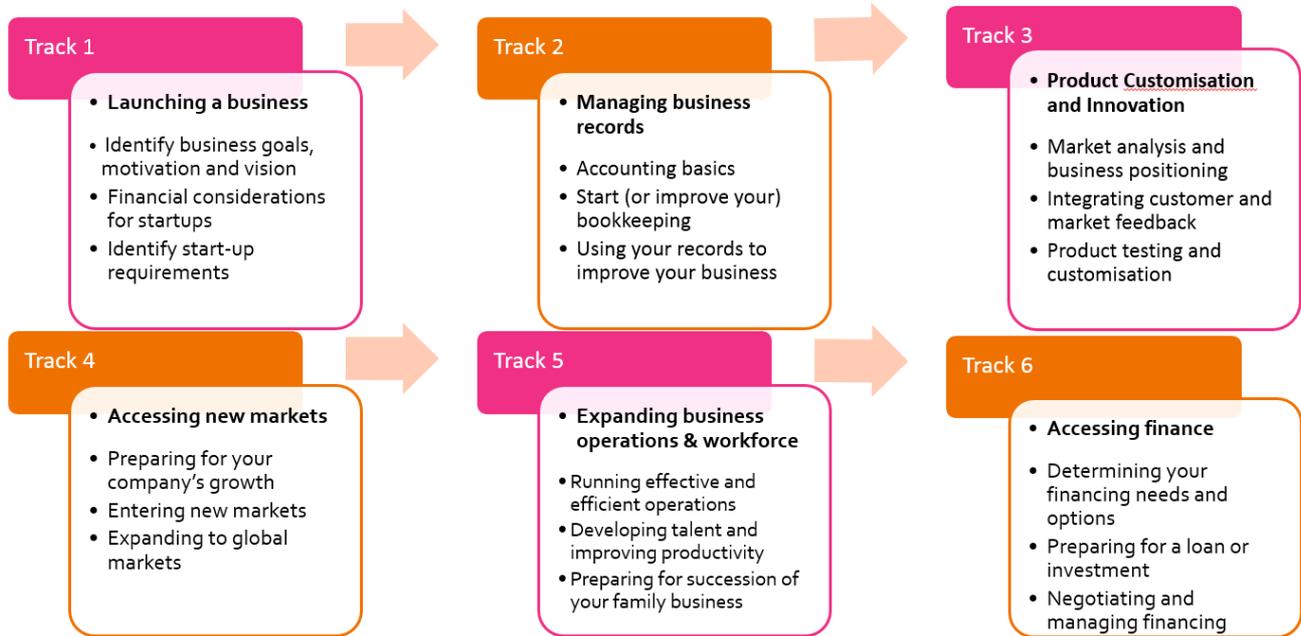
- Profile of consultant/firm, clear demonstration of previous experience in developing women's entrepreneurship curricula
- Understanding of the Terms of Reference
- Approach and methodology
- Proposed day rate in GBP and inclusive of VAT

Appendices to the proposal must include:

- CVs of the consultancy team
- Three references from similar projects undertaken by the consultant, including e-mail contacts and phone numbers.

Questions and clarifications regarding the Terms of Reference should be sent to:
recruitment@cherieblairfoundation.org.

Appendix 1: HerVenture learning content



Appendix 2: Road to Growth blended learning curriculum

