Terms of Reference
MEL expert on Women’s Entrepreneurship Development
June 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’. The app teaches business skills such as marketing, finance and operations in bite-sized chunks.

**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.

**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 2020, the Foundation will strengthen, scale and replicate our HerVenture (HV), Road To Growth (R2G), and Mentoring Women in Business programme in Vietnam and Indonesia under our programme WEAVE. **WEAVE** is an innovative project which will provide a full learning journey experience through a three-phased learning journey, which starts with users learning through **HerVenture**[^4], the Foundation's micro-learning app.

This first learning phase through HerVenture is followed by **Road to Growth**[^2], a blended learning phase. The blended learning phase is followed by business acceleration in which users receive intensive business and personal development support through the Foundation’s in-house **Mentoring Programme**[^3].

The project aims to meet the following outcomes in Indonesia/Vietnam:

- Support 7,500 women to develop their business management skills through access to a micro-learning app, HerVenture[^4] (Note: The project target is to achieve 7,500 downloads and out of this number, the aim is for 6,000 users to register for the app.)
- Deliver business management and financial literacy training to 180 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.

[^1]: https://herventure.org/
[^2]: www.cherieblairfoundation.org/roadtogrowth
[^3]: https://cherieblairfoundation.org/mentoring-get-involved-2/
[^4]: www.cherieblairfoundation.org/herventure
• Provide one to one mentoring support to 63 of the 180 women entrepreneurs over a six month period, as well as offer access to a global network of subject matter experts and additional learning resources.

The programme, which is jointly funded by USAID and Qualcomm Wireless Reach, was launched in May 2020 and is currently in the inception phase. During the inception phase, we aim to develop a detailed Monitoring, Evaluation and Learning plan.

2. Purpose and scope of the consultancy

The purpose of this consultancy is to lead the development of a Monitoring, Evaluation and Learning (MEAL) plan and framework for WEAVE. This is an interim, short-term contract for a MEAL expert to support the Foundation’s MEAL work on the WEAVE programme. The consultant will work closely with the Foundation’s Programmes Team and our local delivery partners in Indonesia and Vietnam.

Specifically, this includes:

• Developing a MEAL plan and framework, including identifying clearly defined objectives, indicators, data collection methods and frequency, reporting processes and other data management processes.
• Developing indicators for each stage of the programme aligned with Foundation’s MEAL objectives as well as USAID IGNITE and W-GDP.
• Work with the programme teams and local delivery partners to set targets for each indicators.
• Review and adapt existing data collection tools, such as baseline surveys for all phases of WEAVE.
• Establishing data gathering and reporting protocols for efficient reporting and tracking of our progress against the programme’s baseline and targets.
• Ensuring the MEAL plan and framework incorporates the monitoring objectives and expectations for all project stakeholders, including the Foundation as the implementing organisation, as well as our multiple donors.
• Considering how the WEAVE MEAL plan and framework incorporates the Foundation’s wider strategic objectives.

The primary focus of the MEAL plan and framework is to develop a robust framework that will help us track our learning and understand the changes resulting from the project, reflect on progress and achievements, and highlight recommendations for future implementation of WEAVE not only in Vietnam and Indonesia, but also for scaling this model to other countries across Southeast Asia and Africa. The main audiences for this MEAL plan and framework are the Foundation, partners and donors.

The consultant will work in close collaboration with the Foundation and our local partners as required.

Although the maximum budget available for this consultancy is £4,000, we will also be considering which proposals offer the best value for money.
3. Methodology

The consultant should develop a proposal that outlines a clear timeline, approach and methodology for developing the MEL plan and framework for WEAVE.

The proposed methodology will employ (but not be limited to) the following approaches:

- Review of project documents as well as develop good detailed understanding of our HerVenture, Road to Growth and mentoring platforms to familiarise yourself with the type of data gathered, MEL objectives and expectations.
- Consultations with stakeholders.
- Analysing market assessment studies currently being conducted for inputs into MEL framework
- Analysing Foundation’s MEL objectives as well as donor objectives
- Primary data collection using quantitative and qualitative methods as relevant – e.g. surveys, focus group discussions, interviews.

4. Deliverables

The following deliverables are expected during and at the end of the consultancy:

- Initial kick-off meeting with the Foundation and implementation partners to discuss/agree the scope of the MEL plan and framework development.
- A short inception report, which will include proposed methodology for developing the MEL plan and framework, implementation plan, clear timelines, key tasks, and deliverables.
- Presentation of MEL plan and framework to the Foundation at an on-line validation workshop.
- Final MEL plan and framework, including: data collection tools, approaches and frequency and indicators.
- Support in integration of data collection tools into the programmes.
- Handover of MEL framework to foundation team.

The MEL plan and framework must be completed by end July/beginning of August. The due dates for all intermediary deliverables will be finalised by the Consultant with the Foundation prior to the finalisation of the work plan.

In addition to the above, regular check-in calls between the Consultant and the Foundation will be held to update on activities and ensure the plan is developed jointly.

5. Scoring criteria for consultant selection

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Details</th>
<th>Weighting</th>
</tr>
</thead>
<tbody>
<tr>
<td>Experience of designing and</td>
<td>A record of designing and executing monitoring, evaluation and learning systems.</td>
<td>30%</td>
</tr>
<tr>
<td>conducting research and evaluations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------------------------------------</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sound knowledge and understanding of the entire project cycle and the ability to monitor and evaluate the quality of each project stage.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Competencies in data collection and analysis related to socio-economic variables, quantitative and qualitative research.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Experience working on women's empowerment and mobile for development, preferably in Vietnam and Indonesia</th>
</tr>
</thead>
<tbody>
<tr>
<td>Previous experience working on women's economic empowerment, and preferably women’s entrepreneurship, as well as mobile for development projects.</td>
</tr>
<tr>
<td>Previous experience of working on women's entrepreneurship projects.</td>
</tr>
<tr>
<td>Sound knowledge and understanding of the context and key issues related to women’s entrepreneurship in developing and emerging economies.</td>
</tr>
<tr>
<td>Previous work experience in Vietnam and Indonesia.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Proposed methodology</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Consultant must work in consultation with the Foundation to develop the methodology.</td>
</tr>
<tr>
<td>Clear methodology for gathering data on an app-based project, ensuring we have the appropriate data required to measure impact.</td>
</tr>
<tr>
<td>The consultant must display the ability to identify gender-specific approaches and indicators relating to women entrepreneurs and design/develop adapted methods to the local context.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Financial proposal</th>
</tr>
</thead>
<tbody>
<tr>
<td>The most economical proposal that meets the expectations of the work will be selected.</td>
</tr>
<tr>
<td>All the costs related to this consultancy, including travel, must be included in the proposal.</td>
</tr>
</tbody>
</table>

6. Timeframe

The Foundation is looking for the consultant to start immediately, as the MEL Framework and Plan needs to be completed by the end of July. The consultant should suggest how much time is needed to develop the MEL framework and plan as part of the proposal. The Foundation anticipates the consultancy will begin in June 2020.

Please note, the consultant is not expected to work full time over the course of this assignment, but rather providing input over a set number of days to specific deliverables, which will be finalised at contracting stage.

7. Payment terms
The payment terms will be agreed with the consultant at the start of the project.

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.

8. Instructions for submission

All submissions must be sent to recruitment@cherieblairfoundation.org by 09:00 GMT on Wednesday, 17 June 2020. Please use ‘WEAVE MEL Consultant as the subject title to 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:
  - Designing MEL plans and conducting external evaluations
  - Working on women’s empowerment
- Demonstrating a clear understanding of the Terms of Reference
- Proposed approach and methodology
- Suggested timeline for the completion of the MEL plan and framework
- Proposed budget in GBP and inclusive of VAT.

Appendices to the proposal must include:

- CVs of the consultancy team
- Three references from similar training needs assessment projects undertaken by the consultant(s), including e-mail contacts and phone numbers.

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