



Cherie Blair  
**FOUNDATION  
FOR WOMEN**



Terms of Reference  
**Short term consultancy to  
translate online business  
training content**

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'. **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 scaling and replicating our Road to Growth training curriculum into new countries – Vietnam and Indonesia. This will require translating all of the current training material, including short training videos, case studies and other learning content from English into the local languages – Vietnamese and Bahasa. The consultancy may deliver either or both languages.

The source material will include the following formats:

- Microsoft Word and Excel files
- Transcriptions of video material (videos will be provided for reference)
- Other content

All source material will be accessible through our Translation Management System (Crowdin) for which access will be provided. The TMS supports translation of the website content through

the pages on the website. This allows the translator to review the translated text in situ on the website allowing for layout and contextual issues to be addressed immediately.

Training on the use of the Translation Management System (Crowdin) will be provided on commencement of the project.

The consultant will be required to work closely with the Foundation’s Programme team and our local implementing partners who will monitor progress and assure the quality of the translated content.

Please note, the Foundation is in the process of developing an overview of all the material that will require translation. The consultant will have access to this overview once they have been selected.

Approximate quantity of source text is provided (per language):

Content	Quantity (words)	Format
Video transcript	20000	Excel via TMS
Video embedded text	3200	Excel via TMS
Website content	2000	TMS
Website fixed text	2000	TMS
Word/Excel documents	2000	TMS

### 3. Deliverables

The Foundation will collaborate with the consultant to establish a clear scope of work and agree the deliverables. However, broadly the deliverables will be:

- Translated Word and Excel files files
- Translated transcriptions of video material
- Other content

All translated material must be entered or uploaded into our Translation Management System (Crowdin) for which access will be provided.

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 the agreed local languages where we are implementing our projects.

### 4. Scoring criteria for consultant selection

Criterion	Details	Weight
<b>Experience of translating training courses for women’s enterprise development</b>	A record of translating training courses dealing with women’s enterprise development, from English into Vietnamese or Indonesian.	30%

<b>Experience working with NGOs</b>	Experience working with NGOs, in particular in Vietnam or Indonesia.	10%
<b>Proposed methodology</b>	<p>The consultant must display the ability to clearly explain how they would approach the translation and adaptations to any curriculum.</p> <p>The consultant must work with the Foundation's choice of Translation Management System. This is expected to be the Crowdin system. The consultant should describe their experience of using a Translation management System.</p> <p>The consultant must work in consultation with the Foundation and its local partners in countries where the Foundation works.</p>	30%
<b>Financial proposal</b>	The consultant must provide their rate for translation.	10%
<b>Availability</b>	The consultant must provide their availability for the project based on the timeframe and their availability to provide support after the project has completed.	20%

## 5. Timeframe

The consultancy is expected to commence in June 2020 and run until September 2020.

The consultancy is expected to delivery an initial translation of the main body of material between June and July.

After the main body of material has been translated, integrated into the system and reviewed, the consultancy is then expected to provide support for smaller volumes of miscellaneous and ad hoc material. This will address any quality issues following review and also deal with feedback from our partner network. This may also address content that was not included in the initial translation.

Beyond this project, the consultancy may be required to provide translations, to address quality issues and feedback, and when the programme is changed or extended.

## 6. 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, equipment, communication and any expenses associated with the consultancy within the available budget.

## **7. Instructions for submission**

All submissions must be sent to [recruitment@cherieblairfoundation.org](mailto:recruitment@cherieblairfoundation.org) by **17:00 BST on Monday, 22<sup>nd</sup> June**. Please use 'Translation Consultant' 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 translating training curricula
- Understanding of the Terms of Reference
- Approach and methodology
- Proposed rate in GBP and inclusive of VAT

Appendices to the proposal must include:

- CVs of the translation 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](mailto:recruitment@cherieblairfoundation.org).

## Appendix 1: HerVenture learning content



## Appendix 2: Road to Growth blended learning curriculum

