Call for Expressions of Interest

Training delivery partner for the HerVenture programme in South Africa

November 2020
When women entrepreneurs have the support and opportunities to thrive, the future is transformed. Businesses flourish. Communities prosper. Attitudes shift. Economies grow.

The Cherie Blair Foundation for Women helps release the potential of women entrepreneurs in low and middle income countries, and close the global gender gap in entrepreneurship. Since the Foundation’s inception in 2008, it has directly supported over 175,000 women across more than 100 countries. Through its combined approach of programmatic delivery and advocacy, the Foundation supports women to start and grow successful micro, small and medium businesses, with training, technology, mentoring and networking at the heart of its work. This opens doors to finance, markets, contacts and more, and enables women to create better futures for themselves and their families, enable their communities to prosper, contribute to strong economies, and move the world in a whole new direction.

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. 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.

www.cherieblairfoundation.org
1. Background

The Foundation is looking to recruit a delivery partner to provide on-ground implementation support for its HerVenture project in South Africa. Since its launch in 2018, the HerVenture mobile learning application has supported over 30,000 women entrepreneurs in Vietnam, Indonesia, Nigeria and Kenya.

In this pilot programme, the Foundation will support the women entrepreneurs in South Africa to develop essential business skills via our HerVenture micro-learning app.

The Foundation will work alongside our delivery partner to develop an innovative dissemination strategy to expand the reach of HerVenture amongst women entrepreneurs in the region.

HerVenture is a mobile learning app that supports women entrepreneurs to access the skills, confidence and networks they need to grow their businesses. It features seven learning ‘tracks’ on a range of needs, including launching a business, product innovation and expanding market access. In response to challenges posed by Covid-19, the app will soon launch an 8th learning track focusing on digital marketing, which will help women entrepreneurs build skills to market and sell their products and services online.

HerVenture allows users to customise their learning journey to focus on the topics that are most relevant to them. Content is provided in bite-sized, easily digestible formats such as swipe-able cards and quizzes which can also be accessed offline. The app allows users to find and connect with each other, as well as learn about local business events.

Subject to findings of the market assessment and identified needs of women entrepreneurs, the project aims to meet the following outcomes (numbers of participants and project specifics are TBC):

- Support women to develop their business management skills through access to a micro-learning app, HerVenture.

Geographic Focus

The programme will benefit women across South Africa, however it is expected that the geographic focus will be on areas with higher level of mobile use.

2. Scope of work

A thorough market study to assess the entrepreneurial ecosystem in South Africa will be conducted to help us understand the profile of women owners of small and growing businesses, the financial and non-financial barriers they face as entrepreneurs, and how the HerVenture project could be used to overcome these barriers. The Cherie Blair Foundation for Women,  

1 www.cherieblairfoundation.org/herventure
with input from the selected partner, will tailor the existing application to meet the needs of South African women entrepreneurs during a co-design phase.

The scope of work is described in the sections below. Note that specifics including participant numbers are subject to revision and to be confirmed with the donor and the partner during the project design phase.

**Marketing and user support of the HerVenture learning app**

- Implement an innovative strategy to promote and disseminate the app to women entrepreneurs. Adapt dissemination strategy as required, to ensure maximum reach.
- Scale the adoption of the app by a minimum of 2,000 women entrepreneurs.
- Serve as the key contact point for initial user support (for example, this may include guiding users on how to create their profile within the app, or how to navigate through the app content).

**Monitoring, evaluation and communications**

- Participate in consultations with the Foundation on design of M&E system.
- Track progress and achievements on performance indicators, which includes collecting regular feedback from participants and key stakeholders.
- Facilitate access to project data for baseline and end line studies (conducted by external consultants).
- Facilitate access to programme beneficiaries to support production of communications materials

**Reporting**

- Produce periodic narrative reports and financial reports.
- Produce a final report, including review of results, lessons learnt and recommendations for future interventions.
- Provide regular updates on the project in bi-weekly calls.
### 4. Scoring criteria for consultant selection

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<th>Criterion</th>
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| Understanding and experience of implementing entrepreneurship development and investment readiness programmes in South Africa | A record of designing and implementing high quality projects on enterprise development and investment readiness.  
Experience of and ability to operate in South Africa.  
Access to a network of women entrepreneurs in urban and sub-urban areas.  
Experience of working with financial service providers.  
Experience in delivering innovative projects that use mobile technology to support development outcomes – such as through e-learning/mobile applications. | 25%    |
| Understanding and experience of working on women’s economic empowerment   | In-depth expertise in women’s empowerment in low and middle income countries, in particular South Africa.  
Previous experience or understanding of financial inclusion with regard to the target segment. | 25%    |
| Proven ability to conduct ongoing project monitoring to inform regular donor reporting and evaluations | Track record of overseeing project monitoring, including gathering data to inform project delivery and reporting.  
Delivering projects in line with project outputs, outcomes and indicators.  
Desirable: Experience supporting delivery of projects funded by corporate donors. | 10%    |
| Proposed methodology                                                      | The partner must work with the Cherie Blair Foundation for Women to refine the approach.  
The proposal must display the ability to clearly explain how it will go about implementing the required activities.  
The partner must also display the ability to identify unmet needs among women entrepreneurs in South Africa and how they can be addressed through the project. | 30%    |
| Financial proposal                                                        | The most economical proposal that meets the expectations of the work will be selected.                                                                                                                   | 10%    |
5. **Timeframe**

The project is provisionally expected to commence in the Q1 of 2021 for a period of approximately four months.

6. **Instructions for submission**

All submissions must be sent to recruitment@cherieblairfoundation.org by 9:00am GMT on 14th December 2020. Please use ‘ORGANISATION NAME_HerVenture implementation in South Africa’ as the subject title to your email application.

Prospective consultants are expected to submit an Expression of Interest (5 pages maximum) in English, including the following:

- Profile of consultant/firm, clear demonstration of previous experience in:
  - Working in South Africa
  - Micro and small/growing businesses and women entrepreneurs
  - Delivering women entrepreneurship development projects in South Africa
  - Capacity building programmes in digital and financial literacy and business development
  - Working with financial service provider
  - Monitoring, evaluation and learning
- Outline of how consultant/firm will approach market the app to over 2,000 women.

Appendices to the proposal must include:

- CVs of the consultancy team
- Three references from similar work experience including email contacts and phone numbers

Expressions of Interest will be reviewed on a rolling basis. Questions and clarifications regarding the Terms of Reference should be sent to: recruitment@cherieblairfoundation.org