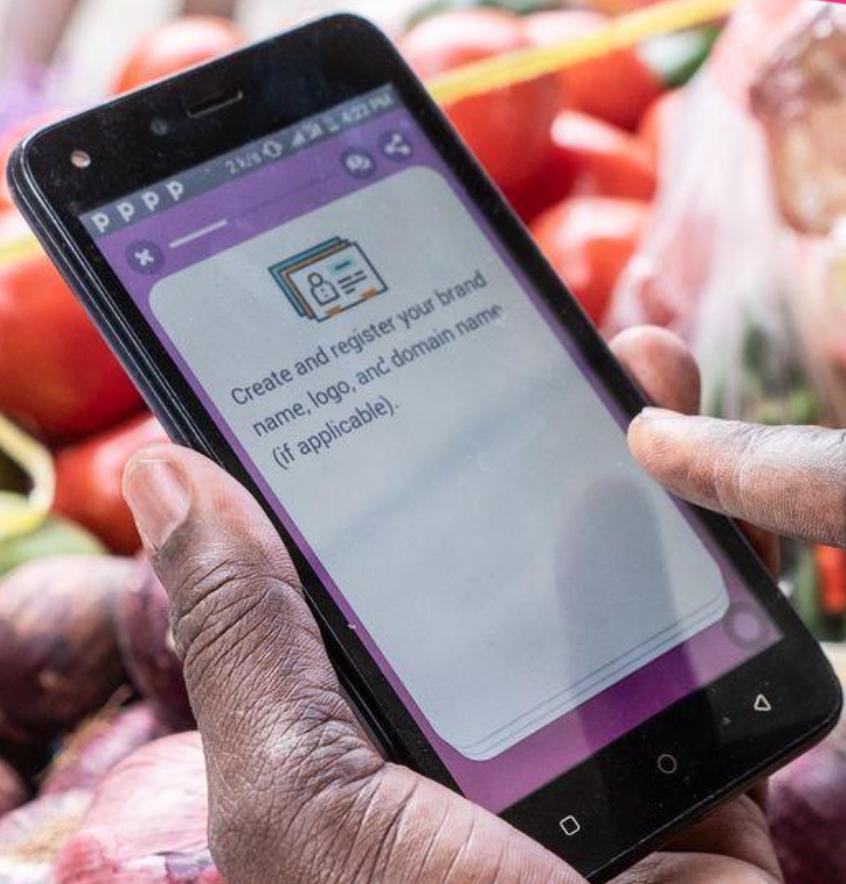


Call for Expressions of Interest

**Training delivery partner for
HerVenture and Road to Growth
programme in South Africa**



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 recruiting a programme delivery partner to provide on the ground implementation and co-ordination for our programmes in South Africa. The programmes will offer South African women entrepreneurs access to business skills training to grow and sustain their businesses. We will offer this training through two of our flagship programmes: HerVenture and Road to Growth. We will build on our successful pilot of the HerVenture South Africa programme in 2021, where our HerVenture app reached over 1,600 women entrepreneurs.

We now want to bring HerVenture to a further 3,000 women entrepreneurs and expand our entrepreneurship trainings in South Africa by launching our Road to Growth programme, which will be offered to 50 women entrepreneurs with more established businesses. Women participating in Road to Growth will also be able to join a complementary training to enhance their soft skills on leadership, influencing, communication and advocacy.

The Foundation will work alongside you, our delivery partner, to develop an innovative dissemination strategy to expand the reach of HerVenture and select entrepreneurs to participate in the first South African cohort of the Road to Growth programme.

In 2021, the Foundation conducted a comprehensive market assessment of the entrepreneurial ecosystem in South Africa. This has informed our understanding of the profile and needs of women owners of micro, small and growing businesses, the financial and non-financial barriers they face as entrepreneurs. It has also informed contextual adaptations to the marketing and delivery of the Her Venture app and will continue to inform plans for this next phase of our programme.



HerVenture is the Foundation's mobile learning app. It provides women entrepreneurs of micro, small and growing businesses with the knowledge, skills and confidence needed to successfully grow their enterprises'. Since launching HerVenture in 2018, 51,000 women entrepreneurs have registered for the app across Nigeria, Kenya, South Africa, Indonesia, Vietnam and Guyana. The app is currently live on Android and iOS in Nigeria, Indonesia, Vietnam, Kenya, South Africa and Guyana.

HerVenture offers essential business training and support 'on the go'. It features nine learning 'tracks' on a range of topics, including launching a business, accessing finance, expanding market access and e-commerce. Based on user's responses to questions about their business needs, the app generates a personalised learning journey to meet the interests of each entrepreneur. Learning content is provided in bite-sized, easily digestible formats such as swipe-able cards and quizzes and can also be accessed offline. The app also allows users to find and connect with each other, as well as learn about local business events.



Road to Growth¹ is a blended learning training which combines in-class training with a unique, custom-built online learning tool. It enhances the business knowledge and confidence of women entrepreneurs with more established businesses and provides them with the skills needed to build sustainable businesses, develop their networks and prepare to access finance. Since initially piloting Road to Growth in 2015, the Foundation has delivered Road to Growth in Nigeria, Mexico, Vietnam and Indonesia.

The Road to Growth in-class – cohort focused - training enables women to benefit from networking opportunities and peer-to-peer learning, while the e-modules are accessible via any internet enabled device, allow women to learn at their own pace and convenience. Additionally, as participants progress through Road to Growth, they build and develop their business growth plan each week so that at the end of the training, they have a clear vision and direction for their business.

Geographic Focus

The programme can benefit women across South Africa, however it is expected that the greater focus will be on Johannesburg and Cape Town and other cities with higher uptake for mobile/digital learning based on our experiences during our pilot phase and findings in the market assessment.

2. Scope of work

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.

HerVenture

Marketing and user support of the HerVenture learning app reaching 3,000 women (over a 7 month marketing period)

- Participate in a training of trainers' session with the Foundation's project staff and technology partner.
- Together with the Foundation, update and enhance the marketing and delivery plan for HerVenture app dissemination in order to reach a minimum of 3,000 women entrepreneurs. The marketing and delivery plan will be based on impact data and a review of lessons learnt from the delivery of HV in South Africa and other countries.
- Design and implement a user engagement strategy to encourage more women entrepreneurs to progress through the App modules and lessons/engage with the content.
- 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).
- Drive the development of a community around the app. This will include, areas such as:
 - Publicizing local relevant events and announcements via the app:
 - Running webinars and networking events that bring HerVenture users together

¹ www.cherieblairfoundation.org/roadtogrowth

- Promoting the app through social media, including Facebook, Instagram, Google ads and use of brand influencers and radio adverts.
- Fostering discussion on lessons within the app.
- Liaise with the technology partner on any technical issues/fixes on HerVenture.

Road to Growth

7 weeks blended learning support in financial literacy and investment readiness provided to 50 women entrepreneurs (2-3 months).

*N.B. It is the Foundation's intention to run this as a blended learning curriculum. However, the course can be adapted to a fully online format if Covid restrictions are applied.

- Participate in a training of trainers' session to learn about Road to Growth, how to deliver it and how to support women entrepreneurs through the training. Additionally, receive training on how to respond to user support requests on training platform, and interpret the progress reports and data on participant progress through the platform.
- Contribute to contextualising the Road to Growth platform in preparation for delivering it in South Africa by:
 - Developing 5 welcome videos for Weeks 2-6, which feature a different South African woman entrepreneur each week speaking about her business experience and how it relates to the weekly training topic.
 - Identifying two different South African women entrepreneurs who can speak about their business experiences in-person for Weeks 1 and 7.
- Establish working relationship with our Technology partner for regular engagement and feedback on back end technical support for the programme.
- In collaboration with the Foundation, adapt existing selection criteria and recruit 50 women entrepreneurs to participate in the programme. Participants may be recruited from the existing HerVenture participants but may also come from a broader pool of women entrepreneurs within the selected partner's existing network. Identify locations for physical delivery of training.
- Deliver the Road to Growth training, which runs for 7 weeks for each cohort, to 50 women entrepreneurs (split over 2 cohorts), using a blended learning approach. Note: The Foundation will agree the timelines for the two cohorts with the delivery partner.
- Identify ways to facilitate networking among participants at the beginning and the end of the training, including a cost-effective face-to-face graduation event.
- Facilitate linkages with partner financial institution(s) for 50 women entrepreneurs and facilitate connections with alternative financing options such as angel investment.
- At the end of the training, connect participating women entrepreneurs to additional resources that they can access on their own for further learning and to enhance their access to networks and markets (via business networks, chambers of commerce, etc.).
- Promote the opportunity to participate in the leadership and influencing training to Road to Growth participants.

Leadership and Influencing training

- Deliver the Foundation's leadership and influencing training module (if in-house expertise exists) to 40-50 women. (Note: If this expertise exists, please specify and

budget for delivering the training in your proposal. If it does not exist, please specify and only budget for providing logistical support. The Foundation will identify another partner to manage the training delivery if required.)

- Provide logistical support to the Leadership and Influencing training, by registering women entrepreneurs, input to and tracking attendance and progress.
- Provide communications support to the Leadership and Influencing training. Handle all communications with Women Entrepreneurs, including sending invites through social media and email, sending reminders to participants, responding to questions from (potential) participants, designing and distributing certificates.

Monitoring, evaluation and learning

- Track progress and achievements on agreed performance indicators for all phases of the programme. This includes collecting regular feedback from participants and key stakeholders and other regular project monitoring including (but not limited to) HV download and registration numbers; online learning lesson completion, progress through the Road to Growth curriculum and growth plans, pre and post assessments.
- Administer baseline and endline evaluation surveys designed by the Foundation and support participants to complete them as required. If needed, follow-up with participants to increase survey response rates.
- Share lessons learned with the Foundation and attend learning workshops with other delivery partners to inform and strengthen programme delivery.
- Following the completion of the programme, facilitate the Foundation's evaluation consultants with access to training participants for featuring in communications materials and external evaluation (6 months after programme end)

Reporting and Communication

- 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.
- Support the Foundation in identifying women entrepreneurs who can be featured in programme success stories and case studies.

Data Protection

As part of the successful delivery of this programme, the partner must ensure that personal data that is collected as part of this assignment must be collected, used and stored fairly as well as stored securely. The partner is responsible for this throughout the assignment, and in discussion with the Foundation, will agree how to maintain these standards throughout this project.

4. Scoring criteria for partner selection

Criterion	Details	Weight
Understanding and experience of implementing entrepreneurship development and investment readiness programmes in South Africa	<p>A record of designing and implementing high quality projects on enterprise development and investment readiness.</p> <p>Experience of and ability to operate in South Africa.</p> <p>Access to a network(s) of women entrepreneurs in urban and sub-urban areas, particularly in Johannesburg/Cape Town.</p> <p>Experience of working with financial service providers.</p> <p>Experience in delivering innovative projects that use mobile technology to support development outcomes – such as through e-learning/blended learning training.</p>	25%
Understanding and experience of working on women's economic empowerment	<p>In-depth expertise in women's empowerment in low and middle income countries, in particular South Africa</p> <p>Previous experience or understanding of financial inclusion with regard to the target segment.</p> <p>Ability to provide 50% women trainers</p>	25%
Proven ability to conduct ongoing project monitoring to inform regular donor reporting and evaluations	<p>Track record of overseeing project monitoring, including gathering data to inform project delivery and reporting.</p> <p>Delivering projects in line with project outputs, outcomes and indicators.</p> <p>Desirable: Experience supporting delivery of projects funded by corporate donors such as DHL.</p>	10%
Proposed methodology	<p>The partner must work with the Cherie Blair Foundation for Women to refine the approach.</p> <p>The proposal must display the ability to clearly explain how it will go about implementing the required activities.</p> <p>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.</p>	30%
Financial proposal	<p>The most competitive proposals will be those that offer the best value for money.</p>	10%
Data protection	<p>The partner must demonstrate their approach to ensuring any personal data is collected, used and stored fairly in a secure manner. Personal data relates to any information that may be collected from individuals at any point in this assignment.</p>	N/A

5. Timeframe

The project is provisionally expected to commence in the Q1 of 2022 for a period of approximately nine months, but exact timing to be confirmed with the donor and selected partner.

6. Budget

The maximum budget available for the partnership is \$100,000 to manage the HerVenture and, Road to Growth phases as well as support the logistics for the leadership and influencing training.

If the prospective partner has expertise delivering leadership, influencing and communication training to women entrepreneurs, the maximum available budget for this additional component is \$8,000.

7. Instructions for submission

All submissions must be sent to recruitment@cherieblairfoundation.org by 9:00am GMT on **13th December 2021**. Please use 'ORGANISATION NAME_Programme Partner South Africa' as the subject title to your email application.

Prospective partners 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
 - Blended learning / e-learning trainings
 - Working with financial service provider
 - Monitoring, evaluation and learning
- Outline of how partner/firm will approach marketing the app to over 3,000 women and training 50 women entrepreneurs for Road to Growth

Appendices to the proposal must include:

- CVs of the partner organisation's team
- The partner's approach to ensuring personal data is collected, used and stored fairly and using secure means.
- 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

Appendix: HerVenture and Road to Growth learning content

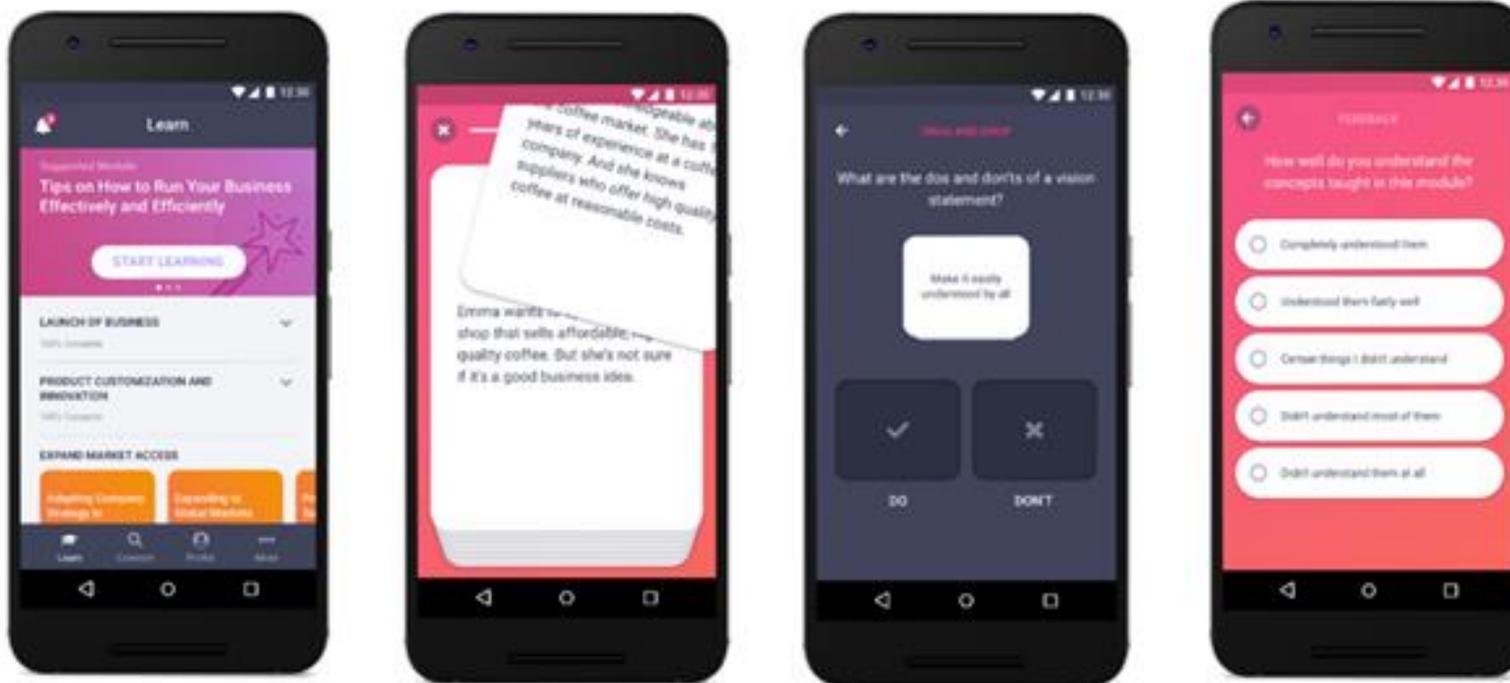
HerVentureThe image below outlines the HerVenture learning tracks and details the content that is included within each track.

HerVenture learning tracks

When users first download the app, they are asked a series of questions about their business. The app then generates a personalised user pathway based on the user's responses. To help women build business resilience to cope with the impact of COVID-19, in 2020-2021 we introduced new learning tracks on Digital marketing, E-commerce and Business Resilience.



The below images show different functionalities within HerVenture.



A demonstration of the HerVenture App is also available here: <https://cherieblairfoundation.org/herventure/>

Road to Growth

Road to Growth curriculum

