




Cherie Blair
**FOUNDATION
FOR WOMEN**



**Terms of reference
Research and Evaluation
Guyana**

June 2026



The Cherie Blair Foundation for Women works with women entrepreneurs in low and middle income countries. We work together to enable women entrepreneurs to reach their potential. We are committed to eliminating the global gender gap in entrepreneurship and creating a future where women entrepreneurs thrive.

Since our inception in 2008, we have supported 300,000 women to start and grow successful micro, small and medium-sized businesses in over 100 countries.

Training, mentoring, networking, and collaboration are at the heart of our work, deploying technology innovatively to reach and connect with more women worldwide. Our approach opens doors for women entrepreneurs to networks, finance, new markets, investments and opportunities.

As a result, women create a future for themselves, their families, and their communities. In turn, they contribute to more robust economies, global gender equality and a thriving entrepreneurial sector.

www.cherieblairfoundation.org

1. Background

The Cherie Blair Foundation for Women has been working in Guyana since 2021. Five years into our work, we are seeking to conduct research to refresh our understanding of the Guyanese women's economic empowerment ecosystem and how we can evolve our programme offer to deliver relevant entrepreneurship support to Guyanese women entrepreneurs.

2. Scope of the consultancy

The aim of this consultancy is to refresh our understanding of the Guyanese women's economic empowerment ecosystem, including mapping of business support organisations and the type of training available, gaps in provision for women entrepreneurs and challenges they still face. We are particularly interested in understanding opportunities for expanding support to women entrepreneurs in growth sectors (such as construction, manufacturing, tourism) in Guyana as well as sectors more prevalent in regions outside of Georgetown (such as agriculture and agritech.) The geographic scope for the research includes both Georgetown, other urban centres such as New Amsterdam and Linden, and harder to reach regions including but not limited to Regions 2, 5 and 9.

Please note we are ideally looking for a consultant based in Guyana to conduct the research primarily in person.

Research questions will be finalised in partnership with the consultant, but indicative questions are outlined below:

Research questions	
The landscape	<ul style="list-style-type: none">• Who else is operating in the women's business support ecosystem in Guyana? What do they offer, to whom, where and at what scale?• Where are there gaps in provision? Geographic, sectoral, demographic, skills?• What are the existing and emerging challenges and opportunities for women entrepreneurs in the next 3-5 years?
Women entrepreneurs experience	<ul style="list-style-type: none">• What pain points do women entrepreneurs in Guyana still have?• What are the barriers preventing women entrepreneurs taking part in our existing trainings (e.g. location, digital literacy, relevance)?
Our distinct value	<ul style="list-style-type: none">• How do our programmes differ or stand out from others operating in this space? Consider design, delivery, approach, profile of participants.• What gaps could we fill with adapted or new programmes? This should include testing our existing hypotheses of programmes in outlying regions and programmes focused on specific growth sectors, and/or accessing markets• Who could we partner or collaborate with in the ecosystem to create additional value?

3. Methodology

The proposed methodology includes a combination of desk based research, focus group discussions and key stakeholder interviews. At a minimum, the following approaches are required:

- **Updated ecosystem mapping** outlining training and support available to women entrepreneurs in Guyana to understand where our strength and value lies as an organisation. As part of this, the consultant should test the Foundation's working hypotheses about our strengths and value in Guyana.
 - Note: The Foundation has previously conducted a market assessment in 2021 and an ecosystem map in 2024 that will be shared to help shape the research, which should be seen as a refresh of these pieces of work. These documents will be available to the consultant.
- **Focus group discussions** with Guyanese women business owners to gain an understanding of the challenges they continue to face and the gaps in what support they can access. Note: ideally these will not be women who have previously participated in our programmes.
- **Interviews with key stakeholders** to better understand the landscape and test hypotheses. Categories of stakeholders may include financial institutions, business support organisations, civil service, academia, private sector actors.

We recommend that all interviews have at least two researchers present, and one of these could be trainers working on our existing programmes in Guyana. This will enable accurate capturing of insights. We ask that transcripts and a brief summary are provided of all interviews and focus groups.

4. Deliverables

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

- Initial kick-off meeting with the Cherie Blair Foundation for Women to discuss/agree the scope of the research.
- Input into development of research questions and questions for interviews and focus groups, which is informed by the Foundation's existing work in Guyana.
- A detailed workplan, including timeline, roles and responsibilities
- List of key stakeholders to interview, to be agreed with Foundation.
- Transcripts of interviews and focus groups.
- Presentation of ecosystem mapping and key insights and themes.
- Report of the ecosystem mapping and key insights, specifically responding to the working hypotheses given and identifying the value proposition of the Foundation. Maximum 15 pages.

The due dates for all deliverables will be finalised by the consultant with the Cherie Blair Foundation for Women prior to submission of the workplan. However, please see the Timeline section below for the indicative submission dates of all deliverables.

Any personal data that is collected as part of this assignment must be collected, used and stored fairly as well as stored securely in line with UK GDPR guidance. The consultant is responsible for this throughout the assignment, and in discussion with the Foundation, will agree how to maintain these standards as part of the successful delivery of this market assessment.

5. Criteria

Criteria	Details
Experience of designing and conducting research and/or market assessments	<p>A record of designing and executing monitoring, evaluation and learning systems, including record of delivering rigorous research and market assessments in English.</p> <p>Competencies in data collection and analysis related to socio-economic variables, quantitative and qualitative research.</p>
Knowledge and experience of women's economic empowerment and entrepreneurship	<p>Previous experience working on women's economic empowerment, and preferably women's entrepreneurship projects or research in developing and emerging economies. Specific knowledge on areas including key challenges faced by women entrepreneurs and types of support and provision offered will be beneficial.</p>
Knowledge and experience of Guyana and Guyanese business / women's economic empowerment ecosystem.	<p>Consultant preferably based in Guyana.</p> <p>Demonstrable understanding of the Guyanese context, specifically the business ecosystem and women's economic empowerment in this or similar contexts.</p> <p>Demonstrated professional network that will enable connections with women entrepreneurs and key stakeholders to conduct the research successfully</p>
Ability to meet consultancy requirements	<p>Consultant must be able to deliver the required scope within the specified timeline and budget.</p>
Data protection	<p>The Consultant 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>
Safeguarding	<p>The Foundation is committed to safeguarding the welfare of everyone we come into contact with through our work.</p> <p>The Consultant must demonstrate their commitment to safeguarding within their methodology, and to understanding and working within the safeguarding policy of the organisation.</p>

6. Timeframe

The Foundation is anticipating the following timeline:

- **Second half of July** – finalising workplan, scope of work, methodology and research questions
- **August and September** – conducting research including focus group discussions and key stakeholder interviews
- **October** – presentation and report writing. Presentation with insights must be completed by 12 October with final report delivered by 26 October.

7. Budget

The budget for this research is a maximum of \$11,200 and should include all time and expenses necessary to complete the scope of work and deliverables, including logistics and coordination of focus groups and interviews, and travel costs. We anticipate some travel may be needed outside of Georgetown, and relevant costs and incidentals should be budgeted..

Our partner organisation in Guyana will be able to provide space for focus group discussions, so this does not need to be budgeted.

A payment schedule will be agreed between the Foundation and consultant during the contracting process.

The consultant is expected to provide their own office space (outside of the focus group discussions) and working equipment. As part of this, the consultant must ensure the safe and responsible storage of any personal data collected and stored as part of this assignment. 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.

9. Instructions for submission

Please develop a proposed approach and budget for review by the Foundation team. This should be no longer than 5 pages.

Please include:

- Who will be involved in the project and their relevant skills and experience.
- Planned approach to the research project including specifically how the consultant will identify women entrepreneurs and stakeholders to take part in the research.
- Indicative workplan
- Detailed budget
- Approach to ensuring that the personal data is collected, used and stored fairly and using secure means.
- A short work sample (up to 5 additional pages on top of proposal). This can be redacted, anonymised or extracted from a larger piece if necessary.

Please note that interviews will be conducted on a rolling basis as we receive applications. The final deadline for applications will be 5pm (BST) on 15 July 2026.