

## **Call for Consultancy Proposals for comprehensive program evaluation Equality for Growth (EfG): Building a movement with market women.**

**CFP issued by Twaweza East Africa  
Closing date: Friday, December 10<sup>th</sup>, 2021**

### **1. Background**

Twaweza East Africa has entered a partnership agreement with the Equality for Growth (EfG) organization to support EfG's documentation of success stories, conducting a comprehensive evaluation of its programs and enhancing its organizational capacity including developing the next strategic plan. It is against this background that Twaweza invites interested candidates to express interest in undertaking a systematic and comprehensive assessment of EfG's programs as explained in these terms of reference.

### **2. Context**

Equality for Growth was founded in 2008 with the aim of empowering women in the informal sector. EfG was created to address the multi-faceted problems faced by women in the informal sectors, at the intersection of discrimination driven by class and gender. Since its inception, Equality for Growth has been implementing a unique model designed to promote agency among market women in Tanzania. Addressing the twin aspects of economic and political empowerment, the model provides short-term results and successes as well as the building blocks for sustainable change through citizen-driven institutional reform.

Driven by insights from EfG's formative research in markets in Dar es Salaam as well as rapid listening research prior to implementation in each market in other regions, the model addresses the following challenges that prevent market women from realizing their economic and political rights:

- Women traders are not aware of their basic and women's rights especially to be part of market leadership
- Women traders have no voice in market leadership and decision making bodies
- There is minimal solidarity among women traders and therefore no collective voice
- Women traders experiences different types of Gender Based Violence in markets

Supplementary research built into the model also identified the following issues:

- There is no gender equality in market places
- Women traders have low awareness of relevant laws and regulations
- Women traders have minimal access to capital and low levels of business skills
- Infrastructure in markets is poor, and in particular does not take into account women's specific needs
- There is no transparency in use of revenue in markets
- There are customs and processes that exclude women

In response, EfG has designed a three-phase model to liberate market women and create material improvements in their working environments and conditions. The three stages of the model are designed to positively reinforce each other, and to engage local leaders at market, municipal and district levels throughout the process. The three stages include coming together, educating and inspiring and means to action. The model aims to enhance the motivation, opportunity and ability of women traders to take actions to improve their work environments and conditions and to occupy positions of leadership in markets and municipalities.

### **3. Purpose of the evaluation**

The evaluation team will assess how the model has been implemented, what has worked well, what is not working, and what adaptations/improvements were made to the model. The evaluation team will also assess the Equality for Growth operations performance, challenges, lesson learnt and recommend strategies. Importantly, evaluators are expected to provide detailed explanations of the processes and outcomes of the various initiatives undertaken by EfG over the years. What are the elements of the model that makes it successful?

This evaluation exercise will inform EfG's future plans particularly the strategic planning process. As this evaluation will be undertaken concurrently with another process of documenting success stories, it is intended that this evaluation exercise should point to more success stories that EfG and partners will strive to document and circulate for wider learning.

### **4. Scope and focus of the evaluation**

The evaluation should cover all the three stages of the model that is, coming together, educating and inspiring and means to action. The evaluation should assess in detail how the local experiences in select markets/communities happened and local-national policy influence linkages. The evaluation team in consultation with Twaweza and EfG will agree on a sample of Districts to cover from the 9 Districts that EfG has been implementing their programs. These include Dar es salaam, Mbeya, Iringa, Mwanza, Shinyanga, Lindi, Mtwara, Mara and Lushoto.

### **5. Methodology for evaluation**

Broadly, this exercise adopts qualitative research methods in gathering and analysing data as guided by the evaluation questions stated below. Interested applicants will provide detailed explanation of their approach and methodology as part of the application process:

- i. Has the EfG model successfully demonstrated whether it is desirable and possible to link economic and political rights of market women? To what extent have the EfG model provided market women with skills, inspiration, roles models and root cause analysis connecting their everyday problems to deeper oppressions?
- ii. Assessing effectiveness of select initiatives: How effective has the presence of market-level paralegals and legal community supporters been in enabling market women access legal justice and demand for fair conditions? To what extent have institutions (women groups) been in ensuring community (market) level support and therefore sustainability or hold of the new mindsets created by the initiatives?
- iii. The EfG model intended to engage local leaders at every step to ensure they are responsive. How was this engagement done? What are the lessons from this? Did it achieve its intended outcomes such as making local leaders more responsive and improving market women's income possibilities and to reduce the burden of unfair treatment on their earnings? How was it done? What are the lessons from this?
- iv. Did EfG succeed in serving as a conduit to convert local experiences to national ideas and advocate for them? How was this done? What are the important lessons from this experience? Of particular importance is to focus on the strength, capacity, motivation etc of the national market women's network that has recently been registered as one of the outcomes and a space in which they can make recommendations for going forward.

## **6. Duration of the evaluation**

This assignment will run from mid December 2021 to end of February 2022. Twaweza, EfG and the selected evaluation team will agree on specific timelines by mid December 2021.

## **7. Expected deliverables**

- i. Inception report detailing the approach, methodology, timeline and data collection tools and report outline.
- ii. Draft comprehensive report and plans for completing the assignment
- iii. Final report including an executive summary and powerpoint slides.

## **8. Required expertise and qualification**

At the minimum, interested applicants are expected to have the following qualification and skills:

- Strong social science research and analytical skills particularly ethnographic field research
- Track record in conducting research on feminism and/or gender and social inclusion issues.
- Excellent communication skills in English and Kiswahili languages: writing, reading, speaking and listening
- Experience in conducting extensive literature reviews and synthesizing the findings
- Substantive experience and skills in the area of gender equality and women's empowerment issues
- Minimum Master's level education in relevant fields: organizational management, development studies, sociology, anthropology, economics, and development studies among others
- Knowledgeable and respect for professional and research ethics

## **9. Application process**

Interested candidates must submit their applications through email address [jobs@twaweza.org](mailto:jobs@twaweza.org) copying [bmshale@twaweza.org](mailto:bmshale@twaweza.org) and [jkalemera@twaweza.org](mailto:jkalemera@twaweza.org) by close of business on Friday, December 10<sup>th</sup>, 2021. Application materials include:

- i. One page application letter expressing interest to undertake this statement and summarizing key qualifications
- ii. Maximum ten page (double spaced 11 point font size Calibre) technical and financial proposals demonstrating applicant's understanding of the assignment, proposed approach/methodology and timeline including how the applicant/s meet the minimum qualifications for this assignment
- iii. Abridged CV's (resumes) of all key personnel in the application (maximum two pages each).
- iv. Names and contacts of three references who can attest to the applicant/s capability and professionalism in undertaking the proposed assignment.

## **10. Evaluation of applications**

All applications will be reviewed by at least three independent reviewers using a matrix corresponding to the required expertise and qualification as stated under section 8 of this CFP.

Twaweza is an equal opportunity organization but for this particular assignment preference will be given to female applicants or teams comprising different gender.