

**Project Title:** *"Empowering Women entrepreneurs in the MENA Region towards Equal access with men to business and trade markets".*

## **CALL FOR MENA REGIONAL CONSULTANT**

Coverage: Algeria, Egypt, Jordan, Lebanon, Morocco and Tunisia.

### **Call RC Reference No 1: MENA Regional Consultant**

CAWTAR-KtK-RC-05-08-20-/FBHZ/TN.

Type of Contract: Individual Contract

Start Date: September 25, 2020

**Application deadline: 10 September 2020**

### **BACKGROUND**

Established in 1993 to contribute to the empowerment of Arab women, economically, socially and politically through Gender and Human rights approaches the Center of Arab Women for Training and Research/CAWTAR<sup>1</sup> is a non-profit independent regional centre, enjoying an international legal personality. To achieve its mission, CAWTAR generates knowledge in order to produce a base of evidence and enhance technical and institutional capacity in the region (governmental institutions and non-governmental organizations). CAWTAR promotes and advocates for gender equality and the empowerment of women in decision- making positions" in ways that ensure women and men in the Arab states region to become fully enjoying their human rights as an integral part of the development of their communities and societies.

For that purpose, CAWTAR seeks the services of qualified and experienced Policy analysts/gender auditors, 2 per country -with a total of 12 for the six countries covered by the project- and 1 regional gender analyst coordinator to assess and analyze the situation of women in national economies with focus on Gender & trade.

Reporting to the project manager/team leader, the consultants' team will comprise the 3 following members:

- The senior consultant at regional level
- 2 sub-regional consultants, one for North Africa (Algeria, Morocco and Tunisia) and the other for the Middle East (Egypt, Jordan and Lebanon) to produce Actor's mapping and profiling of economic enterprises (in public and private sector) supported by a rapid assessment and conduct a Gender-Responsive Value-Chain Analysis/ GSVCA.

### **Problem and context analysis with focus of change processes**

As other regions, in MENA region, entrepreneurship and private sector development are fundamental to economic growth and are significant sources of women's employment. As

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<sup>1</sup> [www.cawtar.org](http://www.cawtar.org)

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entrepreneurs, women create jobs and grow national economies. In many parts of the world where women have limited access to jobs, micro and small enterprise are their main source of income. With income earned from their businesses, evidences demonstrate that women can support their families and communities to prosper from one part and contribute to development of their country from another part. Yet women continue to encounter gender-specific obstacles that cannot be easily overcome without external help. Discriminatory laws, policies and attitudes often make it difficult for them to access land, financial services, technology, training and markets. Creating an enabling environment by addressing these obstacles is important, including through providing start-up funding or loans, access to banking as well as business and financial training. Removing legislative barriers, can also assist women establish and grow their businesses<sup>2</sup>. To increase their economic participation and empowerment including the access to trade markets, women need mentoring, self-empowerment, capacity building and training as well as support to leadership roles, which require specific skills and competencies. They also need to be part of private sector policy development. This will also require special efforts such as creating conducive environment for women entrepreneurship promotion and integration in business and trade markets in addressing the above identified constraints and challenges.

This consultancy will contribute to the achievement of the *specific measurable expected output* 1 of the project as herewith detailed:

**Output 1.** *Economic enterprises profiling made and professional companies and related organisations analysed in a sample of diversified sectors in the six targeted countries*

#### Assessment/Research

The fieldwork should start no later than Month 2 (Mid November)

The drafts 0 of the sub-regional reports should be delivered no later than January 2021 and the draft 0 of the consolidated regional report no later than March 2021

Assessing/refining the situation analysis of women in business with pertinent and adapted methodology and tools that includes SMEs profiling and actors’ mapping including businesspersons (men & women) for a comparative gender analysis purpose.

- **Act. 1.1.** Develop/adopt methodology and tools to set the actor’s mapping and profiling of economic enterprises and conduct the GSVCA.
- **Act. 1.2.** Conduct the step-by-step desk and fieldwork.

<sup>2</sup> Improving economic outcomes for women, published by the Australian Department of Foreign Affairs and Trade, January 2014

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**Step 1: Actor’s mapping and profiling of economic enterprises (in public and private sector):**

- Proceed to the data collection for actor’s mapping and profiling of economic enterprise/SMEs (deskwork)
- Conduct a rapid assessment/RA (field/virtual survey) among a selected number of women entrepreneurs (sample): The stakeholder’s assessment and analysis will have to identify constraints and challenges, determine gender inequalities and gaps and assess capacity and resources’ needs towards priorities’ selection at the level of the SMEs and women entrepreneurs themselves.

**Step 2: Gender-Responsive Value-Chain Analysis/ GSVCA**

- Proceed to the Gender-Responsive Value-Chain Analysis/ GSVCA (field work) of the selected sectors in a number of selected SMEs owned/managed by women and men representing a sample from the selected sectors (e.g. Agriculture, Tourism ...)

**Step 3:** Preparation of the drafts 0 of the sub-regional mappings and reports

**Step 4:** Review and refine the draft 0 of the regional mapping and report.

**Expect product 1:** a report consisting of the mapping of the to-be agreed sectors, stakeholders’ analysis and synthesis of the mapping and findings of the RA,

**Expect product 2:** a report consisting of the presentation of the GSVCA’s findings to be comparatively analysed and identify main gaps, conclusions and recommendations

**Workshops/meetings**

1. Attend a 3-Day technical meeting and training which will aim to:
  - a. Prepare the methodology and tools to be completed preferably no later than the end of the month 1 after the recruitment to be able to organise the technical meeting;
  - b. Finalise and adopt the TORs, methodology & tools and calendar of the process of the Mapping/profiling and the GSVCA (Mid October).
2. Attend a 2-Day writing workshop to finalise the first draft of the report (March 2021 to be validated in the regional seminar 1 (May 2021);
3. Review & finalise the first drafts of the report, platform and recommendations and priorities (no later than May 2021 to be reviewed during the regional seminar (July 2021);
4. Attend the regional seminar I to present the findings of the two exercises (mapping and GSCVCA).

**SCOPE OF WORK/ WORK ASSIGNMENTS:**

In the context of his/her tasks related to the exercise to be conducted by the technical team in each sub-region and related 6 countries and at regional level and under the direct

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supervision of the Team leader/Project Manager, the regional consultant for Middle East & North Africa is expected to:

#### *Overall responsibility*

The main tasks of the MENA Regional consultant are at various levels:

Under the supervision of the team leader, the Regional consultant's main responsibility is to accompany and support the sub-regional consultants and contribute to all steps of the process as herewith described but not restricted to:

- 1) Prepare the drafts 0 of the methodology and tools to be proposed for discussion and validation by CAWTAR and the two sub-regional consultants,
- 2) Ensure harmonization of the methodology's utilization (after validation) by the sub-regional consultants and findings' consolidation,
- 3) Prepare an analysis & synthesis report (findings at regional and country levels).
- 4) Ensure that final products/deliverables are consistent with the expected results and of quality.

#### **Preparation: Mapping, rapid assessment & GSVCA**

In coordination with, support and follow up of the team leader, the regional consultant is expected to prepare and propose the preliminary methodology and tools as herewith detailed:

1. an approach and related templates to establish the profile of economic enterprises (in public and private sector);
2. a sampling among the economic enterprises (in public and private sector) and propose with evidence-based justifications at least 3 sectors to be assessed
3. a tool (Questionnaire) to assess the constraints, opportunities and challenges facing them among women entrepreneurs to improve their business and access to trade
4. the methodology and tools of the Gender-Responsive Value-Chain Analysis/GSVCA

*The goal of the gender responsive value chain analysis is to evaluate the competitiveness and performance of the chain and identify real or potential barriers and opportunities for women and men that may be shaped by custom, law, and institutional structure. There are three key steps to conducting a gender responsive value chain analysis: 1) Examine and describe the different types and extent of men's and women's participation in value chain activities; 2) Evaluate how both men's and women's positions in the value chain can be improved without losing competitiveness et 3) Identify ways to optimize the benefits that men and women gain from their involvement in the chain.*

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### **Preparatory step**

1. Review/complete/consolidate the sub-regional preliminary lists for the review/assessment of available data and information as well as institutional and spatial mapping with special attention to confronting power towards change (at home)
2. Attend the technical & training workshop to be organised for the consultants and CAWTAR teams and which aims to:
  - a. Review/complete approach and tools for the preliminary review/assessment of available data and information as well as institutional mapping and confronting powers (draft to be prepared before the technical & training meeting);
  - b. Review and contribute to the finalization and harmonization of the methodology and tools adapted at country and regional levels;
  - c. Prepare the whole implementation process till the finalization of the exercise with related work plan and calendar.

*The technical meeting will be organised to finalise and adopt the TORs, methodology & tools as well as calendar of the process of the Mapping/profiling and the GSVCA: Preparation of the methodology and tools should be completed preferably one month after the recruitment to be able to organise the technical meeting and launch the field work no later than Month 2.*

*The methodology and tools (mapping and GSVCA) would have been prepared by the regional consultant and shared for feedback before the meeting which will be organised in one of the covered countries or virtually (zoom) in case the situation related to the coronavirus pandemic remains as it is and preventive measures are maintained (lockdown and borders closure). Attendance to this meeting is mandatory.*

### **Implementation step**

Based on the findings of the preparatory phase including of the technical meeting and with support of the regional consultant in charge of coordination, follow up and consolidation of the products, the consultants’ team, each and every one as far as they are concerned:

1. Finalise the workplan in each sub-region and related countries, in contact/coordination with selected stakeholders (To be provided by CAWTAR),
2. Finalize the list of the national concerned main actors/stakeholders (bodies and entities) as defined by the project and partners as well as “clients” among the international, and regional institutions/organizations in each sub-region and related countries,
3. Review/complete/consolidate the profiling and mapping of concerned stakeholders and institutions/power of change) per sub-region and related countries,
4. Coordinate and follow up the Stakeholders’ Rapid Assessment & Analysis at country and regional levels (interviews and group discussions including virtual),

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5. Coordinate, monitor the implementation of the GSVCA after having field tested the GSVCA methodology and tools prior to the completion of the process.
6. Review/complete/consolidate drafts 0 of the sub regional reports on the findings of the profiling and rapid assessment as well as the GSVCA to be shared with/validated by the regional core & coordination (CAWTAR & sub regional consultants team).

Reporting and validation step and structures of the reports will be agreed upon as well as the calendar/timeframe for each deliverable during the technical/training meeting

## **QUALIFICATIONS**

### *Education:*

Academic Qualifications (Master or more preferably) in Social/Economic Sciences, Anthropology.... or any other field consistent with the core tasks and expected deliverables

### *Knowledge and experience:*

- At least 15 years of professional experience at the national or international level, with expertise in the research design implementation and management (Essential).
- Proven knowledge and experience in conceptualizing and conducting Value-Chain Analysis responsive to Gender as well as Gender Assessment, and Analysis (Essential)
- Good qualitative and quantitative review and analytical skills (Essential)
- Experience in conducting research specifically on gender including women empowerment and human rights issues (desirable).
- Good working knowledge of, and networks/contacts relevant to, national and regional public and private sectors, SMEs, professional organizations and related networks and NGOs... (Desirable)
- Understanding of the UN international Human Rights framework such as CEDAW, the legal framework and the relevant national policies and plans for and relating to Women empowerment and gender equality as well as Business & Trade organizations and agreements at international, regional and national levels (Essential).

### *Competencies & skills*

- Excellent team spirit and interpersonal skills with ability and willingness to work as part of and manage a team;
- Demonstrated ability to work with stakeholders including governmental bodies and professional organizations;
- Highly organized; able to plan, implement and monitor work with good attention to detail.
- Highly motivated to work on Gender & HR issues with focus on economic rights;
- Proven ability to keep to deadlines and thrive in a fast-paced, quickly changing work environment;

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- Excellent written and spoken in Arabic and English/French with robust editing capabilities(Essential);
- Experience in computer data entry for research analysis (Essential)
- Proficient in Microsoft Office (Word, Excel, PowerPoint), relevant internet, and email software (Desirable).

#### **INSTITUTIONAL ARRANGEMENTS:**

##### *Consultant's status*

This is a contracted position and not a direct hire of the CAWTAR. As such, the incumbent will be responsible for securing his/her own benefits, as no benefits will be provided.

##### *Consultant's Work Place:*

In Country with limited travel outside the country (from Algeria, Egypt, Jordan, Lebanon, Morocco, and Tunisia to the country where the event/activity will be organised depending of the situation related to the Covid19 pandemic)

##### **Work Schedule:**

The contract should start no later than the end of September 2020 until the delivery of the products. The duration of the consultation is 30 working days from recruitment (September 2020) spread over a period of 6 months until March 2021 but not later than May 2021. The Mena Regional consultant could be invited to attend the launching regional seminar 1 in July 2021. Adjustments may have to be made to the schedule depending on the signature of the contract, the progress of research or the situation related to the Covid-19 pandemic.

#### **HOW TO APPLY:**

Interested individual applicants must submit the following documents/information to demonstrate their qualifications & experience:-

1. Cover letter: (not more than 450 words) why you consider you are the most suitable for the work.
2. Intervention framework and field work:
  - a. Describe in one paragraph the GSVCA's experience supported by examples such as reports.
  - b. In order to maximize the fieldwork, describe the process you would recommend to undertake the *mapping and GSVCA* and its different steps as well as potential obstacles or opportunities.
3. Personal CV including past experience in similar projects and at least 3 references in relation with the position requirements.
4. All quoted required certificates and specific recommendations will be requested in case of selection in the short list.

*Each requirement (information/document) is mandatory, if any of the above points is not covered, the application will be rejected.*



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*Interested applicants should send their applications to the following mail or email address:*

**Centre de la Femme Arabe pour la Formation et la Recherche/CAWTAR**

**Call GT Reference No 2: GAAA/ CAWTAR-Sida /11170520/FBHZ/TN Gender & Trade.**

**Postal Address:** P.O. Box n°:105 1003 Cité El Khadra Tunis- Tunisia

[registry@cawtar.org](mailto:registry@cawtar.org)

Please put in the subject: **Call RC Reference No 1: MENA Regional Consultant CAWTAR -RC-05-08-20-/FBHZ/TN.**