

Terms of Reference for Gender Mainstreaming - Consultant

I. Background

Kenya Flower Council (KFC) is the leading Business Membership Association for growers, exporters and key cut-flower and ornamentals value chain actors. KFC members account for approximately 80 per cent of Kenya's floricultural exports.

KFC's Flowers and Ornamentals Sustainability Standards (FOSS), popularly known as KFC Silver and Gold Standard, to which all members must comply, is a trusted standard worldwide. It is one of only three internationally benchmarked standards that demonstrate sustainable social, environmental and good agricultural business practice benchmarks set by the EU-based Floriculture Sustainability Initiative (FSI). The standard encourages commitment to ethical practices, innovation and promoting equitable trading practices, thus ensuring that certified producers foster sustainable, responsible and safe production of cut flowers and ornamentals.

The organization is in the forefront promoting Kenya as a reliable source of quality cut flowers and ornamentals and the country's competitiveness in the global floriculture trade. KFC is actively engaged in all major trade negotiations in existing, new and emerging markets and in amplifying Kenya's image in the international market as the most trusted source of cut flowers and ornamentals.

Currently, Kenya is the third largest producer of cut flowers and ornamentals in the world and exports to over 60 destinations globally. Floriculture is the fastest-growing export sector in the Kenyan economy, providing direct employment for over 200,000 workers.

KFC engages with key actors locally for a favourable business environment for growers and exporters of cut flowers and ornamentals.

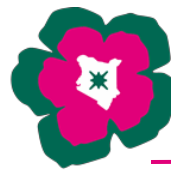
KFC is currently implementing a project dubbed "*Creating positive Environmental and Social impact in Kenya through quality data management*" in partnership IDH.

Consequently, KFC plans to hire a Gender Consultant whose main task is to support delivery of relevant components of the project guided by the project objectives below i.e.;

1. To promote social and environmental good practice amongst KFC producer members through improved strategies on good water stewardship and gender mainstreaming.
2. Define a framework for collecting quality data on social/gender indicators and water stewardship performance indicators for Kenya floriculture industry.
3. Use lessons learnt to build the capacity of KFC secretariat and producer members to promote social and environmental compliance.

II. Objective of the Assignment:

kenya



flower council

QUALITY ASSURED

The main objective of the assignment for the Gender Consultant is to promote good social practice amongst KFC producer members through improved strategies on gender mainstreaming. This project will allow to measure the changes in the status and roles of women and men and identify what needs to be done to reach gender equality.

III. Scope of Work:

Under the overall guidance of the CEO, the consultant will perform the following tasks:

1.1. Enhance gender mainstreaming:

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|----|---|---------|
| a. | Assessment on gender mainstreaming implementation within the KFC membership. | Q4 2021 |
| b. | Benchmark current industry gender mainstreaming practices with international best practice and identify prevailing gaps. What are the producers' doing? What is KFC already measuring? what are the best practices in other countries / sectors? what needs to be improved? | Q4 2021 |
| c. | Guide in developing strategies to be adopted by KFC members in enhancing gender mainstreaming in the flower industry for sustainability – including creating understanding on gender concepts and approaches. NB: - <i>This shall build on upscaling the already existing Gender mainstreaming policy.</i> | Q1 2022 |

1.2. Understanding of the Social/gender Indicators framework:

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|----|---|---------|
| a. | Define social/gender indicators to demonstrate good practice and support gender mainstreaming for the industry; based on international best practice, FSI gender KPIs, the ILO and the SDGs. The indicators are to be reported by producers on the KFC Database annually. | Q4 2021 |
| b. | Participate in developing a framework for collecting quality social/gender indicators. | Q4 2021 |
| c. | Conduct pilot study with farms on the developed data collecting framework and use the feedback to perfect the data reporting format. | Q1 2022 |
| d. | Train KFC staff and producer members on gender mainstreaming and the importance of social/gender indicators. | Q2 2022 |
| e. | Participate in the launch of social/gender indicators reporting framework for industry use. (Farms given time to upload data). | Q2 2022 |
| f. | Assess collected social/gender indicators for the industry. | Q4 2022 |
| g. | End line assessment on gender mainstreaming implementation. | Q4 2022 |

IV. Deliverables

The following are key deliverables by the Consultant: -

1. A benchmarking report on the current industry gender mainstreaming practices with international best practice, including gender mainstreaming gaps.
2. Concise assessment report on gender mainstreaming implementation within the KFC membership.
3. A strategies / tools on enhancing gender mainstreaming for adoption by KFC members.
4. Defined social/gender indicators for reporting by producers to demonstrate good practice and to support gender mainstreaming.
5. Concise report on data collecting pilot and feedback on data reporting format improvement areas.
6. Participate in the launch of social/gender indicators reporting framework for industry use.
7. Assessment report on collected social/gender indicators data in comparison with peer countries.
8. KFC staff and members trained on gender mainstreaming and the importance of social/gender indicators.
9. End line assessment report.

V. Institutional Arrangements

The consultant will report to the KFC CEO and work day-to-day with Project Manager.

VI. The Consultancy Timeframe

The project activities will run from October 2021 to December 2022. The consultant will be required to undertake the different project activities at different times within the project term as illustrated in the scope of work. Cumulatively the consultancy time will be done within 2 months (staggered days).

VII. Required Skills and Experience

We invite applications from highly skilled individuals or teams. The Consultant should have the following:

- a. Have substantial knowledge and background on national / international policies on gender and development, development planning /strategies, formulation and analysis of national /international policies from gender perspectives.
- b. Possess solid understanding on gender and development process in national and international level and knowledge on inter-governmental forums on gender is desirable.
- c. Familiarity with floriculture sector dynamics.
- d. Proven experience leading action learning processes, developing training tools, and delivering training.
- e. Highly developed social skills and ability to listen and communicate in different environments.

- f. Show records of participation in at least 3 assignments of similar size and degree of complexity (consultancy services in the area of gender mainstreaming in projects, programs or policies).
- g. Possess analytical skills with ability to write and review technical reports.
- h. University degree in Gender Studies, Social Studies, international development or relevant study field.
- i. Good knowledge on social and gender mainstreaming indicators.
- j. Should be available during the project period

VIII. Language

- a. Strong command of English both written and oral.
- b. Computer literacy and ability to effectively use office technology equipment, ability to use Internet and email.
- c. Strong computer skills

IX. Schedule of Payments

- 40% upon signing of the contract by both parties, and submission of a clear work plan.
- 50% upon completion of all tasks.
- 10 % upon submission of the final assignment report to KFC.

X. Documents

While submitting the EoI/Proposal, the applicant shall, in particular, ensure to attach the following:

- Profile of the consultancy firm (max 2 page) explaining why they are the most suitable for the assignment.
- Relevant Experience/Expertise (max 2 pages).
- Detailed methodology, conceptual framework with expected deliverables and timelines as per the ToR (3-5 pages).
- CV outlining relevant background and experience
- References of similar projects completed within the last five years (minimum 3).
- A detailed breakdown of estimated costs including a total fee as a lump sum. The financial proposal shall also include a detail breakdown of costs for fee, travel, number of working etc.).
- All costs and fees should be quoted in Kenya Shillings.

XI. Submission of Bid

Interested eligible individuals are requested to submit both a copy of their technical and financial proposal by email to kfc@kenyaflowercouncil.org under the subject: "KFC Quotation for Gender Consultant" on the subject line of the email.

The submissions must reach **KFC by 5:00 PM on Monday, 25th October 2021**. Late proposal tenders will not be accepted in any circumstances and will not be assessed.

XII. Proposal enquiries

Requests for clarification should be made in writing and sent to: loise@kenyaflowercouncil.org.

XIII. Evaluation criteria

The award of the contract shall be made to the consultant who has received the highest score out of pre-determined technical and financial criteria specific to the solicitation.

Criteria	Weight (70%)	Points
Technical	70	70
Relevant educational background / qualifications	10	10
Good understanding of key concepts	15	15
Proven relevant experience in gender mainstreaming	25	25
Skills in training	10	10
Communication skills	5	5
Assignments of similar nature and degree of complexity (consultancy services in the area of gender mainstreaming in projects, programs or policies).	5	5
Financial	30	30

Only individuals obtaining a minimum of 70 points and above will be considered for the financial evaluation. Please note that only shortlisted candidates will be contacted.

Other clauses

i) Copyright

All materials produced or acquired under the terms of this consultancy shall remain the property of KFC. Therefore, KFC retains the exclusive right to publish or disseminate the reports arising from such materials. Notwithstanding the termination of this consultancy the copyrights shall continue to vest with KFC. The consultancy firm shall not use or reproduce any materials or software developed for the project, without prior written approval of the KFC. Any breach of this clause will be dealt as per the KFC rules and policies.

ii) Confidentiality

The consultancy firm will not disclose any information and materials shared between KFC and the consultant or any other information known as a result of this assignment without prior written consent of FPEAK. A Non-Disclosure Agreement (NDA) to be signed with KFC regarding the confidentiality of all the data pertaining to KFC and its members. Any breach of this clause will be dealt as per the rules and policies of the partner organizations.

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