

# Request For Expression of Interest: Gender and Inclusion Technical Partner for the Kenya Country Program.

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## **OBJECTIVE OF THIS CALL FOR EXPRESSION OF INTEREST**

The Mastercard Foundation is seeking a technical partner (or a consortium of partners) to support country program partners in deepening young women-centric design approach and transformative inclusion (Persons with disability and refugees and displaced populations) programming practices for impact, transformation and scale in 2025 to March 2026

Submissions are open from **February 3<sup>rd</sup> to February 28<sup>th</sup>, 2025**

## **GENERAL DESCRIPTION OF THE ASSIGNMENT**

**Focus on Young Women-Centric Design Approach-** The Mastercard Foundation in Kenya, through the Young Africa Works strategy, aims to enable 7 million young people (5 million of whom are young women) to secure dignified and fulfilling work by 2030. This bold target for young women, especially those from rural and marginalized areas, underscores a commitment to enhancing their contribution to Kenya's and Africa's economies while unlocking their potential. Reaching the most marginalized young women through gender-transformative programming is essential across the country program portfolios, as the desired impact goes beyond individual young women, creating a ripple effect benefiting their families and communities.

The Foundation is committed to delivering gender-transformative programs through young women-centric approaches that address the root causes of gender-related constraints, such as negative social norms, perceptions, and institutional and systemic barriers preventing girls and young women from reaching their full potential. By focusing on the lived realities of young women, especially those from marginalized rural and informal urban settlements, the Foundation aims to enable them to access dignified and fulfilling work, driving systemic change by 2030 and beyond.

Our intention is to accelerate reach by expanding both current and pipeline programs, as well as introducing new initiatives, to reach and exceed our 70% target. To further support this goal, we plan to support our partners in refining and reviewing programs with a strong focus on a young women-centric approach. Additionally, we aim to build the capacity of our partners to embrace young women-centric design approaches in their programs, ensuring that they are effectively equipped to create and deliver impactful, gender-transformative programming.

## **Focus on the Inclusion of Persons with Disabilities and Refugees**

The Kenya Disability and Inclusion framework, nuanced to young women and men with disabilities, seeks to ensure 5% (350,000) of the country's 7 million young people in work are those with disability. The strategy also seeks to enable 100,000 refugee young women and men in and out of camps to access dignified and fulfilling work. Our programming takes a dual approach: through mainstreaming Disability and refugee

inclusion in our pillar programming and through dedicated programming that will seek to address specific barriers that will not be addressed by mainstream programs.

Young women and men with disability and refugees constitute a source of talent for employment and entrepreneurship and play an essential role in developing new products, services and innovations. However, the barriers they face hamper their ability to contribute equally to society. They face heightened levels of exclusion, including difficulties in access to assistive devices and technology, education, vocational training & employment opportunities, with unemployment being higher for women with disability.

### **Scope of the assignment:**

Mastercard Foundation is looking for a Kenyan-based organization or a consultancy firm herein referred to as Gender & Inclusion Partner Organization (GIPO) to provide high-quality, context-specific gender & Inclusion technical support to all country programs under The Foundation partnership. Our partners cut across both international, national and community-based organizations in the following sectors: - Agrifood systems, Digital Economy, Entrepreneurship, Creatives and Workforce Development with Gender, Youth, Refugee and Persons with Disability as crucial inclusion pillars that anchor its work as laid out in the country road map.

The GIPO is expected to strengthen our partners' capacity to drive young women centric, transformative, scalable and sustainable, measurable change. Mastercard Foundation recognizes that both existing and potential partners are at different stages across the gender and inclusion continuum, and the foundation is committed to co-create and taking the journey with the partners to get to gender transformative programs that centre the voices and agency of diverse groups of young women and men at the heart of every intervention.

### **The scope of this assignment includes:**

#### **1. Support partners in integrating inclusive (persons with disabilities and refugees) and young women centric programming approaches throughout the Program cycle.**

The Foundation is committed in delivering gender transformative programs through the integration of young women centric programming approaches anchored in root-cause analyses of gender-related constraints and lived realities of diverse groups of young women from marginalized including those with disabilities and refugees to enable them to live fulfilled lives and access dignified and fulfilling work. The GIPO will closely work with the Gender and Inclusion teams to provide gender and Inclusion technical support to the partners throughout the program cycle as guided by our gender strategic objectives and our inclusion framework in the country roadmap.

### **Specific Tasks**

- Conduct partner capacity assessment on gender and inclusion and provide relevant technical support to individual program partners.
- Offer technical support to the partners to carry out gender equality and social inclusion assessments and integrate the key findings from the assessments in their projects.
- Support partners in engendering their monitoring and evaluation processes.
- Support partners in developing diverse young women centric economic empowerment strategy.
- Identify assumptions, risks and mitigating strategies for successful young women centric approaches and inclusion integration.
- Support partners in developing or reviewing a clear diverse young women's enrollment and retention strategy to their programs while identifying and addressing the different systemic and structural gender barriers to that would bar them for accessing and thriving in dignified and fulfilling work.

- Collaborate with partners to develop a capacity strengthening plan with clear deliverables as well as tracking progress.
- 2. Support partners to intentionally build and strengthen the diverse group of young women’s voice, agency, and leadership capacity.**

The Foundation is committed in strengthening the voice and agency of young women to improve their decision making and leadership capabilities at the household, communities and other policy making spaces e.g. community public participation for county integrated development plan.

**Specific Task**

- The GIPO will Support partners to intentionally build and strengthen young women’s voice, agency, and leadership capacity and catalyzing an ecosystem that promotes young women’s full participation in leadership initiatives at all levels.
- Support partners to develop innovative and effective gender approaches within the context of their programs to strengthen the voice and agency of young women and men in Kenya.

**3. Support partners to establish/ strengthen gender sector specific Community of Practice (COPs) to provide a platform for sharing best practices.**

**Specific Tasks**

- Strengthen the community of practice and provide a platform for partners to engage in regular **joint information sharing activities and initiatives** to enable more effective and efficient implementation of gender transformative programs.
- Support partners in establishing mechanisms for gender-transformative stakeholder participation throughout the implementation and evaluation phases to ensure maximum impact.

**4. Support partners to document the voices and experiences of diverse groups of young women in our programs.**

**Specific Task**

- Support partners to amplify the voices of young women through documenting and sharing gender transformative stories through different engagements platforms internally and externally.
- Support partners in ensuring that approaches and strategies for delivering program impact and outcomes, including communication, do not reinforce or perpetuate existing gender stereotypes.

**5. Provide resource that will help support the Kenya team deepen our efforts in the inclusion of Persons with disabilities in our programming.**

The GIPO will be responsible for executing program activities and initiatives aimed at ensuring inclusion of young people with disabilities in line with the country roadmap. They will work with all thematic leads within the country programs to ensure inclusion of these marginalized groups in all aspects of programming.

**Specific Task**

- Provide ongoing guidance, support and technical assistance to country programs on inclusion of young people with disabilities and refugees, including the delivery of training and tools.
- Collaborate with the team to identify, document, and package Disability and inclusion and refugee related insight and learning from the Foundation’s work.

- Liaise with Light for the World(Disability Inclusion technical partner) and World University Service of Canada (refugee and displaced population technical partner) to ensure the country's Young Africa Works partners have the needed support they require to ensure inclusion in the programs.

**DURATION OF ASSIGNMENT:** The assignment will run for 1 year (March 2025-March 2026)

**WHO ARE WE LOOKING FOR:**

- A Kenyan-led firm or organization experienced in transformative gender and inclusion programming in the following sectors:-Financial inclusion, Agri-Food systems , Education and transitions, Creatives and Digital Economy.
- A firm experienced in young women centric programming approach.
- A firm or a consortium that has experience with providing technical support to Community-Based Organizations, Women's Rights Organizations, Youth Led Organizations and International Organizations
- Have considerable national reach and coverage of the designated geographic areas and sectors of the Foundation's programs and partnership/investments.
- Have substantial proven experience mainstreaming gender & inclusion transformative approaches across the Project cycle including in monitoring, evaluation, research and learning.
- Technical knowledge in the sectoral areas of work of the Foundation and a deep understanding of resilience concepts and sustainable development.
- Understanding of the realities of young women's and men including those with disabilities and refugees and in particular, a deeper understanding of the structural and systemic gender barriers to young women getting dignified and fulfilling work
- Have a proven track record of working with young and marginalized populations, including refugees and persons with disabilities.
- Qualifying partner/firms are encouraged to identify and demonstrate how they plan to collaborate with each other and other organizations in the different pillars.

**Key selection considerations include:**

- a) Contextualized experience on gender and inclusion integration and young women's economic empowerment.
- b) Experience on young women-centric design approach programming.
- c) Experience in the Disability, Diversity and Inclusion sector in Kenya, with an understanding of the trends, shifts and policy changes of the sector in Kenya and globally.
- d) Experience in conducting gender-based analysis and providing technical expertise in project designs for different portfolios such as MSME, Agriculture, Digital Economy, Workforce Development.
- e) Experience in capacity strengthening of project team and partner (non-profit and private sector) gender equality knowledge, skills and capacity with training and tools.
- f) Experience of the country's context is a must.

**YOUR EXPRESSION OF INTEREST -WHAT TO SUBMIT**

- A brief (1 page) institutional profile outlining the organization's relevant experience and qualifications.
- A detailed methodology proposal outlining how the organization will deliver on key tasks described above.

- Profiles and CVs (max 3 pages) for key team members who will be involved in the project.
- Proposed line budget

Please submit the above in one (1) PDF file

### EVALUATION CRITERIA

No.	Criteria	Weighting
1	Organizational relevancy, experience, appropriateness, expertise and experience of proposed team.	20
2	Experience in young women centric programming that leads to gender and inclusion transformative change and offering technical support to partners	40
3	Quality, Agile and appropriateness of the proposed approach and work plan	30
4	Suitability and feasibility of the proposed budget	10
<b>Total</b>		<b>100</b>

The electronic copies of the technical and financial proposals should be submitted on or before 6 pm EAT on the deadline date (**28<sup>th</sup> February 2025**). The technical proposal should NOT exceed 10 pages.

### ANNEX A: TERMS & CONDITIONS - DISCLAIMER

While the information and supporting material provided (the 'Information') have been prepared in good faith, the information does not purport to be exact or comprehensive. Neither the Mastercard Foundation nor its advisors, board members, directors, partners, employees, consultants, or other staff members, and agents; and those who specifically contributed to the preparation of this REOI, make any representation as to the accuracy or completeness of Information, nor shall any individuals at the Foundation be liable for any loss or damage arising as a result of reliance on such information. Any person planning to submit Phase A documents (Expression of Interest Template, High-Level Budget, and High-Level Organizational Questionnaire) following receipt of these Terms of Reference (TOR) should make an independent assessment of the Mastercard Foundation and documented requirements.

The Foundation will not be liable or responsible to any person in relation to any inaccuracy, error, omission or misleading statements contained in this Information, will not be liable or responsible to any person in relation to any failure to inform any person of any inaccuracy, error, omission or misleading statement contained in such Information of which it becomes aware after the date of release of that Information. The Foundation shall not be liable to any person for any damages, losses, costs, liabilities, or expenses of any kind which it may suffer as a consequence of relying upon such Information. Any person considering the making of a decision to enter into contractual relationships with the Foundation and/or any other person on the basis of the Information provided to (or otherwise received by) Applicants (whether prior to this REOI or at any point during the selection process) in relation to the selection process should make their own investigations and form their own opinion.

Specifically, the distribution or receipt of this REOI shall not constitute or be construed as the giving of investment advice or a recommendation of any kind by the Foundation Only the express terms of any written contract (as and when it is executed) shall have any contractual effect.

All Applicants are solely responsible for the costs and expenses they shall incur in connection with this selection process including the preparation and submission of applications and participation in all future stages of this process. Under no circumstances will the Foundation be liable for any costs or expenses borne by the Applicants or any of their partners or advisors in this process. For the purposes of the selection process, all advisors of the Foundation are acting exclusively as the advisors to the Foundation and will not

be responsible or owe any duty of care to anyone other than the Foundation in respect of the selection process.

The Mastercard Foundation shall not be committed to any course of action as a result of:

- Issuing this (REOI) or any invitation to participate;
- Communicating with an organization in respect of this REOI; or
- Any other communication between the Mastercard Foundation (whether directly or by its agents or representatives) and any other party.

### **Queries during the Expression of Interest Process**

The applicants will use the contextual information in the TOR to support Phase A submission documents). It is the responsibility of the applicants to obtain clarification of any terms, conditions, or technical requirements contained in the TOR. The Foundation will compile all questions received and answers provided and circulate them to all applicants as per the timeline outlined above. **Kindly direct all questions and enquiries to** the Program Lead, Gender with email address: [Roloo@mastercardfdn.org](mailto:Roloo@mastercardfdn.org)

The Foundation cannot guarantee responses after the deadline indicated.

### **Amendments**

The Mastercard Foundation reserves the right to amend, revise, add to, or withdraw all or any part of this TOR at any time. Organizations will remain responsible for all costs and expenses incurred by them, their staff, and their advisors or by any third party acting under their instructions in connection with any amendments.

### **Confidentiality, Intellectual Property and Use of Documents**

The contents of this EOI and any supporting documents that may be made available by the Foundation from time to time throughout this EOI process, are confidential and proprietary to the Foundation, and protected by intellectual property rights. This EOI and such other documents are being made available to applicants on the condition that each applicant shall always keep the contents of this EOI and such other documents confidential and shall not reproduce, distribute or disclose the contents for any purpose, except: (i) to the applicant's own employees that have a need-to-know in order to facilitate the applicant's participation in this EOI process; and (ii) where required by applicable laws or regulations.

Nothing in these Terms and Conditions shall convey to the applicant any right, title, interest or license in, or to, any trademark, trade name, or any other intellectual property rights of the Foundation. The applicant shall not issue any news release, public announcement, advertisement, or any other form of publicity, in any form or content, in connection with this EOI and/or referring to the Foundation without first obtaining the written approval of the Foundation.

To support the Foundation in the evaluation and analysis of proposals, all documentation submitted in connection with this EOI process will become the property of the Foundation, may be subject to external review, and otherwise may be used by the Foundation in its sole discretion. If applicants have any doubts about the disclosure of confidential or proprietary information, the Foundation recommends that they consult with their legal counsel and take steps necessary to protect their confidential information and intellectual property.

### **Privacy and Data Protection**

Throughout this EOI process, applicants shall refrain from providing the Foundation with any information that identifies or can be used to identify any individual, other than (i) business contact information that is necessary for the Foundation to contact representatives of applicants about matters relating to this EOI process; or (ii) information specifically requested by the Foundation and for which the interested party has a legal basis to disclose to the Foundation under applicable privacy and data protection laws.

### **Conflict of Interest**

Applicants shall exercise reasonable care and diligence to prevent any actions or conditions that could result in a potential conflict. This obligation shall apply to the applicant and third parties associated with the submission of the EOI.

Applicants must disclose in the Organizational Questionnaire any circumstances/information, including but not limited to personal, institutional, financial, and business, which will or might result in actual or perceived conflict of interest by taking part in the submission of the REOI. This disclosure also applies to any implementing partners proposed by the applicant. During the REOI process, the Foundation may request for additional information to be uploaded/submitted to further assess actual or perceived conflict of interest. The Foundation reserves the right to reject any organization which, in the sole opinion of the Foundation, poses actual or perceived conflict of interest.

The Foundation requires all actual or potential conflicts of interest to be resolved to the Foundation's satisfaction prior to the delivery of an applicant's submission. Failure to declare such conflicts and/or failure to address such conflicts to the reasonable satisfaction of the Foundation could result in an applicant being disqualified at the sole discretion of the Foundation.

If in the course of preparing, submitting and reviewing the EOI any actual or potential conflict of interest arises, the Applicant shall immediately inform the Foundation in writing of such conflict.

### **Canvassing and non-collusion**

The Foundation reserves the right to disqualify any applicant who, in connection with this REOI: (i) offers any inducement, fee or reward to any Board member, employee or officer of the Foundation; (ii) contacts any Board member, employee or officer of the Foundation about any aspect of this REOI in a manner not permitted by this REOI; (iii) fixes or adjusts the amount of its REOI by or in accordance with any agreement or arrangement with any other applicant; (iv) enters into any agreement or arrangement with any other Applicant or potential Applicant to the effect that it shall refrain from making a submission or as to the amount of any submission; (v) causes or induces any person to enter into such agreement as is mentioned above or to inform the Applicant of the amount or approximate amount of any rival submission; (vi) canvasses any person in connection with this REOI who is not one of its own team members; (vii) offers or agrees to pay or give or does pay or give any sum of money, inducement or valuable consideration directly or indirectly to any person for doing or having done or causing or having caused to be done in relation to any other submission or proposed submission; or (viii) communicates to any person other than the Foundation amount or approximate amount of its proposed submission (except where such disclosure is made in confidence in order to obtain quotations necessary for the preparation of a submission).

## **ANNEX B: MASTERCARD FOUNDATION GUIDELINES/POLICIES**

1. [Child and Youth Safeguarding Guidelines](#)
2. [Conflict of Interest Policy](#)

## **ANNEX C: ADDITIONAL INFORMATION**

As indicated, the Mastercard Foundation is a Canadian registered charity and, as such, is subject to varying legal obligations that it must comply within the delivery of its charitable programs. Organizations with selected EOI responses will be invited and required to negotiate a contract with the Foundation that satisfies the Foundation's legal requirements. The Foundation requires all contracting organizations to comply with its standard terms and conditions, which can be viewed at: <https://mastercardfdn.org/terms-and-conditions-services/>. Notable obligations include:

- The avoidance of illegal and criminal activities, including without limitation fraud, corruption, bribery, money laundering, and terrorist financing; and
- The avoidance of partisan political activities.

Selected organizations must also ensure that all proposed activities directly further one or both the Foundation's charitable purposes, noted above.

***-End of ToR document-***