



**EMPOWERING YOUTH IN SUSTAINABLE AQUACULTURE
MARKETS AND JOBS CREATION PROGRAM**

**TERMS OF REFERENCE
FOR
THE DEVELOPMENT OF A GENDER AND INCLUSION STRATEGY**

May, 2024

I. Introduction

Kenya is experiencing a 'youth bulge' with the population of young people standing at 13 million or 25% of its overall population (Kenya Population and Housing Census 2019 report), and with young people making up 84% of the unemployed and 60% of under-employed Kenyans. As large cohorts of young people enter the work market each year (>800,000 per year), a combination of macro and micro factors have tended to limit the creation of formal work opportunities. Young people from low-income communities, and particularly young women, bear the brunt of these realities, making up a disproportionate number of under-employed and unemployed young people in rural and urban areas. Many are forced to take up low productivity, informal jobs in vulnerable conditions.

The Programme Intervention

In collaboration with the Mastercard Foundation and other implementing partners, Farm Africa is actively engaged in the execution of a transformative initiative entitled "**Empowering Youth in Sustainable Aquaculture Markets and Jobs Creation**" herein after referred to as: "**Aquaculture Programme.**" This programme is strategically designed to generate a positive and lasting impact by fostering resilient livelihoods through innovative aquaculture practices, thereby creating valuable employment opportunities for the youth. The overarching objective of the programme is to facilitate the creation of 150,000 inclusive, meaningful, and dignified employment opportunities specifically targeting women, youth, internally displaced persons (IDPs), and persons with disabilities (PWD) within Kenya's aquaculture and mariculture sectors.

This ambitious goal will be achieved through a comprehensive strategy that includes implementing systemic changes within the aquaculture ecosystem. These changes are anticipated to result in heightened quality fish production and productivity, the substantial expansion of employment opportunities for young women and men, the flourishing growth of aqua enterprises owned by the youth, and a notable increase in market share for young individuals across the entire aquaculture value chain. By incorporating innovative practices and fostering inclusivity, this programme aspires to not only provide jobs but also to empower the youth, especially women and those facing unique challenges, to actively participate and thrive in Kenya's aquaculture and mariculture sectors. Through this initiative, Farm Africa envisions contributing significantly to the economic development of communities while ensuring sustainable practices in the aquaculture industry.

The primary objective of the programme is to reshape prevailing perceptions surrounding the entrepreneurial and employment prospects within the aquaculture sector. By focusing on building knowledge and enhancing capacity, the initiative seeks to inspire young people, particularly women, to recognize and capitalize on the abundant opportunities and growth potential offered by engaging in aquaculture and mariculture. A key facet of the programme involves addressing socio-cultural norms and attitudes, with a specific aim to dismantle barriers that contribute to the male-dominated nature of the sector. Through targeted interventions, the consortium aspires to foster a more inclusive environment, ensuring greater participation and representation of women in the aquaculture industry.

Recognizing the vital role of financial support, the programme will collaborate closely with financial service providers. This partnership is essential for ensuring the seamless flow of resources, encompassing both financing and inputs, to aquaculture enterprises and entrepreneurs. By establishing these connections, the programme aims to fortify the economic foundations of aquaculture initiatives. To harness the power of technology and connectivity, a digital platform will be implemented. This platform is designed to link various stakeholders across the aquaculture value chain, fostering a collaborative ecosystem that stimulates innovation and knowledge-sharing. Through this digital infrastructure, the programme seeks

to enhance productivity, promote collaboration, and facilitate aggregation for streamlined offtake processes.

In essence, this comprehensive approach not only focuses on individual capacity building and changing perceptions but also tackles systemic challenges by addressing cultural norms, ensuring financial support, and leveraging technology. By doing so, the programme aims to create a sustainable and inclusive aquaculture ecosystem that unlocks the full potential of entrepreneurship and employment, particularly for young women, in Kenya's aquaculture and mariculture sectors.

II. Purpose and scope of the assignment

Farm Africa is seeking a gender consultant who will design and develop a workable and contextualised gender and inclusion strategy that will be utilised by Farm Africa from the onset of the Aquaculture programme including streamlining gender aspects amongst all programme partners, selection of the programme participants, establishing gender responsive catalytic fund, conducting the due diligence and the technical training; and Business Development Services training for the programme participants. The Gender and inclusion strategy will enable Farm Africa to deliver a gender-responsive programme while working with the implementing partners and aquaculture value chain actors.

The assignment will involve:

- Engagement with Mastercard Foundation gender expert for guidance on their expectations on the gender and inclusion strategy.
- Review the Aquaculture programme proposal and advice on opportunities to ensure gender responsiveness.
- Engagement with Farm Africa and other programme partners, especially Echo-Network Africa (ENA) in developing the gender and inclusion strategy.
- Through a gender assessment, review the key activities for Farm Africa and other programme partners in the Aquaculture programme to identify existing gender inequalities and gaps in their policies, practices, and decision-making processes and guide in streamlining gender and inclusion aspects. The activities may include: selection of the programme participants, establishing gender responsive catalytic fund, equitable delivery of technical and BDS trainings to the programme participants.
- Develop a fit-for-purpose gender and inclusion strategy for the Mastercard Foundation programme that will be utilised while implementing the programme using an intersectional approach.
- Develop a set of monitoring, evaluation and accountability tools that will be used to monitor gender responsiveness throughout the whole Aquaculture programme.

The consultant will work closely with key Farm Africa staff including the Aquaculture programme manager and the Country Kenya programme manager

III. Structure of the assignment

Objective	Key activities	Deliverable
Gender strategy development	<ul style="list-style-type: none"> • Develop a fit-for-purpose gender and inclusion strategy that will be incorporated into the Aquaculture programme implementation plan. 	<ul style="list-style-type: none"> • Gender and inclusion assessment report • A gender and inclusion strategy

	<ul style="list-style-type: none"> Engage with Echo Network Africa (ENA) – a partner in the Aquaculture programme, while developing the Gender and inclusion strategy. 	
Review and advise on the implementation strategy, plan and activities.	<ul style="list-style-type: none"> Review the existing implementation strategy in the Aquaculture programme proposal and advise on how to align it to be gender-responsive. Review all the Aquaculture programme activities and advise on how to mainstream gender and inclusion in line with the developed gender and inclusion strategy. Develop a gender equity and inclusion criteria. 	<ul style="list-style-type: none"> Revised Aquaculture programme implementation strategy and plan with highlights on (organizations goals, practices/policies, capacity building programs, communication/awareness plans, monitoring and evaluation plans) in regards to gender inclusivity Align the Aquaculture programme activities to be gender-responsive. A gender equity, inclusion and/or mainstreaming criteria.
Development of gender inclusivity monitoring tools.	<ul style="list-style-type: none"> Development of tools to monitor and report gender responsiveness across the term of the Aquaculture programme (1 year). A one-day Training for 24 (FA & IPs) staff on the use of the monitoring tools and how to report on gender responsiveness in the Aquaculture programme. 	<ul style="list-style-type: none"> Gender-responsive monitoring tools and reporting format. Training report.

IV. Timelines

Objective	Timeline (working days)
Gender and inclusion strategy development	06 days
Conduct a gender and inclusion assessment, provide and align the Aquaculture programme’s implementation strategy, plan and activities to the Gender and inclusion strategy	08 days
Development of gender-responsive monitoring tools and staff training	06 days
Submission of the final report.	02 days
Total	22 days

V. Consultants Qualifications and experience

The minimum competencies and qualifications include

- Minimum of ten (10) years of substantial professional experience in gender mainstreaming in programmes.
- Prior experience in the development of gender strategies for programmes in the humanitarian context.
- Knowledge in Business Development Support (BDS) and Entrepreneurship (added advantage).
- Knowledge and understanding of the aquaculture value chain context is an added advantage.
- Good analytical and presentation skills. Proficient use of Microsoft Word, Excel, PowerPoint, data analysis software and the internet is an added advantage.

VI. Consultant selection criteria

The selected consultant will play a crucial role in ensuring the success of the Aquaculture programme by incorporating the following elements into their approach:

- Designing and implementing gender-inclusive strategies that address the unique gender norms and economic opportunities within the aquaculture sector.
- Applying expertise in the agricultural context specific to fisheries value chains (aquaculture and mariculture value chains) to tailor the Gender Inclusion Strategy to the specific challenges and opportunities present in the Aquaculture programme, with a focus on the Nyanza, western and Coastal (Kilifi) regions.
- Integrating gender mainstreaming strategies into the overall programme plan, ensuring that all aspects of the Aquaculture programme consider and promote gender equity.
- Utilizing previous experience in conducting agriculture-focused studies to assess the aquaculture market in Kenya, identifying gender-specific barriers and proposing actionable solutions.
- Leveraging postgraduate qualifications in Gender and Development to inform a comprehensive, evidence-based approach to gender inclusion within the Aquaculture Programme.

Application Guidelines: Submission of Technical and Financial Proposals

To facilitate the application process, please adhere to the following guidelines:

1. Technical Proposal:

- The technical proposal should provide a comprehensive overview of your approach, methodology, and capabilities to carry out the assignment successfully.
- Clearly outline your understanding of the project objectives, scope of work, and proposed strategies for achieving the desired outcomes.
- Include details on the team members who will be involved, their relevant experience, and any partnerships or collaborations that enhance your proposal.
- Demonstrate your familiarity with the project context and any innovative or unique aspects of your proposed technical approach.

2. Financial Proposal:

- The financial proposal must present a detailed budget outlining all costs associated with the assignment.
- Provide a breakdown of expenses, including personnel costs, travel, accommodation, materials, and any other relevant expenditures.
- Clearly specify any additional costs that may arise during the course of the assignment, ensuring transparency in financial planning.
- Ensure that the financial proposal aligns with the activities outlined in the technical proposal.

3. Evaluation Criteria:

- Proposals will be evaluated based on their alignment with the project objectives, the feasibility and innovation of the proposed technical approach, and the reasonableness and transparency of the financial proposal.
- Successful applicants will be notified for further steps in the selection process.

4. Submission Instructions:

- Prepare two separate documents for the technical and financial proposals.
- Clearly label each document with the respective category.
- Submit both documents together by **31st May 2024** via email to kenyaprocedurement@farmafrika.org.