

## Terms of Reference

### Market Analysis of Gender and Inclusive Finance in South Africa, Botswana, Lesotho and Eswatini for FinMark Trust

#### 1 Introduction

On behalf of the Financial Sector Deepening (FSD) Network's collaborative gender programme, FSD Africa wishes to contract a consultant (or consortium) to conduct an analysis of the current status of efforts to leverage finance for women's economic empowerment in South Africa, Botswana, Lesotho and Eswatini. This work is intended to support FinMark Trust to draw lessons from relevant research and practice, in order to gain a better understanding of the barriers impeding women's ability to access and use financial services to build greater economic resilience, and to support the development of interventions targeting these barriers.

#### 2 Background

The FSD Network is a consortium of nine sister organizations who work to build inclusive financial systems in African countries. As part of this work, the Network has initiated a collaborative programme around gender (the Gender CoPro) to develop a shared learning agenda, jointly undertake a portfolio of interventions, and share lessons and expertise on the practicalities of removing gendered barriers that inhibit women from benefitting fully from financial systems.

The Network is committed to ensuring not only that women have greater access to financial services, but that those services work for them in helping increase their incomes, access to welfare services and economic opportunities, and agency in decision making both at home and in their communities. The initial four years of the programme aims to deliver at least 10 million more women being included and active in inclusive financial systems that enable increased agency over financial resources. The initiative is co-funded by the Bill & Melinda Gates Foundation.

The CoPro is supporting FinMark Trust to carry out a gender market system assessment in four countries (refer to Annex A for a brief FMT background). This work is intended to support FMT's current strategy and apply a gender lens to the market analyses and market segmentation categories which underpin this strategy. This will support FMT to further develop their gender analysis of the financial system and the interrelationship between the financial system and the real economy. In order to ensure that the assignment is responsive to the needs of FMT, consultants will work as part of a gender task team, which includes the CoPro gender lead and advisors and key staff from FMT. This task team will define the methodology to be used, the focus of the assignment and shape the outputs.

FMT has launched the results of the FinScope South Africa 2020 MSME Survey, Finscope Consumer 2021, conducted scoping studies on MSMEs and Cross-Border Traders, and FinScope Consumer Surveys. These materials, as well as other research reports and data gathering conducted by FMT on gender and financial inclusion, will be made available to the consultants awarded this tender. In addition to this, the consultants would be expected to review other relevant and recent data sources to further unpack gender and financial inclusion in the selected countries.

### 3 Objectives

This assignment aims to support FMT Trust to:

- a) Increase their understanding of the gendered market dynamics around inclusive financial systems and women's economic empowerment, identify barriers and link these learnings to FMT's strategy;
- b) Reinforce the integration of gender into their programming by identifying additional opportunities for addressing barriers to women's financial inclusion and economic empowerment, in particular real economy driven opportunities;
- c) Identify the capacity that will be required for effective implementation of the proposed country strategies and gender-focused interventions.

### 4 Scope of work

Overall, we expect this work to deliver across the following components for FMT Trust:

- a) Working with the FMT team, analyse existing data and research carried out by FMT (and others) to identify gaps in knowledge on the gendered constraints to women's access to and uptake of financial solutions in the four countries, and to understand where additional research is required to deepen FMT knowledge.
- b) Guided by the FMT team, carry out a deeper analysis for RSA. This analysis is intended to:
  - i. provide greater understanding of the gendered context of inclusive financial systems, for example assessing the level of financial inclusion for women across all classes of formal and informal financial products (savings, transaction, credit, insurance and remittances), issues faced by women-owned MSMEs, gendered access to digital tools/gendered impact of the digitisation of finance.
  - ii. look beyond FMT's usual priority programming areas to cast the net wider, identifying new opportunities (and partners) to strengthen women's resilience and livelihoods, and
  - iii. identify how these constraints to women's equitable participation in financial systems impact on their livelihoods and empowerment.

The exercise must not only be informed by consumer survey data, but look at other dimensions, including socioeconomic context, regulation and existing products and services.

- c) Using the findings from the scoping studies commissioned by FMT in Eswatini, Lesotho and Botswana, as well as all project documentation, review FMT's Enterprise Supplier Development and Informal Cross-Border Trade and Remittances programmes, in order to:
  - i. identify gender issues that may not have surfaced from the reports i.e., what is unknown, identify existing knowledge gaps regarding gender, evaluate how these reports have highlighted issues faced by women and how existing programmes have included women to date,
  - ii. detail how they can be improved to better serve women, and
  - iii. identify what additional resources or linkages are required to achieve systemic change for women in those markets whilst maintaining FMT's purview.
- d) Identify other potential interventions likely to achieve FMT's strategic gender objective, which is to accelerate efforts towards gender equality and the empowerment of women and youth in the SADC region.

High-level mapping of the countries should be followed by a detailed mapping out of the opportunities that stand out, based on collaborative thinking between the consultants and FMT.

The Gender CoPro intends this assignment to support FMT in implementing its country strategy and developing a portfolio of gender intentional programming. It must therefore be tailored to the specific needs of FMT. However, it should build on a common methodology which includes the elements listed below.

#### 4.1 Analysis of financial market performance

As a market facilitator, FMT seeks to identify systemic barriers to smooth and equitable market functioning and dismantle those. Drawing on the Gates empowerment framework, consultants should analyse these barriers to women’s participation in the financial sector, as well as identifying other pertinent impediments to women’s financial inclusion and economic participation, in order to provide a broad overview of what the financial market performance looks like through a gender lens in the four countries. This will be based on information already available, such as FinScope data and key statistics (a preliminary list of possible data sources, to be defined with FMT, is in Annex B) and some primary research. Additional information and reports, for the consultant to review, will be provided by FMT. The basic understanding of the market should cover:

- Identification of shortcomings from a gender perspective in FMT’s priority market segments and service provision;
- Suggestions of where solutions to gender equitable finance could lie, identifying where women have equitable access/use or where women are better positioned to access/use finance, as well as gendered constraints which fall within FMT’s sphere of influence as a market facilitator;
- Evidence of how, at a market-wide level, existing FMT or other development programme interventions may have been successful in addressing gender equity in programming, at the level of market performance indicators (ie: provision, access, usage measures)

Consultants are also expected to apply a gender lens analysis to a wider perspective of the market, including rules and supporting functions.

#### 4.2 Identification of interventions

The interventions delivered by FMT - the Enterprise Supplier Development Programme, Informal Cross Border Trade and Cross Border Remittances projects should be reviewed for their potential to develop gender equitable inclusive financial solutions, with an emphasis on determining whether these are likely to have systemic impacts on women’s financial inclusion. While FMT’s programming to date has not integrated a systems approach to gender, consultants should identify where and how such an approach can be integrated into current portfolios of work and contribute to the development of FMT’s gender strategy. Consultants will support FMT to view its existing and future interventions according to level of gender intentionality (using the Gates Foundation Gender Integration Marker scale).

<b>Gender Unintentional</b>	<b>Gender Intentional</b>	<b>Gender Transformative</b>
Investment does not integrate a gender lens in the proposed approach, nor target gender gaps/barriers.	Investment is designed to reduce gender gaps/barriers in access to resources or increase the evidence base around gender gaps/barriers.	Investment is designed to reduce gender gaps/barriers in agency or control over resources.

Source: <https://www.gatesgenderequalitytoolbox.org/gender-integration-marker/>

## 5 Timelines, deliverables and reporting

We expect this analysis to take no more than four months. Timelines and some scope of work may be adjusted during the kick-off conversations with FMT.

The consultant will be expected to deliver:

1. A short **inception report** with agreed scope, timing, and refined approach to analysis, based on consultants' workplans and discussions with FMT, to be submitted 10 working days after kick off.
2. Attend **bi-weekly check-in meetings** with the FMT team
3. A **summary deck and debriefing session** with key staff from FMT, prepared in consultation with the team, to:
  - Present initial findings from the gendered market system analyses from the four countries, indicating key gender barriers constraints and areas for further research;
  - Present initial findings from the gendered market systems analysis for RSA, indicating key stakeholders and barriers women face;
  - Provide a first draft gendered review of the Enterprise Supplier Development Programme, Informal Cross Border Trade and Cross Border Remittances projects, with initial recommendations for improving the gendered outcomes and impacts of this work, as well as more widely providing insight into how existing FMT programming is likely to have systemic impact on women's inclusion and sharing initial recommendations for how future interventions can better do this;
  - Provide regular feedback to FMT and the FSD Gender Lead, receive feedback from FMT staff and revise reports accordingly.
4. A **co-creation workshop** with FMT staff to integrate initial gender findings and recommendations into the three priority interventions.
5. A **draft and final written report**, including documentation of all data sources and, wherever possible, links to the original data source. This report should include:
  - The full gendered analysis of the four country market systems, identifying barriers to women's participation and linking this to FMT's country strategy, highlighting areas where engagement could best be focused to achieve gender intentional and gender transformative impacts;
  - The extent to which existing programming has had a systemic impact on women's financial inclusion, provide recommendations as to how this could be increased, identify potential areas for intervention and types of intervention where women's access and agency can be systemically improved;
  - Revised Enterprise Supplier Development, Informal Cross-Border Trade and Remittances interventions which have integrated gender and clearly show how systemic constraints to women's improved livelihoods can be addressed.

The gender task team will sign off on all deliverables.

## 6 Responsibilities

The gender task team will provide resources to the consultants to ensure they are able to deliver on all objectives and deliverables, with weekly check-ins to provide feedback and guidance. The responsibilities within the task team are proposed as follows:

**The FinMark Trust team will:**

- Actively engage in the process, finalizing key issues around scope and timelines, providing the consultant requested documentation, offering insights into FMT's strategy and opportunities, and providing consultants timely feedback and guidance as needed;
- Ensure selected FMT members participate actively in the debriefing session, exploring implications of the analysis;
- Share feedback on the outcomes with the wider team; and
- Review and sign off key deliverables

**The selected consultant/s will:**

- Develop a workable approach to gathering relevant information;
- Gather and document this information in a clear and accessible way, according to the analysis framework;
- Plan and facilitate an FSD-level debriefing workshop sharing findings of the market analysis and suggesting potential opportunities for FMT; and
- Document findings and implications in a final report on an agreed timeline.

**Network gender lead and gender advisors will:**

- Support the consultant to facilitate the background work needed for a successful analysis;
- Provide technical guidance for the analysis and support coordination between the consultant and FMT staff;
- Sharing lessons from other countries
- Review and sign off key deliverables;
- Share results and implications with the wider Network.

## **7 Invitation to Tender**

Proposals are invited from suitably qualified consultants. The proposal should contain:

- a) A short description of the consultants' understanding of the objective of the assignment and their proposed approach, including suggestions on changes to the scope of work that they believe are necessary in order to optimize the outputs;
- b) A short consultant profile explaining relevant experience and similar work done in the last three years, together with a CV(s) tailored to the assignment (<5 pages per cv);
- c) A workplan, including submission deliverables;
- d) An itemized activity-based budget for fees and reimbursable expenses. The budget should include all applicable taxes.

Proposals are expected to be no more than 10 pages in length, excluding CVs.

### **Mandatory Requirements**

- a) Experience in engaging in market assessments and market systems analysis and strategy work;
- b) Experience in gender analysis and integrating gender into practices and strategies;
- c) Significant knowledge and experience in inclusive finance and women's economic empowerment in southern Africa, with experience in South Africa, Botswana, Lesotho and Eswatini strongly desired;
- d) At least one team member fluent in local languages;
- e) Knowledge and understanding of inclusive finance and financial sector development, and of the market systems approach; and
- f) Experience working with FSDs, particularly on gender programming, would be an advantage.

Assessment Criteria	Weighting (%)
Relevant capacity and qualifications (evidenced by formal qualifications and details provided of experience of consultant/s involved) and demonstrated experience and ability to deliver in this area (evidenced by previous assignments, client feedback, publications etc.)	35%
Quality of the proposal in response to the terms of reference (understanding, insights, originality and relevance)	35%
Local capacity of the consultant	15%
Value for money (based on fee rates, inputs and total costs of the assignment)	15%
<b>Total</b>	<b>100%</b>

Proposals should be submitted to FSD Africa by email -[bids@fsdafrica.org](mailto:bids@fsdafrica.org), by 12 noon (EAT) 23 May 2022 under a subject line reading ‘Invitation to tender: Market Analysis of Gender and Inclusive Finance for FinMark Trust’

## 8 Contact

Questions or comments in respect to these terms of reference should be directed to: [bids@fsdafrica.org](mailto:bids@fsdafrica.org) on or before 12noon (EAT) 13 May 2022 and responses shall be provided by 5 pm (EAT) on 16 May 2022

## 9 Applicable Taxes

As per Kenya’s tax law, FSD Africa will pay the Consultant after withholding the appropriate taxes at the applicable rate between Kenya and the Consultant’s country of tax residence, considering any tax treaties in force. It is the responsibility of the Consultant to keep themselves apprised of these applicable taxes. The below table however provides guidance on the applicable rates as per tax regimes.

Country	WHT Rate
Kenya	5%
United Kingdom	12.5%
Canada	15%
Germany	15%
Zambia	15%
India	10%
Non-resident rate for citizens of EAC member countries	15%
All other countries	20%

## 10 Proposed Fee Schedule

Costs should be shown separately in the format set out below. Fees proposed by tenderers should be inclusive of all taxes

<b>Consultancy fees*</b>	<b>Days</b>	<b>Fee USD/GBP</b>	<b>Total USD/GBP</b>
xx			
xx			
<b>Total remuneration</b>			<b>0.00</b>
<b>Reimbursement costs**</b>	<b>Unit</b>	<b>Cost USD/GBP</b>	<b>Total USD/GBP</b>
xx			
xx			
<b>Total reimbursement cost</b>			<b>0.00</b>
<b>Total proposed costs</b>			<b>0.00</b>
<i>*Fees incl of all taxes</i>			
<i>**Expenses to be reimbursed on actual costs as per FSD Africa's travel policy</i>			

## Annex A: About FinMark Trust

FinMark Trust (FMT) is a non-profit trust fighting poverty and inequality in the Southern African Development Community (SADC) region by ensuring that the poor are part of the economy. We do this by securing financial sector development that supports the inclusion of all the people of the SADC region - specifically by promoting financial inclusion in support of inclusive economic growth. For 20 years, our work has created profound and sustainable impacts in the lives of the poor, achieved through our partnerships with regional authorities, national governments, and the private sector.

Our work is evidence-based and leverages regional and country stakeholders in catalysing and embedding change to impact the lives of the financially unserved and underserved people in the SADC region. This leverage allows us to take advantage of economies of scale, complemented by implementation in selected countries with South Africa as a multiplier in the region.

Our current work spans six focus areas impacting several Sustainable Development Goals (SDGs). These focus areas are:

- Catalytic interventions in Micro, Small and Medium Enterprises (MSMEs) and agriculture to create jobs especially for women and youth.
- Investment for a greener, inclusive COVID-19 recovery.
- Enabling regional trade through informal and small cross border traders, with a particular focus on women.
- Inclusive digital finance to promote inclusivity for informal and low-income workers and consumers and to stimulate local economic development.
- Strengthening Social Protection Systems in partnership with the South African Social Security Agency (SASSA).
- Cross border remittances to benefit low-value remitters and women beneficiaries.

## Annex B: Proposed country indicators - for discussion/to be refined

The following indicators are suggestions to augment the overall analysis, final indicators will be agreed with consultants and the FSD.

### Country Metrics—Gender context

<b>Economic Agency</b>	<b>Source</b>
<b>Human capital</b>	
Maternal mortality ratio (per 100,000 live births)	DHS
Percentage of reproductive age women (15-49) using modern contraception	DHS
How close women are to achieving parity with men in literacy; net primary school enrolment; net secondary school enrolment; and gross tertiary enrolment (scale of 0-100)	WEF
Literacy rate among adult women (aged 15+ years)	WDI
Proportion of women who report that they “feel safe walking alone at night in the city or area where they live.”	Gallup
<b>Income</b>	
Industries where women’s work and women workers are concentrated	Various, by country
Share of employment in non-agriculture, female (% of total non-agricultural employment)	ILO
Female share of employment in senior and middle management (%)	ILO
Percentage of women ages 25 and older who are employed	ILO
Ratio of female to male labour force participation (in %)	WDI
Wage equality between women and men for similar work (score of 0 to 1)	WEF
<b>Assets</b>	
Percentage of women ages 25 and older who report having a mobile phone that they use to make and receive personal calls	Gallup
Unmarried women and unmarried men have equal rights to property (Y/N)	WBL
Married women and married men have equal rights to property (Y/N)	WBL
Equality of inheritance rights between sons and daughters (Y/N)	WBL
Equality of inheritance rights between husbands and wives (Y/N)	WBL
Extent to which laws afford women and men equal and secure access to land use, control, and ownership	WBL
<b>Ideas and Norms</b>	
Men make better business executives than women (Y/N)	Gallup
Percentage of voters who believe that “men make better leaders”	Gallup
Time spent on unpaid domestic chores and care work (female/male ratio)	HDRO (Human Development Report Office)
Percentage of population who disagrees with “It is perfectly acceptable for any woman in your family to have a paid job outside the home if she wants one.”	Gallup
Percent distribution of currently married women (or men) age 15-49 by person who usually makes decisions about: 1) Own health care. 2) Large household purchases. 3) Visits to family or relatives.	DHS
Percentage of all women and men age 15-49 who agree that a husband is justified in hitting or beating his wife for specific reasons: 1) Burning food. 2) Arguing with him. 3) Going out without telling him.	DHS

4) Neglecting the children.	
5) Refusing to have sexual intercourse with him.	
6) At least one reason.	
<b>Mobilization</b>	
Women's participation in community groups/ associations/networks	Individual Deprivation Measure (IDM) <sup>1</sup>
Ability to change your community	IDM

#### Country Metrics - Financial system

Indicator	Source
<b>Access &amp; Usage</b>	
Saved at a financial institution, female (% age 15+)	WB Findex
Women with account at financial institution or with mobile money-service provider (% of women ages 15 and older)	WB Findex
Credit access	
<b>Infrastructure barriers</b>	
Proportion of women who report being satisfied with the quality of roads in the city or area where they live	Gallup
Percentage of population who are internet users, female (%)	ITU
Distance from agency/outlet	
Coverage by 3G+, phone network	
Cost of data bundles	
<b>Policy barriers</b>	
Whether women and men have the same legal rights to open a bank account and obtain credit in a formal financial institution (Y/N)	WBL
Identity document access & transaction costs	
Land ownership policies	
Collateral policies	
Moveable asset registries	
<b>Norms barriers</b>	
If different to Norms section in Country Metrics	
<b>Solutions barriers</b>	
Fees to operate account, fees as share of tx costs under \$10	
Women included in design?	

#### FSD Metrics

<b>Strategy</b>
Does the FSD have a gender strategy? If so, when was it developed? What are its strengths?
Does gender or women's economic empowerment feature in the FSD's core strategy? What are the aims? What is the FSD's gender focus?
What is this FSD's focus moving forward from 2021? Have they identified new gender opportunities in the context of new/ongoing programming?
<b>Projects</b>
How many and which projects have explicit gender aims or targets?
What are this FSD's biggest gender accomplishments? What key lessons have they learned about gender in their projects so far?
Has a thorough gender analysis been undertaken for any projects? How was it done? What lessons did the process offer?
How do gender projects break down between gender adjustments, opening opportunities, and pursuing transformation?

<sup>1</sup> Wisor, Scott et al. 2014. "The Individual Deprivation Measure: A Gender-Sensitive Approach to Poverty Measurement," IDM. <https://www.individualdeprivationmeasure.org/resources/arc-report/>.

<b>Mainstreaming</b>
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Does this FSD have anyone internally with specific gender responsibilities? How are those resources used in practice?
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Which staff have received some explicit gender training? What type of training? What kind of leadership do these staff members have in project design and delivery? How has this translated into changes in practice so far?
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Does this FSD have systems to support ongoing reflection over the quality of projects or on challenging topics like gender? What does this look like?
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How are gender considerations built into project design, review, execution, and evaluation?
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How does gender come into selection and engagement of partners?
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What is the current gender composition of senior staff and the board? Are there any lessons from changes that have happened in gender and staffing or pay equity issues? Are there other issues of representation that the FSD has grappled with beyond gender?
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## Annex C: Results Framework for FSD Network collaborative gender programme

Primary outcome	Intermediate Outcomes	Outputs
1. By 2024: At least 10 million more women included & active in inclusive financial systems that enable increased agency over financial resources.	1.1 Policy/Regulation: By 2024: at least 5 new or improved gendered policies and regulation FSD countries.	1.1.1 By 2024: At least 8 regulators' (institutions) capacities strengthened through information sharing, training, and experiential learning support.
	1.2 Infrastructure: By 2024: Increased access to financial services channels for at least 20% of intervention participants (e.g. ownership of phones, reduced distance to agent, improved trust of agents).	1.2.1 By 2024: At least 3 interventions demonstrate scalable pathways to overcome women's infrastructure barriers to access and usage (such as phone ownership, agent proximity, connectivity, etc.).
	1.3 Solutions: By 2024: At least 8 viable, scalable financial solutions proven to address gender barriers to women's usage and agency.	1.3.1 At least 10 new financial solutions that target gaps in agency over resources related to financial services developed and tested.
	1.4 Norms: At least 20% more women report increased agency in household financial decisions.	1.4.1 By 2024: 10 Interventions that address gender barriers at household level designed and implemented.
	1.5 By 2024: Gender mainstreamed within FSDs, as evidenced by at least 8 FSDs operating at Phase 2 in gender mainstreaming journey.	1.5.1 Network-level strategic plan produced, including analysis of key barriers and levers for change, learning agenda, intervention investment priorities and procedures for selection, updated results framework, specific co-funding commitments. (Payment Contingent milestone--end Phase 1 -18 mo).  1.5.2 By 2022: At least 10 FSDs have an evidence and market-based strategy for advancing women's empowerment through equitable access to and usage of financial services.  1.5.3 At least 10 FSDs' gender strategies and their implementation reviewed through peer review after two years in place.
	1.6 By 2024: At least 24 market actors (institutions) demonstrate increased understanding of the underlying gender barriers and gaps in access, use, and agency over financial services and potential strategies to address these gaps at the community or household level.	1.6.1 At least 10 research studies completed that examine pathways for increasing women's financial access and agency.  1.6.2 By 2024, 5 Gendered information systems that support gender based market analysis, solution development and execution, strengthened / created.  1.6.3 At least 5 gender related partnerships/linkages across financial and non-financial market players to tackle gender related constraints and opportunities and create an enabling environment for transformational change.  1.6.4 By 2024, 30 New and existing knowledge, insights and good practices publications created and shared.