



**CALL FOR EXPRESSION OF INTEREST:  
CONSULTING SERVICES FOR INVEST IN AFRICA'S SPEARHEADING SUSTAINABILITY OF  
WOMEN SMEs (SMALL AND MEDIUM ENTERPRISES) PROGRAM**

**PART A: ABOUT THE PROGRAM**

**BACKGROUND**

Small and Medium Enterprises (SMEs) typically struggle to pursue sustainable practices as their willingness and capability is deterred by limitation in size, skill and knowledge. Women entrepreneurs, in addition, face the additional challenges brought about by gender inequality, damaging gender stereotypes and sexist attitudes, with young women being disproportionately disadvantaged.

Invest in Africa, in partnership with World University Service of Canada (WUSC), is implementing a project on Spearheading Sustainability of Young Women SMEs in Kenya. The initiative aims to equip young women entrepreneurs with the skills and support they require to effectively adopt Environmental, Social and Governance (ESG) sustainability practices in their enterprises.

**KEY PROJECT OBJECTIVES**

- To create a pool of motivated young women SMEs adopting ESG sustainability practices: (1) strengthening governance systems; (2) mainstreaming gender equality and socially inclusive practices; (3) adopting environmentally sustainable practices.
- To empower young women SMEs to be well positioned to access sustainability funding, including climate change financing.
- To enable young women SMEs to widen their support network of like-minded entrepreneurs, other ecosystem actors, and sector sustainability experts.

**KEY PROJECT DELIVERABLES**

1. 25 young women SMEs develop and implement ESG sustainability policies and plans.
2. 25 project beneficiaries undergo investor readiness empowerment.
3. 25 SME participants develop financing pitch decks in readiness of engaging potential financing institutions.
4. ESG Sustainability Development Toolkit launched on IIA's Biashara.Now Platform.

**EXPECTED OUTCOMES**

- Reduced SME impact on the environment.
- Enhanced SMEs' responsibility to employees and the communities in which they operate.
- Strengthened governance of youth women-owned enterprises.

- The targeted SMEs will widen their network with other SMEs and sustainability sector experts.
- Increased SME revenue from the implementation of ESG best practices sustainability advantage.
- The project beneficiaries will meet the ESG sustainability requirements of large corporates for potential business linkage.
- The project beneficiaries will be well positioned to access financing for ESG sustainability initiatives.
- Data tracking and impact reporting of a strong pool of 25 young women SMEs championing ESG sustainability, for learning and scalability.

### PROJECT COMPONENTS

The project covers five strands of complimentary activities to achieve the overall project goal:

- **Strand 1: Sustainability Awareness** – Increase SMEs’ knowledge of Environmental, Social and Governance (ESG) sustainability and build the business case for implementation within their enterprises.
- **Strand 2: Sustainability Gap Assessment** – Support the SMEs to conduct a baseline assessment to diagnose and identify sustainability gaps and opportunities of their firms.
- **Strand 3: Coaching & Mentorship** – With the support of certified coaches, the SMEs will draft their sustainability (ESG) policies and action plans, and improve their management systems to strengthen Environmental, Social, and Governance performance.
- **Strand 4: Technical Support Services** – SMEs will receive the technical support they require to implement their sustainability policies and action plans, in line with their identified gaps and opportunities.
- **Strand 5: Showcasing Success** – SME impact storytelling and spotlight will showcase the impact of sustainability adoption by the project beneficiaries.

For program success, the project content will incorporate the below critical aspects of sustainability:

Environmental	Social	Governance
<p><i>Focus areas:</i></p> <ul style="list-style-type: none"> <li>▪ Climate Change Awareness</li> <li>▪ Energy efficiency techniques</li> <li>▪ Reduced waste.</li> <li>▪ Circular economy</li> <li>▪ Use of alternative materials</li> </ul>	<p><i>Focus areas:</i></p> <ul style="list-style-type: none"> <li>▪ Development of a healthy, diverse, and inclusive work environment</li> </ul>	<p><i>Focus areas:</i></p> <ul style="list-style-type: none"> <li>▪ Transparency &amp; accountability</li> <li>▪ Taxes</li> <li>▪ Regulatory requirements</li> <li>▪ Standards</li> </ul>

<ul style="list-style-type: none"> <li>▪ Water management</li> <li>▪ Improved process efficiency</li> <li>▪ Alternative energy</li> <li>▪ Climate mitigation/adaptation project financing opportunities</li> </ul>	<ul style="list-style-type: none"> <li>▪ Occupational Health &amp; Safety programs</li> <li>▪ Decent wages</li> <li>▪ Adopting a positive community response that contributes to the development</li> </ul>	<ul style="list-style-type: none"> <li>▪ Procurement &amp; contract management</li> <li>▪ Improved processes and operations</li> <li>▪ Risk identification</li> <li>▪ Succession planning</li> </ul>
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**PART B: CALL FOR CONSULTANTS' EXPRESSION OF INTEREST (EOIs)**

**CONSULTANTS' DELIVERABLES AND OBJECTIVES ON THE SPECIFIC COMPONENTS**

**CATEGORY ONE: MASTERCLASSES**

- Train young women entrepreneurs on the different ESG sustainability focus areas, inclusive of the areas mapped in the table above.
- Equip the project beneficiaries with tools, templates and other relevant materials to support their ease of adopting ESG Sustainability practices.
- Empower the participants on how to leverage ESG Sustainability as a both a marketing and an impact avenue for their enterprises.

**CATEGORY TWO: COACHING**

- Set the expectations of the coaching process through a Coaching kick-off session.
- Support the project beneficiaries to successfully develop ESG Sustainability Goals and Plans for their enterprises through one-on-one and group coaching.
- Provide data and information to support IIA learning to support future programs, as well as showcase success and impact of the project.

**CATEGORY THREE: TECHNICAL SUPPORT SERVICES**

- Feedback and refine participants' ESG sustainability Goals and Plans for effectiveness in line with their company profiles and sectors.
- Support the project beneficiaries to develop ESG sustainability policies to support successful achievement of their goals and plans SMEs, as developed during coaching.
- Provide the required technical support for the project beneficiaries to effectively implement their ESG sustainability policies and action plans.
- Provide tools and templates to enable the project beneficiaries to effectively adopt end-to-end ESG sustainability; and, sustain implementation and impact beyond the life of the project.
- Empower the young women entrepreneurs to effectively monitor and evaluate their adoption of ESG practices within their enterprises. the impact is sustainable beyond the Program



#### **TO SUBMIT AN EXPRESSION OF INTEREST:**

1. You may submit an Expression of Interest in **one or all categories** of the project. Each Expression of Interest must be **submitted separately**.
2. All Expressions of Interest must be emailed to [kenya.admin@investinafrica.com](mailto:kenya.admin@investinafrica.com) before 22<sup>nd</sup> February 2023 at 4pm EAT.
3. All Expressions of Interest must be submitted in English language.

#### **ADDITIONAL INFORMATION**

The Project Consultants will report to the Program Manager; Invest in Africa (IIA) and work closely with the Projects & SME Engagement Executives, with structured project reporting.

#### **Duty Station**

The project will cover SMEs within Nairobi and its environs.

#### **Administration Arrangements**

IIA will cover agreed administrative costs. Consultants are expected to use their own laptop and telephone.

#### **Travel Arrangements**

Minimal travel is expected during the assignment. In case of travel, IIA will be responsible for the Consultants' travel expenses, subject to well documented and approved agreement.

#### **Duration**

The assignments will take place from February 2023 to July 2024 in adherence to the project timelines.

#### **Payment**

Expected daily /per session billing rate should be clearly indicated in the Expressions of Interest. Payment will be based on the signed contract, the agreed number of days/sessions and the rate per day/session of work done. Consultants will be expected to provide time sheets for work done.

#### **Key Consultants/Experts**

For the implementation of the project, the consulting firms are expected to provide a team of key experts as submitted in the Consultants' Expression of Interest (EOI).

#### **Language:**

All deliverables shall be in the English language. Therefore, excellent English communication skills (oral, written and presentation) are essential.