



TERMS OF REFERENCE
CONSULTANCY TO CONDUCT A GENDER EQUALITY (GESI) ANALYSIS
FOR THE MARA LANDSCAPE

SEP 2024

Position Title:	Gender Analysis Consultant.
Location:	Maasai Mara landscape.
Organization:	Maasai Mara wildlife conservancies association (MMWCA)
Reporting to:	Chief of party (Technical Lead) and Senior Gender Officer
Tentative time of Assessment	Between 14th October 2024 and 31 st November 2024
Duration:	2 months.

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INTRODUCTION

The Maasai Mara Wildlife Conservancies Association (MMWCA) is an umbrella body for existing and upcoming conservancies in the Mara landscape, currently with 25 member conservancies at different stages of development, ranging from nascent stages of development to more established conservancies.

MMWCA is implementing a 5-year activity (\$6.5M) USAID funded activity. Conservation of the Maasai Mara Landscape activity is working with five local partners, including conservation, community health, gender empowerment, and indigenous people's rights organizations, to increase the resilience of the Mara landscape for wildlife conservation and community well-being. In addition to addressing conservation challenges like human-wildlife conflict and shrinking wildlife corridors, the activity seeks to strengthen conservancies to complement government efforts in addressing social challenges related to health, education, livelihood opportunities, and gender-based violence.

Several activities are being implemented to support the following project objectives:

- Secure and sustain biodiversity through locally led organizations and strategic partnerships.
- Enhance economic development and sustainable revenue streams for livelihood sustenance in the Mara region.
- Enhance gender equality and women empowerment, including, but not limited to, combatting gender-based violence and female genital mutilation.
- Promote indigenous people's rights.

As MMWCA expands its work on gender equality and equity through transformative and targeted interventions for women and girl's empowerment, the scope of our work has also exponentially increased and the demand for bold integrated that addresses root causes is becoming urgent

With MMWCA support, women across the Mara ecosystem have created women led Community based organization (CBO) self-help groups and forums to advocate for their rights, strengthen access to resources and promote their agency in natural resource management and decision making across conservancies. This has led to the increase of women in leadership position from a baseline of 0 in 2019 to 120 in 2024, facilitated the formation of the Greater Mara Conservancies women leader's forum, introduction of female rangers in the landscape from a baseline of 0 to 70 and Conducted mentorship to 7962 girls from 25 schools.

Engaging and strengthening these groups, in particular investing in women's leadership and entrepreneurial skills, have represented a clear pathway to equitable participation and opportunities.

SCOPE OF WORK

The primary objective of this consultancy is to conduct a comprehensive gender analysis that will inform necessary changes if needed and might reveal previously overlooked considerations in the activity and indicators. The gender analysis will seek to answer the following questions:

- Carry out a comprehensive analysis on the extent of implementation and application of relevant existing national/County and legal frameworks and examine the strengths of these legal frameworks vs customary laws in the context of the Mara landscape as well as if and how customary rules and norms may take precedence (prohibition of female genital mutilation act, community land act and laws of succession, the sexual offences act, Wildlife act and children act)
- Do customary laws present any constraints or opportunities for women's equal access to and control over land and natural resource in decision making?
- Conduct a comparative analysis on differentiated traditional knowledge of women and men on climate and natural resources management and its implication on current and future natural resource management.

The GESI analysis will be carried out across six GESI domains: 1) Law & Policy, 2) Access to Resources, 3) Power and Decision-Making, 4) Roles and Responsibilities, 5) Knowledge and Beliefs, and 6) Human Dignity.

In addition, the gender analysis should consider what is known about addressing gender gaps in the landscape. The gender analysis will be primarily based on qualitative and quantitative data as well as a desk review.

CONSULTANT'S RESPONSIBILITY

The consultant will have the following responsibility

- Provide the above-listed deliverables within the stated time frame.
- Acknowledge all the data and results produced by the consultant is MMWCA data and seek approval for utilization.
- Sign and abide by MMWCA's relevant policies including child protection and data protection policy.

MMWCA'S RESPONSIBILITY

MMWCA will have the following responsibility

- Provide project proposal and project reports to support the informed context analysis
- Lead the coordination with the staff and field during the field visits.
- Organize the workshops, FGDs, site visits and provide all the necessary logistics

ESSENTIAL QUALIFICATIONS AND EXPERIENCE

a) Education

- Master's Degree in social sciences, Anthropology, Social Work, Gender/Women Studies, Development Studies, Community Development, Sociology, Education or related field.

b) Work experience and competencies

The consultants must have:

- At least ten years' experience in gender advocacy and evidence-based results in gender analysis and mainstreaming especially in institutions and projects that deal with climate change, land rights issues, environment and natural resources management.
- Significant experience with gender issues and social impacts is required with some experience in relevant socio-ecological and gender analysis frameworks.
- Previous experience in project management or monitoring and evaluation as well as developing gender assessment and action plans for projects.
- Experience of capacity building and training development programmes.
- Experienced working with stakeholders at multiple levels, including local, regional, and national.
- Experienced in developing gender-based violence (GBV) mitigation and response measures for projects and programmes.
- Strong analytical ability to design, implement and evaluate gender mainstreaming options for promoting natural resources management, climate adaptation and resilience.
- Excellent interpersonal skills and a strong team player with proven communication and diplomacy with the ability to work effectively with multicultural and multidisciplinary teams with sensitivity and respect for diversity.

APPLICATION PROCESS

Interested and qualified individual's consultants should submit the following documents:

- Curriculum vitae (CV) highlighting relevant experience
- Technical proposal outlining the proposed methodology and approach
- Financial proposal indicating consultancy fees and expenses.
- A detail workplan outlining the activities, deliverables and timelines for completing the gender analysis. The workplan should demonstrate a logical sequence of tasks and provide a clear timeline for each phase of consultancy.

PROCUREMENT PROCESS

The following key dates apply to this procurement process:

- TOR issue date: 23rd September 2024
- RFP closing date and time: 8th October 2024, 17:00 EAT

Application should be sent to the following email address procurement@maraconservancies.org or contact@maraconservancies.org with the subject line “**CONSULTANCY - MMWCA GENDER ANALYSIS**”

The deadline for submission is **October 8,2024**. All application received before this deadline will be reviewed.

EVALUATION CRITERIA

Criteria	Points
<p>Mandatory Documents:</p> <ul style="list-style-type: none"> i. Certificate of Registration /Incorporation (2 Points) ii. CR 12 certificate (2 Points) iii. KRA Pin (2 Point) iv. Valid Tax Compliance certificate (2 Points) v. Valid Single Business Permit from County Government (2 Points) vi. Dully filled, signed and stamped supplier information form (1 Point) vii. Dully filled, signed and stamped conflict of interest form (1 Point) <p>For Sole proprietors</p> <ul style="list-style-type: none"> i. A detailed CV and profile of the consultant highlighting experience on similar solutions – 2 Points ii. Individual KRA PIN – 1 Point iii. KRA Tax Compliance Certificate – 2 Point iv. A business registration or Incorporation certificate – 1 Point v. Business Permit – 1 Point vi. Describe any conflicts of interest that your company may have in entering into a relationship with MMWCA – 1 Point vii. Financial reports for the past two years – 2 points 	10 Points
<p>Technical Capacity</p> <ul style="list-style-type: none"> viii. Demonstrate expertise in areas of GESI analysis (5 Points) ix. Experience in Gender Analysis with evidence of completed assignment of similar nature. Attach Contracts/Proof of work done. (5 Points) x. At least ten years’ experience in gender advocacy and evidence-based results in gender analysis and mainstreaming especially in institutions and projects that deal with climate change, land rights issues, environment and natural resources management. xi. Significant experience with gender issues and social impacts is required with some experience in relevant socio-ecological and gender analysis frameworks. xii. Previous experience in project management or monitoring and evaluation as well as developing gender assessment and action plans for projects. 	20 Points

<p>Relevant Expertise and Qualifications</p> <p><u>Team Members</u></p> <ul style="list-style-type: none"> i. Bachelor's degree in social sciences, Anthropology, Social Work, Gender/Women Studies, Development Studies, Community Development, Sociology, Education or related field. (2 Points) ii. 2 years of experience in related field preferably in rural areas and/or Narok County (1 Points) iii. Demonstrated experience in GESI projects (2 Points) <p><u>Lead consultant</u></p> <ul style="list-style-type: none"> i. PhD/Master's degree in social sciences; Anthropology, Social Work, Gender/Women Studies, Development Studies, Community Development, Sociology, Education or related field (5 Points) ii. 5 years of experience in related field preferably in rural areas and/or Narok County (5 Points) iii. Experience in GESI Analysis projects. (5 Points) 	20 Points
<p>Proposed Methodology</p> <ul style="list-style-type: none"> i. Detailed understanding of the Terms of References (TOR) / Methodology/Approach and Work Plan on how to undertake the assignment for each task, breakdown of activities, tools and timeline for carrying out assignment. 	20 Points
<p>Financial Proposal</p> <ul style="list-style-type: none"> i. Detailed financial proposal in Kenya Shillings with itemized expenses. <p>The lowest cost proposal will be awarded 30 points. Other cost proposals will be awarded proportionate points as per formula:</p> $Sf = 100 \times Fm/F$ <p>Where; “Sf” is the Financial Score, “Fm” is the lowest price, and “F” the price of the proposal under consideration</p>	30 Points
<p>Total</p>	100 points