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**TERMS OF REFERENCE FOR THE DEVELOPMENT OF A CONTENT DEVELOPMENT STRATEGY FOR THE 50 MILLION AFRICAN WOMEN SPEAK NETWORKING PLATFORM PROJECT FOR COMMON MARKET FOR EASTERN AND SOUTHERN AFRICA (COMESA), EAST AFRICAN COMMUNITY (EAC) AND ECONOMIC COMMUNITY OF WEST AFRICAN STATES (ECOWAS)**

**EAC**

**June 2020**

# **Background**

In September 2016, Common Market for Eastern and Southern Africa (COMESA), East African Community (EAC) and the Economic Community of Western African States (ECOWAS), signed a Memorandum of Understanding (MoU) to jointly implement the 50 Million African Women Speak Networking Platform Project (50MWSP) with support from the African Development Bank (AfDB).

The Project’s objective is to contribute to the economic empowerment of women through the provision of a networking platform for women to access information on financial and non-financial services. The Project has created and deployed the networking platform that will enable women to access information on business training, mentorship, financial services and locally relevant business information, while building their own networks of contacts to enable them to connect with one another in ways that foster peer-to-peer learning, mentoring and access to social services among others.

The platform is expected to be dynamic and with real-time information on trade or business finance, market and capacity building opportunities, and other business and social services to attract women entrepreneurs. The platform enables the sharing of information and knowledge between women entrepreneurs within communities, and access to in urban and rural areas, and across borders.

**Rationale to Develop a Content Development Strategy for 50MAWSP**

The purpose of the Platform is to make readily available information and services to women users particularly women entrepreneurs who often have difficulty to access important and real-time information which benefit their businesses and other social needs. The content of the platform is multisectoral and broadly classified as ‘information’ and ‘services’ under the ‘resources’ area on the platform. This content structure or categorization of content helps to organize the content/information in an orderly manner and make it easily accessible and user friendly. Being the key component of the platform, content identification, generation, development and upload requires a strategy to guide and standardize this critical aspect of the platform across RECs and countries

In the day to day changing world, the content of the platform should be dynamic, up to date, timely and attractive to users. This demands close attention and regular update of content on the platform. Content should be obtained from reliable global, continental, regional, national as well as in some instances from community level sources of diversified sectors. In this case, the source and spectrum of content is broad and needs a systematic approach to identify, collect, develop, authenticate and upload this content to the platform regularly. It is therefore important to design a content development strategy in order to manage the content of the platform with the attention it deserves. The strategy will guide the day to day work of content management at national and regional levels to standardize content types, identification and collection mechanisms including content development and management among the three RECs.

As a guiding principle, the content development strategy should highlight the importance of being transparent and consultative in order to gain the confidence of users. The strategy must have a mechanism to clearly identify and authenticate sources of content. The content strategy should be alive to key web publishing principles, should be sensitive to human rights-based issues, recognizing and respecting the rights of women, girls and children including the rights of minority or disadvantaged groups. Security and copyrights of contents need to be addressed as well. Dates of production of contents (some contents may be outdated or expired), accuracy or facts in the content and also content’s gender sensitivity should be considered as the key aspects of the content strategy and observed as an important principle in the Content Development Strategy.

1. **OBJECTIVE**

The primary objective of the Content Development Strategy is to create a structured approach to identifying relevant sources of content, collecting, developing, updating, uploading and review of the content on the 50MAWSP which is the leading online women’s economic empowerment platform.

Therefore, the objective of this consultancy is to develop a Content Development Strategy which will guide and standardize all the content collection and development processes in the three regional blocs (COMESA, EAC and ECOWAS) and country teams in the Member States, including relevant stakeholders across the board.

# **Duties and Responsibilities of the Consultant**

The Consultant for Content Development Strategy of the 50MAWSP will be expected to perform the following:

1. Conduct literature review and engage different stakeholders to understand the kind of content needed on the 50MAWS platform;
2. Based on literature review and consultation with different stakeholders, conduct content needs assessment for women empowerment with special attention to women entrepreneurs considering their multisectoral needs, concerns and interests to run their business effectively;
3. Draft a report on the Content Needs Assessment classified by sectors (economic, social and others) for the target group;
4. Develop an outline of the regional Content Development Strategy for the 50MAWS Platform that can efficiently help to identify, collect, authenticate and develop contents from different sources including public/private sectors and civil society groups situated at national, regional and international levels;
5. Define and prioritize the content that is most relevant to the empowerment of women emphasizing on economic empowerment of women in Africa;
6. Design a strategy for content developers/managers that help them on how to identify, where and how to access, collect relevant contents and prioritize them according to their relevance to the Platform from national, regional and global sources;
7. Propose a networking guide on how to access content from different stakeholders on a regular basis;
8. Propose a measure to assess and discard out-of-date contents from the platform;
9. Develop Content Development Strategy Plans with clearly defined responsibilities for different bodies/sectors including performance measurement indicators for each REC; and
10. Formulate monitoring and evaluation mechanisms for the Content Development Strategy to measure its performance and effectiveness.

# **Deliverables**

The Consultant will deliver the following:

1. Inception report of the assignment to develop Content Development Strategy;
2. Draft Report of Content Needs Assessment;
3. Draft Content Development Strategy with Content Development Strategy Plan and Performance Monitoring and evaluation Framework of the Strategy;
4. Report of Content Validation Meeting; and
5. Final Content Development Strategy incorporating inputs from the Validation Meeting

# **Consultants Qualification & Experience**

## **5.1 Education**

Master’s degree in social sciences including sociology, economics, development studies, mass communication and or gender studies. Master of Business Administration or other related fields has an added advantage.

## **5.2 Experience**

1. Ten years of relevant experience in content development at national, regional or international level with a specific focus on economic empowerment and social and gender related matters;
2. The consultant must have four proven demonstrable experience in designing policy and strategy of multisectoral nature with a gender responsive approach;
3. Three relevant experience in working with governments and/or international organizations on consultancy assignments, especially in strategic program planning;
4. Demonstrable experience in working with online platforms will have an added value.

# **Competency Profile**

## **5.4 General Competencies**

1. Excellent command of English both written and oral;
2. Knowledge of French will be an added value;
3. Ability to work in a team in a multi-cultural environment;
4. Ability to multi-task and work irregular and long hours; and
5. Ability to travel as required.

## **5,5 Technical Competency**

1. Proven track record in strategic planning, review and development of policy and strategy, gender responsive analysis work and design of program or project among other consultancy services;
2. Proven experience working with public and private institutions or ministries responsible for gender and women’s affairs including women’s Organizations, groups operating at different levels such as Regional Economic Communities and others dealing with the promotion of women empowerment and gender equality agenda; and
3. Sound knowledge of key government and private institutions and their policies and services needed for the economic empowerment of women.

Evaluation Criteria of the above qualifications and experience will be based on the criteria and scores:

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| --- | --- | --- |
|  | General qualifications and suitability for the task to be performed | 10% |
|  | Adequacy for the assignment (Experience described in the ToR) | 55% |
|  | language capacity | 5% |
|  | Technical competency | 15% |
|  | Relevant working experience with governments and/or international organizations | 15% |
|  | **Total Weight** | **100%** |

The minimum technical score to be considered is 75%.

# **Duration of the Assignment**

The expected duration of this consultation is 60 days spread over a maximum period of 3 months.

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