



## TERMS OF REFERENCE

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### Support to COLEAD for the development of a “gender strategy and action plan”

#### 1. COLEAD - Growing People

COLEAD is a non-profit interprofessional association created in 1973 whose main purpose is to facilitate and implement actions allowing to increase the contribution of the agricultural sector to the achievement of the Sustainable Development Goals. COLEAD works in the low- and middle-income countries with a specific emphasis in African Caribbean and Pacific region.

COLEAD means COMmittee Linking Entrepreneurship-Agriculture-Development. COLEAD is a network of companies, professional organisations and experts committed to inclusive and sustainable agriculture.

The association is managed by a Board of Directors, half from ACP countries and half from EU countries. The Board of Directors delegates the execution of activity programmes and budgets to a permanent structure, the General Delegation, headed by a General Delegate appointed by the Board of Directors. Further information regarding Governance - [HERE](#).

The operational activities of COLEAD are headed by the General Delegation which incorporates a team of close to 70 staff members with offices in Brussels, Paris, Nairobi, and Cotonou.

The team manages and develops activities based on the association’s values and moto “Growing People”. Together the team strive to maintain a culture that aims to achieve results for the public good.

#### COLEAD programmes

COLEAD designs and manages development programmes in the agriculture and food sector. Online and in the field, COLEAD supply technical assistance, vocational training and support services covering research and innovation brokerage, monitoring of regulations and standards, market insights, networks and alliances and access to finance.

The programmes managed by COLEAD are funded by donors (mainly the European Union and the Organisation of African, Caribbean and Pacific States). COLEAD also contributes to programmes implemented or co-financed by other donors, including the French Development Agency (AFD), the Standards and Trade Development Facility (STDF), Enabel (the Belgian Development Agency), and the UN Industrial Organization (UNIDO).

#### Fit For Market Plus Programme

In December 2021, the EC and COLEAD signed a five-year grant contract, “Fit For Market Plus – Mitigating the impacts of the COVID-19 pandemic by strengthening the sustainability of the ACP horticultural sector” (**FFM+**), with a total budget of EUR 25 million funded by the European Union (EU) and the Organisation of the ACP States (OACPS) through the 11<sup>th</sup> European Development Fund (EDF).

In the continuity of the FFM and FFM SPS programs, FFM+ is part of the intra-ACP annual programme for cooperation between the EU and the ACP Group of States. The expected results of the FFM+ program are

integrated into an overall COLEAD implementation framework aimed at building and strengthening capacity at national and regional levels to ensure that effective and efficient national SPS systems are in place for the ACP horticultural industry. The FFM+ program is designed to specifically address the impacts of COVID-19 through specific short- and medium-term actions to mitigate the impact of the pandemic on the ACP agri-food sector. The programme consists of three central elements:

1. The COLEAD Charter, that operators are expected to sign up to when they sign a Project Development as a partner-beneficiary of the Fit for Market Plus Programme (<https://eservices.COLEAD.org/en/e-bibliotheque/sustainability-charter>).
2. A system of self-assessment (SAS/R-SAT) exercises that operators (private-public) are expected to do when they sign a Project Development as a partner-beneficiary of the Fit for Market Plus Programme.
3. A sustainability training programme and Technical Assistance tailored to the ACP horticultural sector (<https://training.COLEAD.org>).

It is expected that at the end of the FFM+ programme, after a structure has received support from COLEAD, there will be a measurable improvement in its practices and situation.

## **2. Global Context and Information**

### **“Gender mainstreaming through COLEAD’s work”**

Gender mainstreaming under FFM+ requires both integrating a gender perspective into the content of activities led by COLEAD and addressing the issue of the representation of women (and men) as direct/indirect partner beneficiaries of activities. Both dimensions - representation of women and gender sensitive content - are included when formulating and designing development programmes.

All planned activities under FFM+ should be assessed to identify those that favour (or could disadvantage) vulnerable groups, in particular women and weaker economic actors, including smallholders and certain ethnic groups. Inclusion in general, and gender in particular, should be at the heart of design of development programmes managed and implemented by COLEAD under FFM+.

COLEAD gender documentation available for consultation:

“Gender preliminary – strategy working document” that consolidates baseline information and reflection on how COLEAD is applying and plans to apply a gender-lens throughout its activities (with a focus on its partner / beneficiaries). Document to be shared to the expert.

### 3. Objectives and expected outputs of the Mission

The objective of this assignment is to appoint an experienced gender expert to provide support to COLEAD in the drafting of a pragmatic “gender strategy and action plan” that is fully aligned with European (EU) and International (UN) agendas. In particular with the 2030 Agenda for Sustainable Development. Gender equality is very prominent throughout the 2030 Agenda, both in the form of a stand-alone goal, referred as Sustainable Development Goal (SDG) (SDG 5) and as a cross-cutting theme, with more than 30 gender-related targets across the other SDGs.

Specifically, it is expected that the gender expert will:

- Conduct consultations with identified team (e.g., BoD, management, gender assigned team, partner/ beneficiaries) to gather key inputs for the “gender strategy and action plan” and provide an overall assessment of the existing gender responsiveness of COLEAD’s programmes.
- Identify ways to apply a “gender-lens in practice”, with guidelines that are relevant to COLEAD’s activities (in particular the implementation of support projects through the FFM PLUS programme).
- Provide support in the development of a pragmatic “gender strategy and action plan” that includes a vision, objectives, activities, priorities, and indicators to measure progress towards achieving the goals, and which is tailored to COLEAD's context and in full alignment with the partner-beneficiaries’ needs.
- Define the modus operandi for the assigned COLEAD’s gender team to support internal ownership of the gender strategy and action plan throughout the organisation and to monitor and evaluate the organisation's progress on the implementation of the action plan.

#### **Expected deliverables.**

The gender expert is expected to deliver the following (list non-exhaustive below, to potentially be revised upon finalization of the first inception report):

- inception report outlining the expert's understanding of the assignment, main outcomes of the brief assessment, proposed methodology, and work plan.
- draft of a pragmatic “gender strategy and action plan” for review by the gender assigned team.
- final “gender strategy and action plan”, including the modus operandi for the monitoring and evaluation of implementation.
- final report on the assignment.

COLEAD will enable the following:

- share a preparatory internal document that consolidates existing gender strategic reflection, and approach - “gender preliminary – strategy working document”. The document will contribute to the initial assessment.
- facilitate introductions to and communications with stakeholders: management team, gender assigned team (working group), BoD, eventually with selected partner/beneficiaries.
- actively participate in the consultative process.
- contribute to the strategy and action plan.
- designate an operational gender team and a focal point to liaise with the expert.

#### 4. Expert profile

- advanced degree in gender studies, social sciences, or related fields.
- solid experience in gender analysis, gender mainstreaming, and developing gender strategies and action plans within the context of ACP region programmes (in particular in sub-Saharan Africa).
- experience in the ACP agricultural/agrifood sector.
- in depth gender experience in the definition of mainstream “gender strategies” aligned with European (EU) and International (UN) trends/ agendas.
- strong knowledge of national and international frameworks related to gender equality and girl/women's empowerment.
- proven experience in conducting consultations and engaging stakeholders in the development of strategies and action plans.
- excellent analytical, writing, and communication skills (in English and/or French).

#### 5. Logistics and calendar

- **duration:** the current assignment is expected to take place over a period 3 months, starting from April 2023. With a first inception report being available by the expert by the end of May.
- **location:** the expert can be based remotely and work closely with the Gender Focal Point, who is based in the organization's headquarters in Brussels.
- **travelling:** occasional travelling to Brussels will most likely be required (for inception and presentation of the validated gender strategy and action plan).

#### 6. Coordination

The expert will work closely with the gender coordination team at COLEAD.

The expert must keep the COLEAD coordinator informed of the progress of the project and must request validation of the work before reporting this progress to the steering group. Sufficient time must be allowed for this validation to take place.

#### 7. Mission Report

The expert will report biweekly on the progress of the mission to the coordination team. The main deliverable of the mission is the development of a validated COLEAD “gender strategy and action plan”.

In addition, at the end of the mission, the expert will draw up a mission report which will be sent in electronic form to COLEAD within 10 days of the end of the assignment. This report will include, inter alia, the progress of the mission, the activities carried out (and their results) and the conclusions. The expert may make recommendations for further project activities.

#### 8. Methodology / mission budget / timeline

- **methodology** - proposed timeline and summarized activities should be shared by the expert to assess the first level of understanding of the assignment before the start of the mission.
- **budget** - In view of the specificities of the assignment and because there is no framework contract that covers such project, a specific agreement will be settled with the selected expert (definition of daily fees aligned with demonstrated experience).
- **time** - recommended maximum number of days (to potentially be revaluated following the first inception report): up to 20 days

## 9. Submission of a technical/ financial offer by the expert

**The technical proposal should not surpass 2 pages (double sided), it can be submitted in either English or French and should mention:**

- the context/background of the mission (interpretation of the ToR).
- the objectives of the mission.
- the work program/development of the mission.
- the methodology proposed.
- a timetable and logistics
- the profile of the expert and justification (include a recent attached CV and reference to similar “gender” assignments)

**The financial proposal should not surpass 1 page (one side) and should mention:**

- number of days (not go beyond a total of 20 full days)
- proposed daily fees and potential required travelling.

Interested candidates, should inform by e-mail the COLEAD team by the **04/04/2023**.

E-mail to be shared with:

- Inês Bastos - [ines.bastos@colead.link](mailto:ines.bastos@colead.link)
- Goretti Gachagua - [goretti.gachagua@colead.link](mailto:goretti.gachagua@colead.link)

In the e-mail candidate should confirm their interest and indicate that they will submit a technical and financial proposal by the **14/04/2023**.