

Terms of Reference

National Consultant to Strengthen the Capacities of the International Women Alliance of Coffee's Chapters in Brazil, Costa Rica, and Jamaica, Within the Framework of the "Win-Win: Gender Equality Means Good Business" Programme.

Location:	Home-based
Category:	UN Women
Application Deadline:	12 June 2020 at 23:59 hours (Brasilia Time)
Type of contract:	Consultant- Special Service Agreement (SSA)
Post level:	National Consultant
Application Type:	External
Languages Required:	Portuguese, Spanish and English
Starting Date:	As soon as possible, upon signature of contract
End date:	20 December 2020
Duration of Assignment:	A total of 50 days of work for the duration of contract, including six (6) missions to countries in Latin America ¹ , the Caribbean ² and Europe ³ .

I. Background

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

On 21 October 2015, the United Nations General Assembly adopted unanimously the Resolution 70/1 "Transforming our World: the 2030 Agenda for Sustainable Development"⁴. Gender equality and the empowerment of women is at the heart of the agenda, as numerous goals and targets address structural barriers to achieve equal rights and opportunities between women and men, girls, and boys. One of the key areas of concern is the economic empowerment of women. It is expressed in targets and indicators of SDG 5 : "To achieve gender equality and the empowerment of all women and girls", and SDG 8: "To

¹ Argentina, Brazil, Costa Rica

² Jamaica

³ Poland

⁴ Resolution 70/1 document available at: https://www.un.org/ga/search/view_doc.asp?symbol=A/RES/70/1&Lang=E

promote inclusive and sustainable development, decent work and employment for all". Progress towards the achievement of these SDG's, will depend not only on the adoption of a set of public policies by governments, but also on the existence of an enabling environment and active engagement from the corporate sector, which is also relevant for the achievement of SDG 17: *"To revitalize the global partnerships for sustainable development"*.

About 80% of jobs in the world are found within the private sector. This represents an enormous potential to implement transformative actions in the world of work and social responsibility in favor of women, benefiting the whole society. There is an increasing consciousness, interest, and commitment of private and public sector companies on the value and benefits of gender equality and the economic empowerment of women and its role to achieve it. This perspective includes not only large corporations but also medium and small enterprises. Women participation in entrepreneurship activities has been increasing, in many countries, not precisely as the preferred option of work, but as a mechanism to cope with the absence of economic stability and obtain income.

In January 2018 UN Women began implementation of the Programme: "Win-Win: Gender Equality Means Good Business", in partnership with the European Union (EU) and the International Labor Organization (ILO). The Programme seeks to increase companies' engagement and good practices aimed to advance gender equality and women owned business (entrepreneurs) access to market as well as to accelerate labor market conditions and economic activities in favor of women.

The Programme Outcome 1: "Women led business in Europe and Latin America and the Caribbean increase cooperation to expand opportunities", aims to promote women entrepreneurs' increased access to Latin America and Caribbean European markets to provide training, mentoring and networking opportunities that specifically address the capacity building needs of European Union and Latin American and Caribbean women entrepreneurs.

The Win - Win Program promotes the advancement of women entrepreneurs in several sectors including the coffee agroindustry and commerce that plays a relevant role in the economic participation of women in several countries of the Win - Win Program: Brazil, Jamaica and Costa Rica, which are coffee producers and Argentina which is a coffee consumer.

The International Women Coffee Alliance (IWCA) has been identified as a key Programme partner within the coffee agroindustry due to its strong mandate, mission, robust presence, and structure worldwide, including Brazil, Jamaica, and Costa Rica. The IWCA leads women's empowerment in the international coffee industry by supporting a global network of independent, self-organized, self-governing, organizations, called IWCA Chapters. Their mission is "to empower women in the international coffee community to achieve meaningful and sustainable lives; and to encourage and recognize the participation of women in all aspects of the coffee industry ". The IWCA has National chapters in twenty (22) countries in the four (4) continents: Africa, ⁵ Asia, ⁶ North and Central America, ⁷ and South America ⁸. Each IWCA

⁵ Burundi, Cameroon, Democratic Republic of Congo, Ethiopia, Kenya, Rwanda, Uganda, and Tanzania.

⁶ India, Indonesia, Japan, and Philippines.

⁷ Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras, Mexico and Nicaragua;

⁸ Brazil, Colombia, and Peru).

Chapter develops and implements its own goals and objectives to advance their communities. As a global organization, the IWCA platform is a network that provides:

- Protocol to leverage the drive of individuals to accomplish greater impact through collective action ("IWCA Chapter Formation Protocol").
- A global network connecting women in coffee to share, support, and learn from one another
- An enabler of global, regional, and local partnerships
- A common brand identity representing support for the IWCA mission

The UN Women Regional Office for Latin America and the Caribbean collaborates with the IWCA since 2015. UN Women supported events in Brazil and London and made contributions to the *"IWCA Brazil Chapter Women in Coffee e-book"* in 2017 and 2018. (available in English and Portuguese). The 17 chapters book was written by 40 Brazilian researchers working from 11 organizations, including Brazilian universities, Brazil's several sub-chapters with its specificities and diversity. The research approach in each chapter was different, ranging from intimate interviews focused on family life to data-centric analysis of cooperatives. UN Women also sponsored travel of IWCA members to be represented and actively participate in relevant events.

Objectives of the assignment:

In order to continue strengthening business opportunities and exchange between Argentina, Brazil, Costa Rica and Jamaica, and the IWCA Members and European companies, it is necessary to hire a consultant that will support UN Women efforts to connect IWCA Members of Brazil, Costa Rica and Jamaica, and Argentina Chapter being established with women led business in European countries, expand business opportunities and develop a sustainable strategy to facilitate business exchange continuity beyond the Win- Win Programme end date. In addition, the consultant will support effort as the Programme continues to explore and leverage the IWCA Model to be replicated in other agriculture products.

II. Scope of Work/Duties and Responsibilities

Under the overall guidance and direct supervision of the UN Women Regional Programme Manager for "Win-Win: Gender Equality Means Good Business", and in close coordination with the National Private Sector Specialists of Argentina, Brazil, Costa Rica and Jamaica, the Consultant will conduct the following activities:

Task 1: Organize commercial missions, attend events and meetings with the purpose to increase market participation and capacities for commercial exports of IWCA's chapter in Brazil, Costa Rica, and Jamaica and including the Argentina IWCA Chapter being developed, as an important consumer country. To this end, the following activities have been prioritized:

1. To attend the *"1st Annual Jamaica Women in Coffee Brunch"*, including a networking/planning

meeting, at Saint Andrew, Jamaica, scheduled for the 4th quarter of 2020 (A three (3) days mission, Tentatively October) .

2. To organize the participation of the delegations of IWCA’s chapters in Brazil, Costa Rica and Jamaica in “*The World of Coffee*” and to attend the event in Warsaw Poland, scheduled for 15-17 October, 2020 including a dialogue, cupping and a business roundtable of women led business in Europe;
3. To organize the participation of the delegations of IWCA’s chapters in Brazil, Costa Rica, and Jamaica in “*The International Coffee Week*” in Brazil and to attend the event in Belo Horizonte, Brazil scheduled for November 2020.
4. To organize three (3) days technical missions to three (3) Win- Win countries: Buenos Aires, Argentina, Sao Paulo Brazil (city to be confirmed) and San Jose Costa Rica, in coordination with the Private Sector National Specialists of these countries.
5. To analyze and seek opportunities to connect technology and women in coffee such as the *IBM Block Chain Initiative* and *Maos e Graos*
6. To develop alliances with new stakeholders such as export promotion agencies
7. To explore access to Win-Win countries (which are coffee consumers) such as Argentina and support the creation of an IWCA chapter to be established in Argentina
8. To look for business opportunities to leverage the IWCA successful model to other agriculture segments.

Task 2: To coordinate with the Communications Specialist visibility of activities implemented in the context of the strategic partnership between the Win-Win Programme and the IWCA:

1. To provide substantive inputs for the elaboration of communication materials such as press releases, briefing notes, etc.
2. To identify communication opportunities to leverage joint communication efforts with IWCA and other relevant institutions in the Coffee industry.

The duration of the assignment is fifty (50) days during the period of the contract, including six (6) commercial missions to, Argentina, Brazil, Costa Rica, Jamaica and Poland, during the second half of the year 2020, when current travel restrictions (due to COVID-19) are lifted.

Assignment Deliverables:

# Product	Deliverable	Deadlines
1	Summary Report of activities implemented	July 31 st , 2020
2	Summary Report of activities implemented	October 31 st , 2020

3	Summary Report of activities implemented	December 15th, 2020
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*All reports should be submitted in English language and include the full set of supporting documents, such as training agendas and methodologies, handouts, lists of participants, etc. The supporting documents can be submitted in Portuguese.

Inputs

- UN Women will provide the Consultant with background materials related to the assignment.
- The consultant is expected to work remotely using her/his own computer (IT Equipment)
- As per official travel, the consultant is expected to conduct six (6) missions as described in the ToRs (above). In addition, the consultant will be responsible to include travel cost in the financial proposal and manage/coordinate his/her own travel arrangements.

Note: Any other mission or changes in the missions already planned will be defined as required during the consultancy period.

Performance evaluation:

- Contractor’s performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered. The evaluation will be conducted and cleared by the hiring manager which will also be the basis for payment on a delivery by delivery basis to the consultant.

Financial arrangements:

- Payment will be disbursed within one month after receipt of the deliverables/according to the schedule of the deliverables (as per above matrix) and their certification by UN Women Brazil, that the services have been satisfactorily performed (except December Payment which will be processed by the end of the year). The consultant should send the invoice requesting payment at the same time of submission of deliverables.

Core Values

- Respect for Diversity
- Integrity
- Professionalism
- Competencies

Core Competencies

- Awareness and Sensitivity Regarding Gender Issues
- Accountability

- Creative Problem Solving
- Effective Communication
- Inclusive Collaboration
- Stakeholder Engagement
- Leading by Example

Please visit this link for more information on UN Women’s Core Values and Competencies:

<https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-values-and-competencies-framework-en.pdf?la=en&vs=637>

Required Skills and Experience

Qualifications Education:

- Bachelor’s degree in social sciences, Journalism, Economics, Administration, Development Studies, Gender, or any other relevant field.

Experience

- A minimum of 5 years’ experience in working in or with the Coffee Industry, such as, association member, farmer, trader, and advocacy.
- A minimum of 3 years of experience in empowering women in leadership, promoting women economic empowerment and gender equality.
- Previous working experience organizing and conducting training and workshops.
- Experience in the organization and management of at least 3 international commercial missions

Language and other skills:

- Proficiency level in written and oral communication in English, Spanish and Portuguese

Desirable requirements

- Previous working experience with private sector companies and/or in the field of women’s economic empowerment
- Experience working with United Nations agencies and/or other International Organizations
- Knowledge of Brazil, Costa Rica, and Jamaica context.
- Knowledge of IWCA’s structure, organization, and challenges.

Evaluation of Applicants:

Applications will be evaluated based on the cumulative analysis taking into consideration the combination of their qualifications and financial proposal. A two-stage procedure is utilized in evaluating the proposals, with evaluation of the technical proposal being completed prior to any

price proposal being compared. The award of the contract should be made to the individuals whose offer has been evaluated and determined as:

- Responsive/compliant/acceptable.
- Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

Technical criteria - 70% of total evaluation. Total max 70 points:

- The total number of points allocated for the technical qualification component is 70. The technical qualification of the individual is evaluated based on desk review and following technical qualification evaluation criteria:

Technical Evaluation Criteria	
Criterion A – Relevant Education	
<ul style="list-style-type: none"> • Bachelor’s degree in social sciences, Journalism, Economics, Administration, Development Studies, Gender, or any other relevant field. 	5
Criterion B - Experience	
<ul style="list-style-type: none"> • A minimum of 5 years’ experience working in or with the coffee industry, such as, association member, farmer, trader, and advocacy. 	20
<ul style="list-style-type: none"> • A minimum of 3 years of experience empowering women in leadership, promoting women economic empowerment, and gender equality. 	10
<ul style="list-style-type: none"> • Previous working experience organizing and conducting training and workshops. 	5
<ul style="list-style-type: none"> • Experience in the organization and management of at least 3 international commercial missions 	5
Criterion C- Language and Other Skills	
<ul style="list-style-type: none"> • Proficiency level in written and oral communication in English, Spanish and Portuguese 	5
Desirable Requirements	
<ul style="list-style-type: none"> • Previous working experience with private sector companies and/or in the field of women’s economic empowerment 	5
<ul style="list-style-type: none"> • Experience in working with UN Nations agencies and other International 	5

Organizations	
• Knowledge of Brazil, Costa Rica, and Jamaica context.	5
• Knowledge of IWCA's structure, organization, and challenges.	5
Technical Evaluation Total 70% (Maximum 70 Points)	70 Points

Financial/Price Proposal evaluation:

- Only the financial proposal of candidates who have attained a minimum of **49** points in the technical evaluation will be further considered and evaluated.
- The total number of points allocated for the financial/price component is **30**.
- The maximum number of points will be allotted to the lowest price proposal that is opened/ evaluated and compared among those technical qualified candidates who have attained a minimum of 50 points in the technical evaluation. All other price proposals will receive points in inverse proportion to the lowest price.
- Evaluation of submitted financial offers will be done based on the following formula: $S = F_{min} / F * 30$
- (S - score received on financial evaluation; F min - the lowest financial offer out of all the submitted offers qualified over the technical evaluation round; F - financial offer under the consideration).

Application and submission package:

All applications must include as one attachment:

- 1) **Motivation Letter**
- 2) **Completed and signed UN Women Personal History form (P-11)** which can be downloaded from <https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-p11-personal-history-form.doc?la=en&vs=558>
- 3) **Financial proposal (sample is provided below):** The financial proposal shall specify a **total lump sum** amount with a breakdown of a daily professional rate per number of anticipated working days, travel costs (daily subsistence allowance, air ticket and other in-country travel costs) and other related costs (e.g. tele-communication).

Interested candidates are requested to apply no later than Friday June 12, 2020 at 23:59 hours (Brasilia Time) by submitting applications to: unwomenbra.hr@unwomen.org with a subject "**National Consultant to Strengthen the Capacities of the International Women Alliance of Coffee's Chapters in Brazil, Costa Rica and Jamaica, within the framework of the "Win-Win: Gender Equality Means Good Business" Programme**" and answering the application form available at <https://forms.office.com/Pages/ResponsePage.aspx?id=RAfNKxiefUiFw8mijSIL6IKTPamB7TpMiFnGCzd2X-1UNkcyUEY0M1gyNlgxSVQ3VkJZKWkM2RE9PNS4u>

Applications without P11 and financial proposal may be treated as incomplete and may not be considered for further assessment.

Sample of Financial Proposal

The format shown on the following tables is suggested for use as a guide in preparing the Financial Proposal

A. Cost Breakdown per Deliverables*

	Deliverables	# of days and Percentage of Total Price (Weight for payment)	Price, BRL (Lump Sum, All Inclusive)
1			
2			
3			
4			
	Total	max. # of working days (100%)	BRL.....

**Basis for payment tranches*

UN Women applies fair and transparent selection process that would take into account the competencies/skills of the applicants as well as their financial proposals.

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Verified by Veronika Frolova, Operations Manager, UN Women, Brazil _____

Approved by Anastasia Divinskaya, Representative, UN Women, Brazil _____