

Request for Proposal: Women's Leadership Program

March 2, 2021.

OVERVIEW AND BACKGROUND

Reach for Change is an international non profit organization with the mission to unleash the power of innovation and entrepreneurship to create a better world for children and youth. Our vision is a world where all children reach their full potential. We achieve this by empowering local social entrepreneurs to develop and scale innovative solutions to problems facing children and youth. We were founded in 2010 and we have supported more than 1,000 social entrepreneurs in 18 countries across 3 continents (Africa, Central Asia, and Europe). Their solutions have in turn supported over 4 million children and youth. We do this by developing content for and running innovation competitions, innovation labs, incubators, rapid scale programs, entrepreneurship training and awards and other enterprise development activities across Africa. We also support advocacy to drive policy change, enhance existing policies and advocate for a much stronger ecosystem.

The Partners

Reach for Change is partnering with the Swedish Institute and the Global Utmaning Group to run a Women's Leadership Program in Africa.

The Swedish Institute is a public agency that promotes interest and trust in Sweden around the world. They work in the fields of culture, education, science and business to strengthen international relations and development. The Swedish Institute seeks to promote awareness of, interest in and trust in Sweden abroad, to increase cooperation in Sweden's vicinity, and to facilitate democratic, equitable and sustainable global development.

Global Utmaning (Global Challenge) is an independent think tank that promotes sustainable development within social, economic and environmental dimensions. They create platforms for collaboration between research, business, politics and civil society, where experience and knowledge exchange form the basis for policy proposals to accelerate the transformation towards sustainable communities. The think tank is a node in international networks that work with strategic analysis, policy solutions and opinion through dialogues, seminars and reports. They have a qualified network of senior advisors with cross-sectoral expertise. Global Utmaning is a non-profit association funded through project funds from institutions, foundations and by our partners from the business sector.

The Program

With financial support of the Swedish Institute, Reach for Change and Global Utmaning undertook a joint project during 2020 to promote women in social entrepreneurship and to explore the barriers faced by female founders and leaders.

A pre-study was undertaken during October-December 2020. Based on an initial assessment, it has been found that there is a need to address the issue of unequal capital distribution among female and male entrepreneurs, and social entrepreneurs in particular, on a



structural rather than individual level. The mapping also showed a political disinterest in the matter at hand, internationally as well as within the African context.

The assessment also mapped various structural obstacles facing female entrepreneurs. Unmistakably pointing out that decision makers and policy makers, as well as investors, need to be the drivers of change. That is, the supply is already in place but the demand is lacking.

The unequal distribution as well as the political disinterest are symptoms of several interlinked factors highlighted from the study - patriarchal societal structures, unconscious bias among investors towards women, preconceived perceptions of women in business, intersectional discrimination and so forth. There is also a lack of understanding of the immense potential of social entrepreneurship as a tool toward a just societal transformation towards sustainability.

In an effort to address this issue, Reach for Change, the Swedish Institute and Global Utmaning have initiated the Women Leadership Program. As part of the program, Reach for Change will roll out a **9-month extensive Capacity Building Program (CDP)** to strengthen the capacity of female social entrepreneurs who face the biases uncovered by the pre-study. In parallel there will be activities to raise awareness internationally and foster an active debate.

Expected Short Term Outcomes of the program include:

- Improved leadership skills and strengthened networks among female Social Entrepreneurs to help them navigate the barriers and opportunities of being a female social entrepreneur
- Increased awareness among policy makers on barriers for female Social Entrepreneurs

Expected Long Term Outcomes of the program include:

- Create more equitable job opportunities for women and girls through social entrepreneurship and leadership development.
- Provide equal opportunities for women and girls to participate in economic life
- Help the development of a variety of demographics (e.g. education, health, environment), without leaving women and girls behind.
- Implement an international call for action for investors to ensure equitable resource distribution.

Project Summary & Scope

We are looking to partner with a **firm or individual consultant** to design, develop and deliver a needs based support program for selected female social entrepreneurs during this nine month period. This support program should aim to meet the expected project outcome: "Improved leadership skills and strengthened networks among female Social Entrepreneurs to help them navigate the barriers and opportunities of being a female social entrepreneur."



Expected Deliverables include:

1. Conduct a needs assessment to determine the training/individual needs of 8 female entrepreneurs in Africa. I.e. conduct personal interviews, potentially in conjunction, or based on a 360 or similarly developed personal development tool.
2. Scheduling of individual needs based support sessions for entrepreneurs (minimum of 5 per entrepreneur).
3. Measure the development of the entrepreneurs' leadership skills with metrics developed in collaboration with Reach for Change - pre and post engagement.
4. Lead and execute one joint leadership peer learning session among female entrepreneurs.
5. Prepare a final report outlining the impact of the training support program on the leadership development of the female entrepreneurs at the end of the program and the learnings that can be incorporated into future programs.

PROPOSAL GUIDELINES - Please include the following in your proposal:

1. Update the **high-level** strategy/plan for how you would approach this project and accomplish the goals listed in the project summary and scope.
2. All necessary supporting documents.

Timeline: Submission of proposals will be received till GMT 23:59 on **11 April, 2021** and a final offer needs to be negotiated by **16 April, 2021**.

BUDGET: Kindly present a budget not exceeding **17,000 USD** for deliverables for 8 social entrepreneurs.

All proposals should be sent to ghana@reachforchange.org.

We are available to discuss options.

