



TERMS OF REFERENCE

DIAGEO PILOT PROJECT COMMUNITY ENGAGEMENT TOOLKIT REVIEW WORKSHOP

About CARE International

Founded in 1945, CARE is a leading humanitarian organization fighting global poverty and social injustice. CARE is driven by a firm belief that poverty is unjust, that poverty is solvable, and that we have the power to end it together. CARE recognizes the need to empower women and girls, working alongside men and boys to realize gender-equitable food, water, and nutrition security, to scale up impact for long-term social change and to elevate the principles of sustainability, productivity, equity, and resilience (SuPER). In its seventh year of operation in Nigeria, CARE works predominantly in the conflict-affected Northeast and Northwest regions of the country, working around key thematic areas of Food Nutrition Security (FNS), Health Equity and Rights (HER); Water Sanitation and Hygiene (WASH); Gender Justice and Protection (Gender-based Violence Prevention and Response); and Women Economic Justice (WEJ) through its flagship 'Village Savings and Loans Association (VSLA) approach.

Background and context

The Diageo and CARE's strategic partnership focuses on providing women throughout the Diageo value chain with equal access to the skills and resources provided by Diageo's community programmes through tackling the root causes of gender inequality in the communities where they operate. The Diageo's 2030 Sustainability Strategy, 'Society 2030: Spirit of Progress', Diageo has committed to Inclusion and Diversity targets, including among others:

- Providing 100% of local sourcing communities with agricultural skills and resources, building economic and environmental resilience
- Accelerating inclusion and diversity in the relevant value chains, measuring, and increasing the percentage of Diageo suppliers diverse-owned and disadvantaged businesses to 15%.

This is consistent with the CARE's Vision 2023, that is committed to a holistic and inclusive approach to tackling poverty and injustice by elevating the voice of the vulnerable and leveraging on the organizational diversity and learning to tackle inequalities and bring about lasting impact. CARE recognizes the critical contribution of women small-scale farmers to global food production, despite lack access to productive resources compared to their male counterparts and therefore focuses on supporting women farmers to feed the world. As part of Diageo's goal to reach 50% female beneficiaries in community programmes, and to ensure impactful programming for project participants and return on investment for Diageo and partners, it is critical that communities engage in initiatives that elevate women into leadership positions. CARE conducted a smallholder farmer (SHF) pilot project in Kenya to develop a toolkit to facilitate community engagement based on CARE's Social Analysis and Action (SAA) approach and roll it out to make a meaningful impact. The pilot project was implemented in three phases.

Phase 1: Focused on identification of restrictive social norms among smallholder farmers and challenging of the norms for more inclusive communities.



Phase 2: Provided agribusiness and leadership skills training to women collectives.

Phase3: Engaged aggregators to establish their level of awareness on gender and social norms.

The longer-term goal of the partnership is to ensure more women farmers are in positions of leadership in the communities and utilize Diageo's supplier diversity initiatives to create further opportunities for women farmers.

Role of CARE in the Project

CARE as the technical partner contracted to roll out the project will be responsible for the following,

- Lead the implementation of project approaches i.e. conduct training of SAA facilitators (community level volunteers/extension workers/ lead farmers) implement SAA approach alongside community-based facilitators and facilitate inception and review workshops.
- Conduct monitoring and evaluation of the project.
- Contract community level volunteers and pay stipends as agreed.
- Pay for services and allowances for staff and project participants as required by the activity.

CARE plans to replicate the SHF pilot project in Nigeria in partnership with Diageo Nigeria and Zowasel (local partner of Diageo on sorghum value chain) who are working with farmers in Oyo and Kwara States, to tackle barriers to women smallholder farmers meaningful participation in the sorghum value chain. This will be achieved through,

- Shifting attitudes that reinforce restrictive gender norms that prevent women farmers from accessing agricultural skills and resources required to build their economic, environmental, and social resilience.
- Supporting equal access to training for women farmers.
- Promoting equal and effective representation for women in community and farmer groups.

Purpose

The purpose of these terms of reference is to recruit an independent gender consultant to adapt and test the Small Holder Farmers Engagement The Community Engagement toolkit for women's equal participation in small holder farming (SHF) was developed by CARE International in Kenya (CIK) under funding from DIAGEO. It has been built on and adapted from **CARE's Social Analysis and Action (SAA) Global Implementation Manual 2018**. SAA toolkit for addressing social norms, initially piloted in Kenya among small holder farmers, as part of the overall project quality outcomes". The toolkit includes information on how to integrate gender in small holder farmers in the sorghum value chains that enable NGOs to influence work with communities to challenges gender norms that prevent women small holder farmers from participating fully and advancing the women's rights agenda all stages of the SHF value chains.

The consultant will look into existing toolkits on social norms change and gender integration to formulate a comprehensive and context specific toolkit to be used for community engagement purposes. The consultant is expected to test the toolkit once finalized for final verification.

Ensure the final version of the tool kit is;

- Relevant to the attitudes and behaviours your programme is trying to change.



- Can shown evidence of achieving one or more of your overall programme goals, including addressing the barriers you are trying to address.
- Uses content and methods likely to be accessible and appealing to your intended participants.
- Has no content or methods that might be difficult, risky, or counterproductive to implement in the context or with the targeted participants.

Deliverables

1. Develop, adapt and translate existing toolkits to fit the current context on addressing social norms that bar women from optimum participation in agricultural value chains.
2. Content of the adapted Community engagement toolkit designed and shared with CARE Nigeria for approval;
3. Toolkit cover designed and shared with CARE Nigeria;
4. Layout of the pages for printing prepared;
5. Fine-tuning and color correction of any learning activities;
6. A testing workshop session to present a practical model on how to use the toolkit with the targeted audience. Session report to be submitted to CARE Nigeria
7. An online TOT workshop with stakeholders to validate the toolkit.

Proposed Workshop Location

- Oyo State, Ibadan city.

Proposed Activity Dates and Location

- Toolkit Review Workshop 12-13 February 2024 Ibadan, Oyo State
- Toolkit testing with farmer groups-14-15th February 2024, Ibadan, and Oyo LGAs.

Consultant profile

The consultant must:

1. Understand the demographics of the targeted participants, such as age, gender, and socioeconomic status.
2. Understand the availability or motivation of participants to engage with a curriculum.
3. Understand the Social norms underlying in small holder farmer operational systems.

Cultural sensitivity and valuing diversity:

- Demonstrate an appreciation of the multicultural nature of the context. Demonstrate an understanding of national and local contexts, appreciating difference in values and learning from cultural diversity.

Core Competencies

- Ethics and Values: Demonstrate and safeguard ethics and integrity;
- Organizational Awareness: Demonstrate corporate knowledge and sound judgment;
- Development and Innovation: Take charge of self-development and take initiative;
- Work in teams: Demonstrate ability to work in a multicultural, multi ethnic environment and to maintain effective working relations with people of different national and cultural backgrounds;
- Communicating and Information Sharing: Facilitate and encourage open communication and strive for effective communication;



- Self-management and Emotional Intelligence: Stay composed and positive even in difficult moments, handle tense situations with diplomacy and tact, and have a consistent behavior towards others;
- Conflict Management: Surface conflicts and address them proactively acknowledging different feelings and views and directing energy towards a mutually acceptable solution;
- Continuous Learning and Knowledge Sharing: Encourage learning and sharing of knowledge;
- Appropriate and Transparent Decision Making: Demonstrate informed and transparent decision making.

Functional Competencies

Knowledge and Expertise in developing communication awareness tools and publications:

- Strong editing and original designing skills;
- Strong skills in campaigning, advocacy and creative planning;
- Ability to advocate for gender, human rights and women rights;
- Ability to communicate clear and concise messages;
- Ability to plan and set clear goals and objectives;
- Communicates sensitively and effectively across different constituencies;
- Ability to work in difficult surroundings and flexibility;
- Strong team work abilities.

How to apply:

Interested bidders should share their detailed profile and proposed cost with CARE Nigeria via email to: nga.procurement@care.org with the subject: “**DIAGEO PILOT PROJECT COMMUNITY ENGAGEMENT TOOLKIT REVIEW WORKSHOP**” on or before **5pm 8th of February 2024**.

Note: Bidders should take account of the expected submission timeframe required and are responsible for ensuring that bids are received via the address indicated in the solicitation by the due date and time.

*CARE puts more emphasis on inclusion of women and other vulnerable groups, including people living with disabilities (PLWD) at all levels for women voices to be heard.