CALL FOR EXPRESSION OF INTEREST

TRAINING AND PLATFORM SERVICES FOR SHEA WOMEN COLLECTORS IN OYO STATE

Background and Opportunity for Shea in Nigeria: The shea industry has nearly doubled in the past 10 years and forecasts to grow 50% further within the next 5 years by industry experts. The industry employs over 16 million rural women in some African countries. Although Nigeria represents 23% of the land available for shea in West Africa, its share of commercial production and exports is only 10%. The shea value chain in Nigeria and its multiple products and actors are underdeveloped with high predation on shea trees because every part of the tree is useful including the leaves (feeding cattle), the bark and roots (medicinal) and the fruit (for oil), and the hard wood (preferred by commercial bakeries). To realize Nigeria’s potential and guarantee the sustainability of the shea industry in meeting demand trends, there is the need for an organized supply network of quality shea in Nigeria as well as incentivizing shea collection in the country by increasing shea-related incomes. Women shea collectors are a lynchpin in the shea value chain. During the season women pick shea fruits and process them into shea kernels. If women process the shea well, the quality of the shea oil improves.

MEDA, Global Shea Alliance (GSA), and National Shea Products Association of Nigeria (NASPAN) join with AAK to bring their collective expertise to implement a direct sourcing model for shea in Nigeria. The goal is to strengthen the development of the shea value chain by creating and improving sustainable market linkages, promoting women’s agency and access for increased economic empowerment, and catalyzing better resource management. AAK’s Direct Sourcing model, called Kolo Nafaso, builds a segregated supply chain that serves a growing market segment for shea oil. The model guarantees traceability of the source of shea and increases women’s market power resulting in increased shea-related incomes for women shea kernel processors by aggregating collection at the group level with women.

This project aims to deliver a suite of capacity building activities reaching up to 30,000 women shea collectors over two years. Capacity building activities include training women’s groups, particularly the group leaders, in specific topics related to their shea collection business such as benefit of group formation, business management, aggregation, savings and loan groups, etc. The diagram below depicts the various levels of change and benefits expected from this project and all the partners involved in the delivery of activities.
Purpose of the Expression of Interest

MEDA through this Expression of Interest intends to identify and engage business support service consulting firms and/or individual(s) to develop and deliver value added training programs for women shea collectors (starting in Oyo State) AND serve as a platform for MEDA’s engagement and coordination activities in Oyo State.

MEDA Nigeria wishes to support women shea collectors to achieve the following:

i. Increase business/financial management knowledge, skills and confidence of women shea collectors

ii. Strengthen the awareness and technical capacity of women shea collectors to engage with AAK in profitable and equitable manner

Training Parameters:

- All training will be delivered to women leaders who will go back and share the information with their group members, which means the use of some sort of TOT methodology.
- All training will be limited to groups of 30 women, not more.
- The cost for each training has been fixed by the donor, including travel and refreshment costs for the participants.
- Training will be delivered in Yoruba and assume limited literacy among participants. The use of innovative learning methodologies and practical exercises/tools is encouraged.
- The MEDA Nigeria team has many training materials that can be adapted for this assignment. Key members of the MEDA Nigeria team will be involved in reviewing and finalizing the training materials with the consultant(s).

The following modules need to be developed, delivered, and monitored (in sequential order with group development first):

1. **Group Development**
   AAK has already formed groups of women shea collectors in Oyo State. This module should include training of women shea collectors in group dynamics and collective action for successful decision-making and management skills. The training will also promote knowledge of basic life skills among the women, including critical thinking, problem-solving and conflict management skills, self-esteem, creative thinking, interpersonal relations, marketing and negotiating skills, networking and effective communication skills. Gender equality and environmental stewardship will be promoted as cross-cutting focus areas during the training and coaching.

2. **Kernel Aggregation & Group Management**
   This module should include training on the AAK aggregation system, define aggregation targets, purchase terms (price, payment terms), collection and storage, communication and documentation, aggregation management, and aligning supply and demand of shea kernels. It should also introduce women to shea kernel best practices and train them on improving the quality of shea quality; helping the women understand the advantages of member group
aggregation, the key elements of setting up an aggregation system, and develop a high-level plan for set-up of the group's aggregation system.

3. **Business Development**
   This module should include training on record keeping, costing, cash management, savings, budgeting and contract negotiation. It should stimulate the women shea collectors to think entrepreneurially and view shea kernel picking as a business, helping them to understand business ideas and identify the entrepreneurial capabilities needed to implement them successfully. It should create awareness of the general business environment, market systems and the importance of keeping records and guide the women as to the steps required to negotiate with prospective buyers and the implication of not honoring contracts.

4. **Parkland Management**
   This module will be developed in collaboration in local government authorities and include training on best environmental and conservation practices to maintain and manage the shea trees and natural resources.

5. **Savings and Loan Groups (SLGs)**
   This module will be developed in collaboration with the MEDA Nigeria team in Bauchi State and will only be implemented with those group members that are willing to establish savings and loan groups. It will include training on the principles of SLGs, how to set a SLG, membership, saving and lending processes, etc.

**Specific Tasks**

- Develop an overall work plan that lays out how the consulting firm will schedule and carry out the training modules and how they can play a facilitation/coordination platform role for MEDA in Oyo State.
- Undertake a detailed review of existing training documents of AAK, GSA and MEDA Nigeria, including information from the baseline report of women shea collectors in Oyo State.
- Design, develop and deliver a Training of Trainers (ToT) on the curriculum – in both English and Yoruba using participatory learning methodologies to enhance active participation among participants.
  - Prepare and share a training plan including materials, exercises and case studies for review and approval by MEDA.
  - Training materials should be developed to suit the level of knowledge, skills and experiences of women shea collectors which the project is targeting.
- Develop pre and post training assessments (tests to assess levels of knowledge and knowledge and skills acquired during training)
- Prepare a summary report at the end of the training session with lessons/recommendations for ongoing improvement.
Deliverables

The following deliverables are expected during and at the end of the consultancy:

- A workplan outlining how the Consultant intends to implement the capacity building and training activities
- For each thematic area (starting with group development), a proposed training plan covering all key learning objectives, mode of delivery, schedule, curriculum details, etc.
- Sample Audio-Visual and hardcopy instructional modules (as relevant)
- Final training report

Time frame

The consultancy is expected to commence as soon as possible with effect from October 2020 and run for 12 months or more (depending on quality of deliverables). However, the Consultant(s) will not be required to provide continuous assistance so involvement will be limited to providing specific services at specific times. Hence, renewal or extension of the contract will be by mutual consent. Training time will be scheduled according to the needs of the targeted clients. Specifically, the training scheduling should be gender-sensitive (in terms of timing, location, duration, etc.).

Qualifications:

The consultant(s) must have strong capacity, knowledge of, and experience in the area of group formation and basic business skills training for women. The consultant(s) should have the following minimum qualifications:

i. A roster of qualified personnel who have a strong background in business, coaching and mentoring, with at least five years hands-on experience in business development. Preference will be given to women trainers and personnel.

ii. Proven track record of effective training and engagement in the Shea sector

iii. Strong communication and interpersonal skills working with vulnerable groups especially young women with low levels of educational attainment

iv. Experience in working with NGOs or INGOs

v. Familiarity with communities in Oyo State

vi. Fluent in English and Yoruba Languages

Implementation and reporting arrangement

Prior to the start of this assignment, there will be an inception meeting with the project technical team to agree on relevant training packages and services. Inception meeting will include orientation to project, M&E requirements from training etc. The Consultant shall report directly on all contractual and technical matters to the MEDA Country Director Grace Okelola, who will be supported by MEDA’s HQ members (Farah Chandani and Frances Fortune).
Instructions for submission

All submissions must be sent to: nigeriaway@meda.org by 5:00 PM on October 29, 2020. Please use ‘Shea Sector BDS provider’ as the subject title of your email application. Prospective consultants are expected to submit technical and financial proposals including the following:

i. Profile of consultant/or firm, clear demonstration of previous experience in developing enterprise development curricula

ii. Understanding of the Terms of Reference

iii. Approach and methodology, work plan

iv. Proposed budget for the entire package of service