

## VACANCY ANNOUNCEMENT

### INDIVIDUAL CONSULTANCY: MARKET COPING STUDY AND BUSINESS MODEL TO SCALE AND SUSTAIN JOHARI BEADS INITIATIVE

**Vacancy Announcement Period**  
**13 – 23 August, 2020**

TERMS OF REFERENCE	
<b>Hiring Office</b>	UNFPA Kenya Country Office
<b>Background</b>	<p>Ushanga Kenya is a government initiative to develop fair trade for the 7 bead working counties in Rift valley, enabling the bead makers to access local and international market directly, knocking out the middle-men, empowering women and girls, and promoting sustainable community incomes.</p> <p>Johari is a joint initiative of the UNFPA, the Anti-FGM Board, Ecobank and Ushanga Kenya with a specific anti-FGM agenda that promotes beadwork to raise awareness on #endingFGM and give financial support to women and girls.</p> <p>The Johari Beads Initiative will be run as a commercial entity to ensure long term viability and sustainability of the initiative. In so doing, the partnership will invite bids or expressions of interest from established local/international fashion brands to propose long term business plans to provide technical and market support to the targeted communities.</p> <p>By producing, guiding, designing and marketing Johari beaded products locally and internationally, the commercial entity will help drive economic empowerment amongst women/ girls and men which ultimately supports the national drive to end FGM. Furthermore, through local and international advocacy, the Johari Beads can be leveraged to raise significant financial support for the government’s 2022 Anti-FGM agenda.</p> <p>This project is intended to contribute to the overall goal which is the elimination of FGM in Kenya by 2022. By supporting the commercialization of the beads as a cherished cultural identity, there will be increased global and national awareness, financial support and empowerment of local communities to abandon FGM and sustainably support women and adolescent girls to realize their full potential.</p> <p><b><u>Expected Outcomes</u></b></p> <ol style="list-style-type: none"><li>i. Increased market access for beads produced by bead making communities;</li><li>ii. Increased incomes for women from the bead making communities;</li><li>iii. Increased local and global awareness on the need to eliminate FGM; and</li><li>iv. Increased commitment by women from bead making communities to end FGM.</li><li>v. Increased commitment by communities to end FGM</li></ol>

	<p><b><u>Technical Support for Private Sector Participation</u></b></p> <p>The Johari Beads initiative is conceptualized to be an edge-cutting business model and culturally transformative thrust into the economics and social meanings that underlie FGM and child marriage practices. As a business enterprise, the model should trigger transnational business interests in the bead products while at the same time recognizing the creativity and brand ownership of the women in the bead making industry. The partners (UNFPA, the Anti-FGM Board, Ecobank, Ushanga Kenya and SDG Partnership Platform) envisage a business strategy that articulates the self-determination of women and girls to overcome harmful social norms and discrimination. It is for this purpose that the partners are soliciting for technical assistance from individuals with solid and demonstrable experience in the design and activation of business brands that are informed by the need to protect and empower women and girls faced with the pervasive consequences of harmful practices like FGM predominantly in rural settings.</p>
<p><b>Purpose of consultancy:</b></p>	<p>The specific objectives of the consultancy are:</p> <ol style="list-style-type: none"> <li>i. To expand and modernize supply and demand for bead products sourced from bead making communities in Kenya for growth in income and sustainable livelihood;</li> <li>ii. To create and sustain local and global awareness on the need to eradicate FGM; and</li> <li>iii. To increase and sustain commitment by women from bead making communities to end FGM.</li> </ol>
<p><b>Scope of work Description of services, activities or outputs:</b></p>	<p>The following activities are proposed for realization of the foregoing objectives:</p> <ol style="list-style-type: none"> <li>1) Stakeholder consultation to create common understanding about Johari Beads initiative (purpose, status, ambition)</li> <li>2) Market scoping - facilitate the assessment of potential Johari Beads supply and demand – also taking into considering similar (competing) initiatives - to inform business model architecture.</li> <li>3) Stakeholder consultation to disseminate and validate findings and recommendations on the market scoping assessment – including private sector (incl KEPSA, Marketing Society Kenya, etc) as well as community dialogues with members (incl women and youth) of the Johari bead initiative to explore levels of engagement.</li> <li>4) Business modeling - informed by the market scoping, facilitate TA to work out the Johari Beads scaling model (taking into considering both supply &amp; demand opportunities and challenges).</li> <li>5) Presentation of most promising business model to selected stakeholders to mobilize ownership and support to take the initiative forward to scale.</li> </ol> <p>The market scoping study and business model should, amongst other things, take the following into consideration:</p> <ol style="list-style-type: none"> <li>i. Creation and formalization of a sustainable Johari Beads: The Johari Beads initiative should be based on strategies that establish its defining as a business model whose impact has clear social goals. Dependent on the market scoping study, the Johari Beads could be established as a single</li> </ol>

	<p>social enterprise or multiple enterprises being brought together as an initiative under an existing legal entity.</p> <ul style="list-style-type: none"> <li>ii. Product and design: This will entail giving a definition of the Johari Beads product range and design taking into consideration the initiatives mission and cultural uniqueness. Johari Beads will promote innovations in the development of Johari Beads products inscribed with branding solutions that retain their geographical and cultural derivation.</li> <li>iii. Sourcing of materials: taking into consideration culture, and also cost, and potential for scaling / volume.</li> <li>iv. Product development: taking into consideration culture, and also cost, and potential for scaling / volume. Johari Beads will promote innovations in the development of Johari Beads products inscribed with branding solutions that retain their geographical and cultural derivation.</li> <li>v. Product end-to-end supply chain: potential and preferred end-to-end supply chains (from community to buyer).</li> <li>vi. Product marketing: potential and preferred marketing practices</li> <li>vii. Product sales: potential and preferred sales points (in Kenya, outside of Kenya, and e-commerce)</li> <li>viii. Holistic community well-being: use the Johari Beads as an entry point into promoting the holistic well-being of bead making communities, including improved income, access to education for women and girls, enhanced uptake of a wide spectrum of health services, and the safety of women and girls in public and private spheres.</li> <li>ix. Product pricing: taking into consideration all Johari Beads CAPEX and OPEX cost, need to generate revenue for sustainability and social impact, as well as the competitive market the initiative is operating in.</li> <li>x. Strategic partnerships: identify and establish vibrant business partnerships for the Johari Beads products nationally and globally while focusing on addressing FGM as a corporate responsibility among the partners.</li> </ul>
<b>Duration and working schedule:</b>	40 days between September and October 2020
<b>Place where services are to be delivered:</b>	Nairobi
<b>Delivery dates and how work will be delivered (eg electronic, hard copy etc)</b>	<p>The following deliverables of the consultancy will be delivered to UNFPA in electronic form:</p> <ol style="list-style-type: none"> <li>1. Inception report</li> <li>2. Johari Beads market scoping report</li> <li>3. Johari Beads business model report</li> </ol> <p>The assignment will commence immediately upon the signing of the contract.</p>
<b>Monitoring and progress control, including reporting requirement, format and deadline.</b>	Reporting structure of the selected bidder is to the steering committee and project committee to monitor and track progress on achieving the deliverables. The team will also evaluate and approve the final deliverables.
<b>Supervisory arrangements</b>	The overall supervision will be provided by the Deputy Representative, with support from the GBV/Gender Specialist and the SDG Partnership Platform (RCO).

<b>Expected travels</b>	No external travel out of Nairobi is expected.
<b>Required expertise, qualifications and competence, including language requirements:</b>	<p>Individuals interested in the Johari Beads consultancy should meet the following requirements:</p> <ol style="list-style-type: none"> <li>i. Master’s degree in Business management, marketing, Art and Design and any other related to field.</li> <li>ii. 5 years of experience in business incubation skills, including innovative product designs in the beauty industry.</li> <li>iii. Demonstrable capacity to promote bead industry products on national, regional and international markets with clear profit margins.</li> <li>iv. Demonstrable capacity to mobilize the private sector for corporate commitments to growing the Johari Beads enterprise.</li> <li>v. Capacity to establish and support consistent access to supplies and equipment for productions of diverse bead products.</li> <li>vi. Experience in building the capacity of local communities to strengthen livelihoods through commercialization of artistic expressions such as beadwork.</li> <li>vii. Compliance with all statutory requirements in the country of origin, including registration and tax compliance.</li> </ol>
<b>Inputs/ services to be provided by UNFPA or implementing partner (eg support services, office space, equipment), if applicable.</b>	<p>The technical team from UNFPA will provide relevant technical guidance to the consultant during analysis and development of the report.</p> <p>Technical team from UNFPA will provide necessary documents and information available to the consultant.</p>
<b>Other relevant information or special conditions, if any</b>	<p>The payments will be made in phases indicated below.</p> <ul style="list-style-type: none"> <li>• Inception report (20%)</li> <li>• Johari Beads market scoping and business model reports (80%)</li> </ul>
<p>Interested candidates are requested to submit their expression of interest and curriculum vitae to <a href="mailto:Kenya.recruit@unfpa.org">Kenya.recruit@unfpa.org</a> by <b>23 August, 2020</b></p>	