



Terms of Reference

For a Local Project Coordinator to support stakeholder engagement and research on financial inclusion in Botswana

An exciting opportunity in research is now available.

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Prepared by FinMark Trust

1. About FinMark Trust

FinMark Trust (FMT) is an independent trust whose purpose is to make financial markets work for the poor by promoting financial inclusion and regional financial integration. FMT does this by conducting research to identify the systemic constraints that prevents consumers from accessing financial markets, and by advocating for change based on research findings. Thus, FMT has a catalytic role, driven by its purpose to start processes of change that ultimately lead to the development of inclusive financial systems that can benefit all sectors.

2. Introduction and background

FinMark Trust has been actively involved in the financial inclusion development space since 2002. As such, FMT partners with international bodies such as The Bill & Melinda Gates Foundation (BMGF), MasterCard Foundation, World Bank, Consultative Group to Assist the Poor (CGAP), United Nations Capital Development Fund (UNCDF). The Trust also works with African organisations such as the Financial Sector Deepening trusts, and with African regional bodies such as Southern African Development Community (SADC). More information about FMT is available on our website: <http://www.finmark.org.za/>

At the commercial level, FMT aims to highlight the situation at the bottom-of-the-pyramid (BoP) for commercial providers, through sharing useful segmentation of the market with industry and help with the formation of downscaling strategies through workshops thus offering market insights.

FMT's purpose it is to 'make financial markets work for the poor by promoting financial inclusion and regional financial integration'. FMT does this by conducting research to identify the systemic constraints that prevent financial markets from reaching out to these consumers and by advocating for change on the basis of research findings. Thus, FMT has a catalytic role, driven by its purpose to start processes of change that ultimately lead to the development of inclusive financial systems that can benefit all consumers.

FMT achieves its purpose by:

- Playing a catalytic role to make financial markets accessible, sustainable and inclusive by promoting and supporting policy and institutional change across Africa and globally;
- Providing information that encourages financial service providers to understand the potential and characteristics of new market segments;
- Promoting financial capability and consumer financial protection;
- Promoting growth and integration in the financial services sector in Southern Africa and beyond, focusing on SADC member states and contributing to the process of regional policy harmonisation, together with translating and setting best practice through evidence-based advocacy.

Thus, FMT developed the FinScope survey as a core research tool that is recognised globally as a credible demand-side survey to better understand consumer behaviour, attitudes to and perceptions on financial products, services and their personal finances.

The FinScope methodology is designed to support expanding access to financial services for individuals and micro and small businesses services to help them manage their life-cycle needs, grow their businesses, and contribute to economic development. It also creates the space to convene a wide range of stakeholders around evidence-based country diagnostic and dialogue and leads to the development of national financial inclusion roadmaps. FinScope has been implemented in Botswana three times - which are consumer surveys in 2004, 2009, 2014 and 2020.

Through its design, the FMT approach seeks to:

- Identifying the drivers and barriers to expand financial inclusion
- Providing an integrated view of financial services covering demand, supply and regulation across all product areas
- Identifying the drivers of market development in order to enable stakeholders to manage changing environments and systems in transition
- Focusing on improving welfare through financial services that offer value to consumers and not just extending the coverage of financial products
- Engaging a wider set of stakeholders (including some not traditionally involved in the delivery of financial services) in the stakeholder process to encourage market development; and
- Promoting financial sector development and stability
- Advocating for evidence-based dialogue with key financial inclusion stakeholders.

3. Scope of work and role of the Local Project Coordinator

The primary responsibility of the project coordinator is to keep the study and all related processes running smoothly at all times. The Project Coordinator will **work closely with FinMark Trust (FMT)**, based in Johannesburg, South Africa, who will act as implementing agency for the project and who will provide technical assistance throughout the implementation of the project. The Project Coordinator will be contracted by FinMark Trust and will report to the FinMark Trust with dual reporting lines to **Senior Data and Analytics Specialist and SADC FI Head**. As such, the Local Project Coordinator will have the following duties and responsibilities:

- a) **Report** to the FinMark Trust Research Manager on a regular basis
- b) Serve as FinMark Trust's **focal point** on the FinScope Consumer Botswana 2024 Survey and FinScope MSME Botswana 2024 Survey with government officials, line ministries, Statistics Office, the private sector, contractors (such as the Research Supplier and other consultants), and other participating stakeholders (e.g. Steering Committee Members), and as such **build support** for the study among all relevant stakeholders
- c) Support the Research Manager in the **planning, implementation, and monitoring** of the FinScope Study and all related activities, including (but not limited to) the following:

- Familiarise him/herself with regard to the management arrangements in terms of the implementation of the study. A key responsibility of the Project Coordinator would be to liaise with all implementation role players at all times, ensure communication between FinMark Trust and other role players, keeping all role players informed with regard to implementation progress, deviations from timelines and reasons for these, as well as key concerns and constraints during implementation. The Project Coordinator should convene meetings of relevant role players as needed.
 - Provide input with regard to the customization of the FinScope Consumer Botswana 2024 Survey and FinScope MSME Botswana 2024 Survey questionnaires and to elicit issues that the questionnaire does not address sufficiently by:
 - Familiarising her/himself with the approach of the FinScope Study and the core of the FinScope survey questionnaire
 - Conducting desktop research reviewing existing material (e.g. prior surveys and attempts to measure financial inclusion in Botswana) = produce a **literature review** report
 - Collecting and collating **supply side information** on financial products and services, as well as all financial service points (e.g. banks, ATMs, other non-bank formal service providers) available in Botswana
 - Work closely with the Statistics Botswana (SB) and the Research Supplier during the implementation of the FinScope Consumer Botswana 2024 Survey and FinScope MSME Botswana 2024 Survey fieldwork. The Project Coordinator should keep FinMark Trust informed with regard to fieldwork progress, as well as delivery in terms of timelines.
 - Ensure that a full **quality protocol** is in place prior to the commencement of fieldwork and that this protocol is signed off with FinMark Trust. The Project Coordinator will further be responsible to ensure that the quality control protocol is adhered to during the implementation of fieldwork and data capture.
 - Close **monitoring of the fieldwork process** through liaison with the Research Supplier supervisors in the field, random checking of interviewers, spot checking of completed questionnaires (reviewing these for accuracy and completeness). Regular reporting to the Research Manager in this regard is required.
 - Participate in dissemination activities as agreed with FinMark Trust
- d) **Coordinate with stakeholders** on the planning and implementation of all activities related to the study under supervision of the Research Manager
- e) Coordinate and participate in (if required) project related **technical meetings** (such as Steering Committee Meetings) and ensuring follow-up on implementation of recommendations and agreements
- f) Assists in the planning and organization of meetings and workshops, including all **logistical arrangements** (hotel bookings, transport, etc.) in Botswana
- g) When necessary, provide **translations** at events, and of documents and correspondence
- h) Perform any other duties to support the effective and efficient implementation of the FinScope Consumer Botswana 2024 Survey and FinScope MSME Botswana 2024 Survey as required

- i) Support design of a **community digitisation project** and reporting will be to the data and SADC programme head.
- j) Any related activities / work required by the project manager or SADC FI Head from time to time.

4. **Timeline**

The anticipated timing of the project is **nine months**. It is expected to take place during the period **May 2024 to January 2025** and will require approximately **150 days** of time commitment from the Local Project Coordinator during this period.

5. **Budget**

The applicant should provide a detailed costing for the scope of work and deliverables described above. Costs should be broken down into professional hourly fees and other expenses (if required).

6. **Required skills and qualifications**

Applications from interested individuals must provide evidence of the technical capacity to undertake this exercise. This includes capacity to deliver the results in the timeframe provided, as well as some indication of prior experience in coordinating large projects and supporting stakeholder engagement within the financial services sector. Applicant's CV must be included, as well as a description of any further resources that may be required. The portfolio and past experience in the financial services industry must be included. Required skills / qualifications include the following:

- College or University degree in Economics, Social Science, Public Administration, International Development, or other relevant field
- A minimum of four years of relevant experience
- Experience in project management is required with an excellent understanding of the financial services sector in Botswana
- Excellent computer literacy, including research skills
- Personal commitment, efficiency and flexibility, teamwork spirit with the ability to work independently or under minimum supervision
- Excellent communication, written and verbal skills both in English and Setswana
- Good understanding of the government protocols
- Good understanding of the financial sector actors and stakeholders

7. Selection criteria

Contract selection criteria and award will be made on the basis of the following scoring mechanism:

	Criteria	Weighting
2	Competence and previous experience	35%
3	Knowledge of the financial services sector in Botswana	30%
4	Involvement of local (Botswana) capacity	15%
5	Budget	20%
	Maximum score	100%

8. Safeguarding

The selected service provider has the responsibility to consider and be aware of potential safeguarding issues and the project's potential to integrate gender dimensions and contribute to the advancement of gender equality in addressing the Terms of Reference and be able to demonstrate due diligence in relation to the protection and safeguarding of children and vulnerable groups as per strategies designed to support and manage ongoing risk and abuse, exploitation or neglect of participants in this research project.

9. Submission and timing

Proposals: Proposals for the project should be submitted by close of business on **16 May 2024 at 17:00 South African Standard Time (SAST)** by email to abelm@finmark.org.za and damolao@finmark.org.za. The successful applicant will be notified directly, if you do not get feedback after a month, consider your application unsuccessful.

Timing: It is envisaged that the project duration will be up to **9 months** from the date of contract signature.

The selected consultant must be prepared to meet with FMT on a date to be announced, for a briefing. Once the selection process has been completed, FMT will issue a contract confirming the appointment of the consultant. Any queries relating to the preparation of the application should be referred to abelm@finmark.org.za and damolao@finmark.org.za.

In line with FMT's policy of transparency, answers to queries from one candidate will be circulated to all who indicated their intention to submit a proposal.

Guidance notes to applicants

FinMark Trust reserves the absolute right to use its discretion in the interpretation of these award criteria. The following notes are intended to provide broad guidance only on how proposals will be evaluated. Applicants may be required to clarify their proposals by way of a telephone call or presentation.

"Relevant, demonstrated competence of firm(s) in this area" - you should aim to demonstrate how the firm's collective past experience can be applied (or adapted) to address the specific brief set out in the terms of reference. You are welcome to describe the firm's general experience of financial sector development issues (e.g. in other geographies or topical areas) but the evaluation will focus particularly on the application of that experience for the specific task at hand.

"Demonstrated expertise of key individuals to be involved in this project" – the evaluation places considerable emphasis on the role and demonstrated expertise (i.e. track record) of the key individuals to be involved on the project rather than on the expertise of the firm itself.

"Use of local professional capacity (consulting, analysis, coordination etc.)" – FinMark Trust wishes to ensure that local capacity is used and developed. International firms are therefore encouraged to partner with local organisations.

"Content, quality and originality of proposal" – proposals should address the brief set out in the terms of reference in a comprehensive manner. Applicants should aim for innovation as well as professional presentation. Whilst similar, relevant experience in other markets will be an advantage for a applicant, each market is different and so proposals need to reflect the particular characteristics of that market, as well as the challenge set by the terms of reference.

"Fee basis" – value for money, as well as absolute cost, will be taken into account.

10. Important to note

If no communication has been received from FMT after 1 month of your submission, please consider yourself as unsuccessful.