WORK PACKAGE | Gender Labour Market Analysis Study
LOCATION | Ghana
APPLICATION DEADLINE | June 15, 2020
EXPECTED START DATE | June 25, 2020

BACKGROUND

Innovation in Non-traditional Vocational Education and Skills Training (INVEST) for women in Ghana is a 5-year collaborative initiative (2020-2025) that will build sustainable pathways to enhanced economic empowerment, well-being and inclusive growth for 5,000 urban poor young women in Accra, Kumasi, and Sekondi-Takoradi, Ghana. This CAD$8.5 million project will test and scale innovative, sustainable models to improve the enabling environment, reduce gender-specific barriers to women’s economic participation, and enhance access to decent work for marginalized women in high-growth, non-traditional sectors. Using an inclusive market systems (IMS) approach, the project will INVEST in women, institutions and the labour market system of high-growth sectors to achieve transformative change that is sustainable and scalable. A wide array of stakeholders on both the supply and demand sides of the labour market will be engaged throughout the project cycle. This integrated, holistic approach will contribute to reducing the multiple dimensions of poverty experienced by urban poor young women. Key aspects include: supporting women’s full participation in economic decision-making and leadership, promoting women’s equal access to finance, improving technical and vocational education and training (TVET) for women, motivating industry to hire, retain and promote women, and improving the ability of women to participate and exercise their rights in the workforce.

Urban poor young women in Ghana face several dimensions of poverty concurrently. These include limited access to education beyond the primary level and a lack of gender
parity at all levels of education; political and social exclusion, contributing to low representation and participation of women in decision-making; risk of personal insecurity including harmful cultural practices such as early and forced marriage, sexual and gender-based violence and maternal mortality; and infringements on human rights, both generally and specifically in terms of access to decent work.

**NATURE AND SCOPE**

WUSC wishes to retain a firm, consultant, or group of consultants to conduct a gender labour market analysis in the regions of Accra, Kumasi, and Sekondi-Takoradi. The analysis should be conducted in collaboration with WUSC and WUSC training partners, and employ a market systems approach to understanding supply and demand constraints facing young women in promising high growth sectors. The goal of the rapid gender labour market analysis will be to identify priority sectors for support, specific occupations important to those value chains, identify key private and public sector actors, and focus key actions for capacity building and policy change.

Given the timeframe in question, the consultant will pay particular heed to the opportunities and risks presented by the current COVID-19 crisis. First, the labour market analysis should be COVID-aware. Sector selection should, insofar as possible, identify possible changes in labour markets and women's inclusion that may result from the current crisis. Second, the consultant must exercise duty of care to ensure the protection of interviewees, partners and the consultant team. The consultant will take into account travel and meeting restrictions, and will propose an approach that maximizes the use of existing secondary information and data, remote data collection, and data collection methods that protect the health and wellbeing of respondents, interviewers and stakeholders.

The key components of the Labour Market Analysis will comprise of:

a. Sector Analysis and Sector Selection of high growth, innovative sectors that can provide relevant opportunities for poor, young urban women.

b. Demand/Supply Analysis of key occupations and skills within chosen subsectors with gender analysis of suitability for young women.

c. Institutional and systems mapping of key actors

Because each of these components are interrelated yet sequential, the consultant will be asked to confer closely with WUSC and key partners following each milestone prior to advancing to the next step.

a. **Sector selection**

The goal of the sector selection process is to identify potential high growth and non traditional sectors and value chains that have **opportunities** for increased growth and job
creation, are relevant to the core target group of marginalized young women, and through which INVEST interventions have the feasibility to facilitate systems changes to create more and better employment opportunities for young women. While much data available will be national in scope, a focus on levels of employment or other proxies specifically within the target regions will be most appropriate. Indicative questions are detailed within this TOR. Subsector selection should make reference both to the current state of development within subsectors and opportunities for growth and change. Given the focus of the INVEST program on innovative and high growth industries, explicit focus should be made on potentials for future growth and inclusion of women rather than simply on industries that currently provide opportunities for young women.

**Key Questions for Sector Mapping**

<table>
<thead>
<tr>
<th>Area of Research</th>
<th>Description</th>
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<tbody>
<tr>
<td>**OPPORTUNITY - Are there opportunitie...</td>
<td>Demand from local, regional and/or global purchasers and consumers for key products in the subsector and trends in demand growth.</td>
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<tr>
<td>Market demand and growth potential</td>
<td>The price and/or quality of the product (or service) compares favorably with competing regions, countries of providers.</td>
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<tr>
<td>Competitiveness</td>
<td>Opportunities for wage employment and informal/gig employment within the subsector.</td>
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<tr>
<td>Potential for employment generation</td>
<td>Opportunities for increased incomes to be generated through occupations within subsectors.</td>
</tr>
<tr>
<td>Potential increase in individual income</td>
<td>den or wealth</td>
</tr>
<tr>
<td>Livelihood appropriateness/ sustainability</td>
<td>The appropriateness of this subsector for improving the wellbeing of young, poor urban women.</td>
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<tr>
<td>Environmental factors</td>
<td>The impact of environmental conditions on the subsector and the impact of the subsector on the environment.</td>
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<tr>
<td>Women's work</td>
<td>The current role of women in the subsector, and potential for that role to improve. The current occupations filled by women in the subsector and potential to change.</td>
</tr>
<tr>
<td>Gendered cultural norms</td>
<td>The standard roles that women have, and how this influences their engagement within the subsector.</td>
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</tbody>
</table>
Perceptions regarding the appropriateness of this sector for young women, and potentials for these to change.

Opportunities and constraints
The opportunities to engage in new occupations that benefit women and the challenges that they face in doing so.

Innovators
Those existence of those who are currently challenging gendered norms and working to overcome constraints within the subsector.

Is there a FEASIBILITY of systemic change through INVEST intervention?
Vertical and horizontal linkages
Vertical linkages are connections between market actors at different levels of the value chain. Horizontal linkages are connections and coordination between actors across a given level of the value chain.

Stakeholder organization
Structured relationships between stakeholders that allow them to coordinate action.

Government or donor support
Amount of government or donor resources going toward supporting the development of the subsector.

Infrastructure and technology
Transportation infrastructure, technology access, energy, water, information technologies, and subsector specific technologies.

b. Demand/supply analysis of key skills.

The goal of the demand/supply analysis for specific subsectors is to map out the key occupations and skills required within the subsector across value chains, including employer demands for jobs by occupation, and key employers who drive this demand. Average salaries, incomes and other non-salary benefits for key occupations will be presented including any wage gaps between men and women. The study will document the key knowledge and skills required within these occupations. As above, attention should be paid not simply to occupations currently performed by women, but also to those that have the potential to include more women, and current barriers to women’s inclusion by occupation. Demand analysis should examine occupations in the context of their relevance to the target group of poor young rural women (i.e. to those with lower levels of formal education and training).

Supply analysis will provide a review of current training offered for occupations in the selected subsector, the accessibility and appropriateness appropriateness of such training to poor young urban women, including the relative costs to the trainee. A documentation
of training and service gaps (including, for example, mentorship, informal training or financial assistance) should be included.

Key Questions for Supply / Demand Analysis

- Within the chosen subsectors, which occupations are primarily filled by young women?
- Do poor young women have information about supply of jobs in these occupations, and do employers have information about supply of trained workers?
- Which occupations have the potential to be filled by young women?
- What knowledge, skills and attitudes are important for these occupations?
- How do employers currently recruit for and fill these occupations?
- What recruitment barriers exist for poor young women?
- What is the current demand for employment? How many jobs go unfilled?
- What key training providers (formal and informal, public and private) provide training in these occupational areas?
- How represented are young men and women in training cohorts?
- How represented are male and female instructors?
- What are the key barriers to entry for training faced by poor young women?
- What costs are currently associated with training? Who bears these costs?
- What are the approximate employment rates for trainees following completion?
- What perceptions do employers have of current training provided?

Key Questions for Institutional Mapping

- Who are the most important core market actors in the system? Who are the leading businesses that drive labour market innovation, and potentially constrain it?
- What are the most important support markets, and who are the most important actors within?
- Are there effective organizations and intermediaries (public or private) connecting employers with jobseekers? How effective are these for poor young women?
- What are the core rules and policies and norms that impact labour markets within the chosen subsectors and occupations?
- What role do groups that represent women and workers play?
SPECIFIC TASKS

- Develop a detailed inception report and work plan in close consultation with designated INVEST staff and key partners. The inception report will clarify and refine the overall approach, methodology and timing for the study.
- Develop guidelines on gender-sensitive rapid labor market assessment design, implementation, analysis and communication.
- Develop gender-sensitive information and data collection tools
- Participate in an inception workshop with WUSC and key stakeholders (to be organized by WUSC).
- Collect quantitative and qualitative data, including reviews of secondary information, focus groups and key informant interviews.
- Prepare reports as documented in deliverables below.
- Prepare recommendations to WUSC, COTVET and participating institutions to create a mechanism to review and adapt the vocational training curricula and private sector led program, in collaboration with employers, using the developed guidelines, and paying particular attention to addressing barriers to women entering and remaining in the workforce.
- Participate in a review and interpretation workshop with WUSC and key stakeholders
- Revise reports and recommendations following workshop results.

DELIVERABLES

- An inception report (1-5 pages) outlining the design methodology and approach.
- A summary report of gender labour market study findings, incorporating all key questions
- An interpretation workshop with key stakeholders to analyze key findings (organized by WUSC )

TIMELINES

The contract period will be between 25 June 2020 and 20 August 2020. Estimated contributions expected in working days will be determined in consultation with the selected firm. The firm will have to put in place all the necessary actions to launch the labour market analysis in accordance with the following schedule.

<table>
<thead>
<tr>
<th>Tasks</th>
<th>Indicative Deadline</th>
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<tr>
<td>Signing of Contract with WUSC</td>
<td>June 25</td>
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### Inception Meeting

<table>
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<tr>
<th>Event</th>
<th>Date</th>
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<tr>
<td>Submission of detailed work plan, draft inception report and data collection tools</td>
<td>July 1</td>
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<tr>
<td>Review and feedback from WUSC</td>
<td>July 3</td>
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<tr>
<td>Submission of final version of inception report which incorporates WUSC comments</td>
<td>July 5</td>
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<tr>
<td>Submission of draft report</td>
<td>August 3</td>
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<tr>
<td>Validation workshop</td>
<td>August 5</td>
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<tr>
<td>Review and feedback from WUSC</td>
<td>August 7</td>
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<tr>
<td>Incorporation of feedback from validation workshop and WUSC Comments</td>
<td>August 18</td>
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<tr>
<td>Submission of final report</td>
<td>August 20</td>
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### Team Qualifications

- **The Team Lead/Labour Market Specialist** should have a demonstrated track record of conducting labour market analysis for TVET projects and a knowledge of market systems and women’s economic empowerment. The lead should hold a graduate degree in economics, business, development studies or a related field.

- **Gender advisor**: The gender advisor should have a demonstrated track record of research in women’s economic empowerment, ideally with a focus on labour markets. The gender advisor should hold a graduate degree in sociology, gender, development studies or a related field.

- **Private Sector Specialist**: The private sector specialist should have excellent relationships with lead firms and emerging firms in the key target regions. The specialist should have a proven track record of brokering relationships and developing innovative partnerships. The specialist should hold a degree in business, engineering or a related subject.

### Applications

WUSC Invites proponents to submit an application package including:
1. A proposed methodology, timeline and approach to the gender labour market analysis (maximum 3 pages)
2. CVs of all senior team leaders
3. **Financial Proposal** with a detailed breakdown of expenses related to:
   - Detailed budget for field data collection
   - Detailed administrative expenditure
   - **Consultation fees:**
     - Team Lead - not exceeding 20 working days
     - Gender Specialist - not exceeding 10 working days
     - Private Sector Specialist - not exceeding 12 working days
     - Maximum of 3 Project Assistants - not exceeding 15 working days each

The consultant should propose a team best suited to complete the objectives above. The team should, at a minimum, comprise one labour market specialist or economist and one gender specialist. A private sector specialist on the team is also strongly encouraged.

WUSC’s activities seek to balance inequities and create sustainable development around the globe; the work ethic of our staff, volunteers, consultants, representatives and partners shall correspond to the values and mission of the organization. WUSC promotes responsibility, respect, honesty, and professional excellence and we will not tolerate harassment, coercion and sexual exploitation and abuse of any form.

Full applications should be emailed to: [wuscghanaoffice@wusc.ca](mailto:wuscghanaoffice@wusc.ca). Interested parties are encouraged to send questions and clarifications regarding the TOR.

Only electronic proposals will be accepted.

The deadline for the submission of applications is the **15 June 2020** at the close of business (GMT).