



Healthy Africa, Empowered People!

CALL FOR EXPRESSION OF INTEREST #02/2021

SEALs PROJECT BUSINESS DEVELOPMENT CONSULTANCY

I CHOOSE LIFE - AFRICA P.O BOX 5166 - 00100 NAIROBI
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1.0 BACKGROUND

I Choose Life - Africa (ICL) is a leading youth focused Non-Governmental Organizations that has significantly contributed to the realization of socio-economic development and empowerment of individuals bringing about transformative change across communities in Kenya. The organization has over 16 years' experience implementing evidence-based adolescents and youth programs in over 345 institutions of learning (Primary, Secondary and Higher learning institutions) across 25 Counties in Kenya. ICL aims at contributing towards improved life opportunities of adolescent and youth aged 10-24 using a holistic transformational model. ICL employs evidence to design and run innovative and high impact interventions to improve key indicators in health, education, economic empowerment and leadership and governance with regards to children, adolescents and youth. To ensure maximum impact, ICL utilizes a multi-sectorial approach, Quadra Helix development approach (which brings together the Government, Private sector, Academia and Civil society) to foster innovative and sustainable transformation in communities. In this model ICL envisions better health and well-being, quality education and improved livelihoods for sustainable development. In her work, ICL is guided by Vision 2030 whose objectives it seeks to cascade to counties, sub counties, wards, organized groups and households. In her sustainable and transformative service delivery, ICL invests in generation and documentation of evidence to influence policy and practice. The organization is guided by a vision of a ***“Healthy Africa, Empowered People!”*** and is on a mission to ***improve the life opportunities of youth aged 10-24 through strategic empowerment for sustainable development.***

2.0 BRIEF OVERVIEW OF THE PROJECT

In 2019 ICL, launched The 1 Million Youth Empowerment Challenge, a youth focused strategic initiative that seeks to bring about transformative behavior change through a holistic approach dubbed the SEALS program. The SEAL program offers a practical success formula to improved life opportunities through acquisition of adequate knowledge, attitude, skills and practices. The program seeks to addresses issues affecting young people around four key areas: Sexual and Reproductive Health, Education, Access to employment and entrepreneurship as well as Leadership & governance and is highly anchored on Sports, talent nurturing, spiritual foundation, safety and security in promoting pro-youth actions. The three (3) year challenge envisages holistic empowerment of the youth towards improving their life opportunities. The Challenge seeks to attain its goal through collaborative partnerships with Government, Private sector, Academia and CSO's in a deliberate effort to drive the Five Point Youth Agenda which envisions:

2.1 1,000,000 Healthy Youth through strategic behavior change communication empowerment interventions for reduction of unintended pregnancies, STI infections, and tested for HIV with

those HIV positive linked to care and treatment through the 95:95:95 initiatives. A 100,000 will be linked to NHIF for universal health coverage

2.21,000,000 Learning and innovative youth accessing quality and relevant education in primary and secondary schools through strategic and targeted mentorship and teacher capacity development.

2.3100,000 Employable and entrepreneurial youth through skills development for decent work, job linkage, entrepreneurship training and job creation.

2.410,000 Responsible youth citizenry engaged in socio-economic transformation agenda through values led leadership and governance including prevention of violent extremism training and coaching. These SEALs will particularly focus on raising a Corruption Free Generation!

2.5100,000 Sporty, safe, talented and spiritually grounded youth through sports engagement and talent nurturing and development

3.0 OBJECTIVE OF ASSIGNMENT

The project objective is to improve the life opportunities of youth aged 10-24 through strategic empowerment for sustainable development. This will be guided through the organization strategic delivery plan to addresses issues affecting young people around five pillars/areas: Sexual and Reproductive Health, Education, Access to employment and entrepreneurship, Leadership & governance and Sports, safety, security, talent nurturing, and spiritual foundation and in promoting pro-youth actions.

4.0 OVERALL PURPOSE

I Choose Life -Africa seeks the services of an experienced “**Business Development Consultant**” for the SEAL project with an enthusiastic interest across various multi-sectoral settings such as Public Health, Education, **Economic Empowerment & Employability**, Leadership and Governance and Security starting **from February 20 to June 20, 2021**.

5.0 KEY DELIVERABLES

The consultant is expected to deliver the following results: -

5.1 Develop a 12 Sessions Business Coaching & Mentorship Guide including the sessions to be covered, sessions content and questions and answer discussion guide and use it to train Trainers of Trainers

5.2 Oversee and coordinate delivery of a 3-Day Jiinue Business Development Bootcamp for 100 Youth entrepreneurs From February 26 – 28, 2021

5.3 Oversee the delivery of a weekly 12 Business Coaching & Mentorship sessions of the 100 Youth Entrepreneurs from 5th March - 5th June, 2021

6.0 PROFESSIONAL SKILLS, QUALIFICATIONS AND EXPERIENCE

6.1 Academic qualification in social sciences or related studies with a keen interest in Economic Empowerment and youth business development

6.2 Track record in business development including start-ups and influencing policy at county and national level

6.3 Experience managing training and mentorship, with a proven record of effective

6.4 The applicant should be well-organised, motivated about Economic Empowerment, with proven problem-solving approaches

6.5 Solid written and verbal communication skills, keen attention to detail

6.6 Fluency in English language (written and oral) is required

7.0 EOI PROPOSAL

Agencies or individuals interested in tendering for the I Choose Life – Africa Researcher should prepare a detailed Expression of Interest (Maximum 7 pages) and submit with the following information:

7.1 Short summary or profile of individual/agency seeking to bid

7.2 Profile of the lead consultant and trainer to be placed on the ground

7.3 Proposed methodology including activities and timelines in delivery of this assignment

7.4 Samples of previous work done with evidence of past achievements

7.5 Proposed budget against the deliverables

7.6 Contact details and 2 references related to the past relevant work done

7.7 A copy of KRA pin number and Tax certificate of compliance.

8.0 TIMEFRAME

The contract will run from February 20 to June 20, 2021

DATE OF SUBMISSION

The proposal should be submitted on or before **6th February 2021** to:

Email: fwanjiku@ichooselife.or.ke and cc vochieng@ichooselife.or.ke, julira@ichooselife.or.ke