



SAMOA FINANCE SECTOR RESILIENCE AND DEVELOPMENT PROJECT
TERMS OF REFERENCE FOR GENDER INCLUSIVE FINANCE CONSULTANT

1. BACKGROUND

The Central Bank of Samoa (CBS) is undertaking the Samoa Finance Sector Resilience and Development Project, supported by the World Bank. Samoa's financial system includes 30 licensed and supervised financial institutions, comprising commercial banks, insurance companies/brokers, public non-bank financial institutions, money transfer operators, money changers, and mobile money wallet schemes.

Financial Inclusion is a key mandate of CBS. The aim of this consultancy is to achieve a gender inclusive perspective on the financial services offering in the country.

2. OBJECTIVES

The objectives of the assignment are:

- i) The first is to undertake a gender-based diagnostic assessment of the financial products and services offered by the regulated financial service providers to gain a comprehensive understanding of the supply-side constraints and regulatory and infrastructural impediments faced by women in accessing and using these financial products.
- ii) The second is use the findings from the diagnostic assessment to inform and develop an evidence based gender financial literacy communication design.

The consultant will ensure the deliverables/milestones of the project are delivered within the set timeline and budget.

3. SCOPE OF WORK:

A. Supply-Side Diagnostic, Regulatory and Infrastructural Assessment from a Gender Perspective

(a) Define Analysis Framework

i. Develop an analysis framework for conducting the diagnostic assessment of the supply-side constraints, regulatory and infrastructural impediments to accessing and using financial products and services from a gender perspective. The analysis framework should provide a detailed technical approach and the analytical process for identifying the constraints (supply-side, regulatory and infrastructural), opportunities and developing recommendations.

(b) Information Gathering

i. Conduct desk research to identify data points and develop a preliminary understanding of the nature of financial products and services currently offered by financial service providers (FSPs). This also

includes assessing the supply-side disaggregated data, demand side data, public reports and other data sources;

ii. Identify the key stakeholders (financial and non-financial) who should participate in the interviews/surveys to be facilitated by the consultant(s);

iii. Identify regulatory policies/guidelines/regulations/laws that impact women's financial inclusion;

iv. Develop questionnaires for conducting interviews/surveys with regulatory institutions, financial service providers, civil society organisations, relevant government ministries, etc. that will assist in stocktaking and evaluating the patterns of access and usage of financial services for all genders;

v. Conduct interview/surveys with the identified stakeholders (at least 10 financial service providers, both regulated and unregulated), 1 regulator, 2 CSOs, 1 development partner, 3 government ministries and agencies).

(c) Analysis and Report Writing

i. Provide a comprehensive landscape and understanding of the current financial products and services offered through a gender perspective;

ii. Provide a comprehensive understanding of the key supply-side constraints, regulatory and infrastructural impediments to accessing and using financial products and services for women and women-led MSMEs. In particular, the assessment should seek to answer the following:

a. Are patterns of access to financial services perceived the same for all genders?

b. Are the needs and behavior of men and women regarding usage of financial services seen as the same?

c. Do women take extraneous steps to get access to financial services?

d. Do FSPs recognize the need and benefits of targeting the women's market?

e. Is the institutional infrastructure designed to incentivize women - clients?

f. Do policymaking institutions and FSPs have adequate capacity to collect, analyze, and use sex-disaggregated data?

iii. Outline the existing financial inclusion regulatory and infrastructural landscape from gender perspective and provide a comprehensive understanding of various policy measures implemented for women and women-led MSMEs for financial inclusion. In particular, the assessment should seek to answer the following:

a. Does the policy consider same set of opportunities and challenges for all genders?

b. Have the governance and implementation arrangements for policy been drawn without considering the inclusion of women?

c. Are financial inclusion policies designed taking into account the gender of the end beneficiary?

d. Are the laws and regulations pertaining to financial inclusion enacted with a gender lens?

iv. Highlight the gaps from the perspective of women's financial inclusion. This shall include women from different backgrounds, for e.g. rural/urban women and women led MSMEs, by age groups, employed/unemployed women, women PWDs;

v. Provide evidence-based recommendations to advance women’s financial inclusion and reducing gender gap. The recommendations should also highlight the measures required to address the supply-side constraints for accessing and using financial products and services;

(d) Presentation of the Preliminary Assessment Report

- i. Conduct a validation workshop with relevant stakeholders to present the preliminary results or the findings from the above exercise, solicit views from the stakeholders on the findings; and
- ii. Finalise and submit the Assessment Report.

B. Gender Financial Literacy Communication Design

Having been informed by scope of work A above, the scope of work for the communication design may include reports, developing visual strategies, creating branded material and managing digital/print assets to effectively convey messages to target audiences.

Components of the Communication Design may include:

- Strategy and Planning – developing communication plans, defining brand voices, establishing target audiences, and setting key messages.
- Visual Identity and Branding – creating logos, color palettes, typography, and comprehensive brand guidelines.
- Graphic Design and Layout - Designing reports, infographics, brochures, posters, banners, and presentation decks.
- Digital and Social Media Assets: Producing social media graphics, email signatures, banner ads, and website graphics.
- Multimedia Production: Creating video content, editing footage, designing interactive media, and handling motion graphics.
- Content Development and Strategy: Writing and designing social media posts, reports, blog entries, and promotional materials.
- Project Management and Reporting: Setting project timelines, conducting review sessions, tracking engagement metrics, and providing regular updates on deliverables.

Key Deliverable Terms

- **Revisions:** 2-3 rounds of revisions per output.
- **File Formats:** Final deliverables to be in print-ready (e.g., PDF) and editable formats (e.g., Adobe Suite), and other as may be necessary.
- **Timeline:** Specific milestones and deadlines for each draft.

4. PROJECT DELIVERABLES

During the course of the consultancy, the consultant is expected to deliver where necessary:

- Reports, analyses, and recommendations.
- Presentations and Implementation plans.
- Communication material/content.

With specific and satisfactorily completed outputs/milestones being:

| Milestone | Outputs and Deliverables | Estimated Duration |
|--|---|--------------------|
| 1. Supply-Side Diagnostic, Regulatory and Infrastructural Assessment from a Gender Perspective | <ul style="list-style-type: none"> ➤ Validation workshop to present the preliminary results and solicit views from the stakeholders on the findings ➤ Finalised Diagnostic Report | 4 months |
| 2. Gender Financial Literacy Communication Design | <ul style="list-style-type: none"> a. Gender Financial Literacy Communication Design Policy brief or Report informed by findings and recommendations from Milestone 1. b. Appropriately prepared and designed materials/content as provided in a. | 4 months |

5. QUALIFICATIONS AND EXPERIENCE

The Consultant shall meet the following criteria:

Mandatory

- Advanced degree in Finance, Economics, Banking, Public Policy, International Development, ICT or related fields or equivalent experience.
- At least eight years of professional expertise in broad financial regulatory and policy initiatives, gender-related issues, public policy, financial inclusion, and international development.
- Experience working on the intersection of gender and financial inclusion.
- Must be familiar with the concepts of financial inclusion, a broad knowledge of related disciplines such as DFS, consumer protection and gender financial inclusion, as well as an in-depth knowledge of relevant policies and procedures.
- Strong practical experience in developing gender specific strategies and roadmaps including the monitoring and evaluation tools.
- Practical experience in conducting stakeholder consultation workshop in the financial sector.
- Adequate understanding of legal, regulatory and policy development.
- Extensive experience with quality report writing.
- Previous work in the Pacific or other developing countries is desirable.
- Must be fluent in English – written and spoken.
- The consultant is encouraged to engage local research team to conduct field work or research for capacity building.

Desirable

- Have authored publications/ reports with a highly practical lens on gender aspects with linkages to financial inclusion.

- Proven track record in conducting high quality analysis of women’s constraints in accessing and benefiting from financial products and services, including digital financial services and/or microfinance in the context of developing countries.
- Proven track record of working directly with policymakers and regulators, with technical knowledge of these actors and financial services.
- Experience working on similar topics in the Pacific or similar small island states.

Consultant – COMPETENCIES: -

- Strong oral and written communication skills.
- Ability to think conceptually and practically, analyse data and translate into strong recommendations.
- Openness to change and ability to receive/integrate feedback.
- Able to meet tight deadlines and work within.
- Comprehensive knowledge of financial products and services, including the service providers.
- Excellent communication, project management, and organizational skills.
- Excellent presentation and facilitation skills.
- Demonstrates integrity and ethical standards.
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability.
- **Professionalism:**
 - Prior substantial experience working in a participative way on financial inclusion initiatives.
 - Demonstrated ability to undertake and publish independent research, preferably on financial inclusion and gender related issues.
 - Demonstrated knowledge of relevant gender best practices, standards, policies, networks and publications.
 - A strong sense of client orientation and a strong drive for results and ability to adhere to deadlines.
 - Excellent communication and writing skills.

6. REPORTING

The consultant will report to the Financial System Development Department, which will review the deliverables and monitor milestones.

7. SELECTION METHOD

The consultant will be selected through the “ Consultant Selection method” in accordance with the World Bank Procurement Regulations for IPF Borrowers (Procurement Regulations) of September 2023.

8. DURATION

This is a part-time contractual assignment, and the consultancy is expected to last for 8 months, with all assignments concluded within the project timeline. The duration of the project may be extended if circumstances require at maximum, by 3 months. The consultant is not expected to be on-island for the whole duration of the assignment, but there will be instances where work is better conducted on-island.

9. PRICE PROPOSAL AND SCHEDULE OF PAYMENTS

The financial proposal is based on Lump Sum Amount. The total amount quoted shall be all-inclusive and include all cost components required to perform the deliverables identified in the TOR, including professional fee, travel costs, living allowance (if any work is to be done outside the consultant's duty station) and any other applicable cost to be incurred in completing the assignment. Payments will be done upon satisfactory completion of the milestones as determined by CBS as per the percentages below:

| Milestone and deliverables | Payment schedule |
|--|------------------|
| 1. Inception report with detailed workplan, timelines and deliverables | 10% |
| 2. Supply-Side Diagnostic, Regulatory and Infrastructural Assessment from a Gender Perspective | 45% |
| 3. Gender Financial Literacy Communication Design | 45% |

The costs related to on-site visits should be included in the consultant's proposal and will be compensated based on effective costs.

All local withholding tax and any other applicable taxes shall apply.

10. INSTITUTIONAL ARRANGEMENTS

- Facilities such as office space and internet access will be provided when the consultant is in country
- The Consultant is expected to enter into a contract with the CBS.