



CONSULTING OPPORTUNITY FIELD RESEARCH CONSULTING FIRM

Scope of Work

Project Title: Enhancing Evidence-Informed Decision-Making for Improved Childcare Ecosystem in Kenya

Location: Nairobi, Kisumu, and Vihiga Counties, Kenya

Duration: 45 days (June – August 2025)

Application Deadline: June 20, 2025

1. Project Background

The International Center for Research on Women (ICRW) is implementing a participatory research and policy engagement initiative aimed at strengthening the childcare ecosystem in Kenya. Focused on Nairobi, Kisumu, and Vihiga counties, this research will generate high-quality evidence and actionable solutions for policymakers, childcare providers, and households.

Women-owned childcare enterprises, primarily informal, are pivotal in meeting the childcare needs of marginalized households. However, these services face severe challenges: under-resourcing, poor regulation, inadequate safety and health standards, and limited government engagement.

The project seeks to produce robust data to inform policy decisions and build capacity for systems-level change, directly enhancing women's economic empowerment and improving children's health and social outcomes.

2. Study Objectives

- a) Map and profile women-owned childcare enterprises in Nairobi, Kisumu, and Vihiga counties, documenting their characteristics, services, and challenges.
- b) Document unmet childcare needs of poor and marginalized households and explore actionable strategies.
- c) Identify policy and programmatic options to strengthen women-owned childcare services at county and national levels.
- d) Foster a learning ecosystem through participatory research and embedded learning with key stakeholders.



ICRW is seeking the services of a highly experienced research firm, with technical expertise (quantitative and qualitative) and adequate human resource to undertake the primary data collection, analysis, synthesis, and presentation of findings in a comprehensive report, working closely with the ICRW project team.

3. Scope of Work

The selected consulting firm will work closely with ICRW to undertake the following tasks:

- Develop an inception report, detailing the methodology, tools, data collection plan, and work schedule.
- Recruit and train adequate field researchers/enumerators, ensuring familiarity with research tools, ethics, and data protocols.
- Conduct mapping of women-owned childcare enterprises.
- Pilot test tools and incorporate feedback for finalization.
- Execute household surveys (targeting approximately 543 households across the three counties).
- Conduct qualitative data collection:
 - Key Informant Interviews (KIIs) with policy actors and childcare stakeholders.
 - In-Depth Interviews (IDIs) and Focus Group Discussions (FGDs) with women entrepreneurs and marginalized households.
- Ensure digital data collection platforms are used (e.g., CAPI, ODK) for efficiency and accuracy.
- Prepare and share qualitative data matrix, audio recordings, transcripts, codebook, and clean datasets.
- Analyze data and prepare preliminary findings.
- Present preliminary findings to ICRW.
- Validate findings with key actors.
- Develop and submit a comprehensive final study report, including policy recommendations and a slide deck.

4. Deliverables

The consultancy firm selected for this assignment would be expected to deliver on the following:

- An inception report including a responsive and clear methodology and data collection plan, analysis plan and a detailed work plan.

- Recruitment and training of adequate number of own Researchers/Assistants to undertake data collection
- Training report on ethics and data collection tools as per approved study protocol
- Pre-testing report with results of the field pilot test including the revised survey questionnaire and qualitative data collection guides for approval and acceptance by the project team.
- Qualitative data matrix/coding framework, code book, audios, and transcripts
- Access to Android data collection platform and codes for programming individual level survey tool
- Raw and clean data sets, recordings, copies of informed consent forms, output files submitted to the ICRW technical team in a format readable by common statistical software e.g., NVIVO, SPSS, Stata e.tc and exported to Excel file as well.
- Draft report of the study for review and input by the ICRW team.
- Presentation of preliminary and final findings to ICRW team
- Validation of the study findings with ICRW and other selected stakeholders; and
- Final study report including the slide-deck.

5. Qualifications of Consulting Firm

- Minimum 7 years of experience in mixed-method research, especially in Kenya.
- Expertise in household surveys and qualitative research (KIIs, IDIs, FGDs).
- Demonstrated experience in research on childcare, women's economic empowerment, gender equality, or similar themes.
- Team leads (qualitative and quantitative) with Master's/PhD in Social Sciences, Gender Studies, Public Policy, or related fields.
- Capacity for rapid deployment and data collection in Nairobi, Kisumu, and Vihiga counties.
- Proven ability to deliver high-quality analytical reports in English.
- Proficiency in data collection and analysis software: NVIVO, Stata, SPSS, or equivalent.
- Strong facilitation, mobilization, and interviewing skills.
- Ability to use digital data collection tools (ODK, KoboCollect, etc.).
- Prior experience in engaging with government stakeholders and policy actors is an advantage.

6. Application Requirements

a. Technical Proposal (Max 5 pages):

- Experience of consultant in carrying out similar assignments.
- Qualifications and experience of key individual consultants to be involved in this assignment.
- Proposed detailed methodology to undertake this assignment in line with ICRW's study protocol.
- Proposed work plan.
- Team/staff structure to deliver this assignment; and
- List of organizations (at least three) and type of work for which the consultant has delivered similar assignments in the last 5 years.
- Copies of documents to be attached:
 - Incorporation and PIN certificate.
 - Company profile.
 - 3-page CVs of the key team members outline qualitative and quantitative experiences.
 - Letters of recommendations/testimonials from at least two previous clients and a sample of previous work undertaken.
 - Sample of qualitative coding framework.
 - Samples of written or published research reports and products.

b. Financial Proposal:

Detailed budget breakdown, inclusive of professional fees, operational costs, and applicable taxes.

7. Submission Instructions

Proposals should be submitted in a zipped folder marked "Childcare Ecosystem Study - Field Research" to info.kenya@icrw.org no later than June 20, 2025 at 5:00pm (EAT).

Only shortlisted firms will be contacted.

8. Duration

The assignment is expected to run for 45 days between June and August 2025.

Due to the large volume of responses we receive, ICRW is not able to provide candidacy status on an individual basis. Only candidates selected for an interview will be contacted.



ICRW has zero tolerance on sexual exploitation and abuse. All offers are conditional upon the receipt of satisfactory references and the signing our code of conduct, Safeguarding Policy with a particular focus on Protection from Sexual Exploitation and Abuse and Child Safeguarding.

ICRW is committed to promoting a culture of equity through our recruitment processes, staff training, policies & procedures, Board membership, and research programming. We believe that all people deserve an equal opportunity for employment, advancement, and fulfillment - regardless of race, color, age, religion, sex, sexual orientation, gender identity & expression, national origin, disability, or veteran status. We are committed to expanding our definition for what diversity means, moving beyond the binaries, and setting new standards for ourselves and across sectors.

ICRW is an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, age, religion, sex, sexual orientation, gender identity/expression, national origin, disability, protected veteran status, or any other characteristic protected under federal, state or local law, where applicable.

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