

## PREQUALIFICATION: 2022 and 2025

**Project: Research**

### 1. INTRODUCTION

The Financial Sector Deepening Kenya (FSD Kenya) is an independent Trust dedicated to the achievement of an inclusive financial system that supports Kenya's long-term development goals. FSD works closely with Government, the financial services industry and other partners to develop financial solutions that better address the real-world challenges faced by low-income households, enterprises and underserved groups such as women and youth.

To design impactful solutions, it is important to understand the relationship between finance and economic and social development in real-world markets. This requires deep interrogation of data and where need be, undertake further research. FSD Kenya has over the years leveraged FinAccess household survey datasets and invested in qualitative and quantitative primary research. This is in addition to mining supply-side data from various data aggregators. Some of these outputs can be accessed on the [FSD Kenya website](#) and [COVID-19 Economic impact tracker](#). Majority of these outputs have been curated in collaboration with FSD partners for long term development and posterity of the inclusive finance information market system.

**To further advance this work, FSD Kenya is hereby inviting bidders to submit applications to be considered for the provision of the relevant specialised services in one or more of the following categories for the period 2023-2025.**

### 2. OBJECTIVE

To recruit suitable service providers that will advance ongoing inclusive finance research and data work to support FSD Kenya's ongoing implementation of its 2022 – 2026 strategy. The outcome sought by the work is to stimulate insight & evidence generation and learning that will support the creation and delivery of value by the market for an inclusive and resilient economy for women, MSEs and other vulnerable groups.

### 3. SCOPE OF WORK

	SKILLS	Scope of work
<b>FSDK-2022-19</b>	FinAccess segmentation and application for market development and inclusive finance	In 2019 a deep dive into the FinAccess data sets identified several livelihood segments drilling into their unmet financial needs. Similar work was done using 2021 datasets to update these segments, refining them in line with the changing ground dynamics. Both these outputs are on the FSD Kenya website, here, <a href="#">Livelihoods-segmentation-2021</a> and <a href="#">Livelihoods 2019</a> . Pending work is identifying other segments, such as gender and driving the use of these segments with various market actors to drive inclusive finance, In addition, it is important that the changes in these segments are tracked to determine progress. The suitable consultant is thus also expected to work with the FinAccess teams in KNBS and CBK to embed these segments in future FinAccess datasets.

	SKILLS	Scope of work
<b>FSDK-2022-20</b>	Drive market production and use of granular data.	Work with various data aggregators to promote the value of granular data and incorporate the production and use of these to drive inclusive finance. The target work is with the financial sector regulators and financial sector industry associations. In addition, the granular data forms a key part of FSD's understanding of the growth of the sector captured in its state of the sector report produced quarterly. The consultant is expected to contribute to the production of this report, as well as update the <a href="#">COVID-19 Economic website</a>
<b>FSDK-2022-21</b>	Undertake FinAccess analytics and other datasets including econometrics for application to the real economy	Day to day analysis of the FinAccess datasets for internal programming and external use with partners to support implementation work. This role requires that the analyst is available almost through out.
<b>FSDK-2022-22</b>	Production and telling stories	Being able to tell stories in line with outcomes from the field from FSD's work with her partners through animations and/or videos.
<b>FSDK-2022-23</b>	Advisory services and analytics for FinAccess tracker surveys and other household tracker surveys	FSD has undertaken several household-based trackers since the onset of COVID-19, either independently or with other market actors. These trackers have continued to form a vital part of the strategic conversations FSD has with the financial sector to influence its growth in an inclusive manner. Samples of this work can be found on the FSD website - <a href="#">FinAccess MSE tracker survey</a> and <a href="#">Household Tracker</a> . A consultant able to undertake these trackers as well as provide advisory services to the market actors is being sought.
<b>FSDK-2022-24</b>	Financial health measurement and embedding it in the market	The financial health measurement has received prominence in the Kenyan inclusive finance space. There is continued work on it to refine the measurement to ensure its robustness in determining Kenyans' well-being. A workshop with key stakeholders was held in October 2022 to take this forward. The workshop outputs can be accessed on the FSD Kenya website - <a href="#">financial health workshop</a> .More work is required to take this forward, as well as drive its uptake to drive inclusive finance towards ensuring that the financial system supports the wellbeing of Kenyans as it grows.
<b>FSDK-2022-25</b>	Research house/consultant that has specialised in financial inclusion	Undertake targeted research, especially qualitative studies to complement emerging issues during programming of FSD interventions and projects.
<b>FSDK-2022-26</b>	Social protection economic modelling and framework development specialist	FSD Kenya has been involved in various workstreams promoting social protection amongst the most vulnerable groups. With evidence gathered over the years, FSD is looking for a consultant with experience in developing social protection frameworks and modelling to influence inclusive finance policies.
<b>FSDK-2022-27</b>	Overall support for the research team to undertake all the	This requires a good understanding of the workings of the research team at FSD Kenya.

	SKILLS	Scope of work
	above	The consultant should have the ability to support the activities related to the production, analysis and use of data, specifically FinAccess datasets. A good relationship with the FinAccess stakeholders is a must, as the role will entail co-ordinating activities and events with them.
<b>FSDK-2022-28</b>	Financial framework needs-based	The needs-based framework was incorporated into the FinAccess questionnaire in 2019 with support from insights2impact (i2i). The framework seeks to measure the outcomes of financial inclusion. Not much has been done on communicating the value and potential for this framework among policy and industry players to drive inclusive finance. A consultant able to undertake various aspects of this is being sought. More details on the framework can be found here: <a href="#">Needs based framework reading</a> and other sources.
<b>FSDK-2022-29</b>	Climate/environmental/green analytics	Climate/green is a strategic driver in the current FSD Kenya strategy - <a href="#">FSD 2022-2026 strategy</a> . Ability to undertake analytics around climate/environmental, green finance and apply this to financial solutions – policy and industry.

#### 4. OUTCOMES AND DELIVERABLES

The consultant (s) is expected to work very closely with the FSD research team with outcomes and deliverables to be agreed upon over the strategy period. The overall outcomes desired are those that will be geared towards building the market information system in the inclusive finance space. Deliverables will vary as shall be discussed and agreed upon. These will include reports, videos, delivery of presentations, facilitating workshops, conversations with stakeholders, provision of data, transfer of skills or capacity building among others. The below table provides an indication of the kind of deliverables. However, these will be better defined in a term of reference once the specific work is commissioned.

SKILLS	Expected outcomes and deliver
FinAccess segmentation and application for market development and inclusive finance	<ul style="list-style-type: none"> <li>Workshops with stakeholders to drive the utilisation of the segments</li> <li>Incorporation of the segments in future FinAccess datasets</li> <li>Outputs such as reports, presentations, blogs, papers etc., as shall be agreed with the project team</li> <li>Any other work related to these segments to promote inclusive finance as shall be agreed and defined in conjunction with the project team</li> </ul>
Drive market production, sharing and use of granular data.	<ul style="list-style-type: none"> <li>Data platforms/visualisations that promote the production and use of granular data</li> <li>Empower data aggregators to produce and use granular data for inclusive finance</li> <li>Outputs such as reports, presentations, blogs, papers etc., as shall be agreed with the project team</li> <li>Any other work related to granular data that will drive production or sharing or use of granular data as shall be agreed with the project team</li> </ul>
Undertake FinAccess analytics and other datasets including	<ul style="list-style-type: none"> <li>Day to day analysis of the FinAccess datasets as shall be required by the project team</li> </ul>

SKILLS	Expected outcomes and deliver
econometrics for application to the real economy	<ul style="list-style-type: none"> <li>• Production of charts and other relevant data presentation outputs</li> <li>• Work closely with partners involved in the production and use of data as shall be defined by the project team</li> </ul>
Production and telling stories	<ul style="list-style-type: none"> <li>• Videos</li> <li>• Animations</li> <li>• Other innovative communication outputs</li> </ul>
Advisory services and analytics for FinAccess tracker surveys and other household tracker surveys	<ul style="list-style-type: none"> <li>• Undertake various analyses based on the household trackers</li> <li>• Outputs such as reports, presentations, blogs, papers, questionnaires etc., as shall be agreed with the project team</li> <li>• Advisory services to producers and users of the tracker survey outputs</li> </ul>
Financial health measurement and embedding it in the market	<ul style="list-style-type: none"> <li>• Refine the financial health measurement and ensure its robustness</li> <li>• Work with stakeholders to drive its buy in as well as its application for a more inclusive financial system development that drives the well-being of Kenyans</li> <li>• Outputs such as reports, presentations, blogs, papers, questionnaires etc., as shall be agreed with the project team</li> </ul>
Research house/consultant that has specialised in financial inclusion	<ul style="list-style-type: none"> <li>• Research outputs as shall be agreed upon</li> </ul>
Social protection economic modelling and framework development specialist	<ul style="list-style-type: none"> <li>• Social protection economic models and frameworks</li> </ul>
Research project support	<ul style="list-style-type: none"> <li>• Support to all FSD research team with focus on FinAccess related work in terms of production and use</li> <li>• Track the impact of FinAccess</li> </ul>
Needs-based measurement framework	<ul style="list-style-type: none"> <li>• Communication and driving the value of the needs-based framework among policy and industry players.</li> </ul>
Climate/environmental/green analytics	<ul style="list-style-type: none"> <li>• Climate/environmental/green analytics as shall be agreed.</li> </ul>

FSD Kenya will undertake a due diligence assessment and screening of the preferred Bidder to include reference checks. FSD Kenya will share a Third-party screening questionnaire to aid in processing the assessment and screening. FSD Kenya reserves the right to proceed or reject Bidder(s) depending on the outcome of this assessment and consider the next ranked bidder. The findings of this assessment will be kept confidential and used internally for the purposes of this evaluation.

FSD Kenya reserves the right to accept any tender (s) or to reject all tenders at any time. FSD Kenya also reserves the right to cancel this procurement at any point in time prior to award of the contract.

If you would like to lodge a complaint in regard to this procurement process, please write to [tenders@fsdkenya.org](mailto:tenders@fsdkenya.org) with the address **Prequalification of suppliers 2022 – 2025 - Research**. FSD Kenya procurement team will acknowledge receipt of the complaint in writing within three (3) working days.

During the course of this procurement if you come across any issues of bribery, corruption or wrong doing on FSD Kenya part, please feel free to contact Ulla Balle, FSD Kenya Chief Operations Officer at [ulla.balle@fsdkenya.org](mailto:ulla.balle@fsdkenya.org) or [transparency@fsdkenya.org](mailto:transparency@fsdkenya.org)

## 5. EVALUATION CRITERIA

FSD Kenya will examine the applications to determine completeness, general orderliness, and sufficiency in responsiveness

Applicants shall not contact FSD Kenya on matters relating to their application from the time of opening to the time the evaluation is finalized, and official communication sent to them. Any effort by the applicant to influence the evaluation shall result in the cancellation of their application.

Registration will be based on meeting the criteria regarding the applicant's legal status, general and particular experience, personnel and financial position as demonstrated by their responses.

The applicants must have registered offices and FSD Kenya reserves the discretion of visiting physical premises from which the applicant conducts business if so desired to confirm existence and capability to deliver the said services.

**Applicants who qualify according to the selection criteria will be invited to submit their bids for the services as and when required.**

Applications will be evaluated against the criteria in the tables below.

#### PRELIMINARY EVALUATION

No	Pre-qualification Statutory requirements	Score
1	Certificate of incorporation/registration/ CR12 or CR 13 or search details from Registrar of companies	Pass/ fail
2	Current and valid Tax Compliance certificate	Pass/ fail
3	PIN/VAT Certificate	Pass/ fail
4	Company profile	Pass/ fail
5	Three letters of reference from most recently completed works related to the works category being applied	Pass/ fail
6	Daily Fees proposal	Pass/ fail
7	CVs of Key Management and supervisory team	Pass/ fail

#### QUALIFICATION EVALUATION

Assessment criteria	Weighting (%)
Experience of the Consultant (s)/firm in working with the relevant inclusive finance data and research aspect as per the selected service	30
Understanding of the market system approach for development	10
A good understanding and proven work relationship with Kenyan market actors in both industry and policy arenas	20
CVs of Key Management and Key professional personnel for the assignment	20
Flexibility to work as part of FSD's virtual team and be available immediately when required (mostly virtual)	10
<b>Financial Review</b>	
Daily fees charged for each personnel	10
<b>Total</b>	<b>100%</b>

Interested bidders should send ALL the above mandatory documents by email to [tenders@fsdkenya.org](mailto:tenders@fsdkenya.org) on or before **December 16<sup>th</sup>, 2022, at 17:00HRS (EAT) with the subject line being the category prequalification Number and description.** Failure to send any of the requested documentation will lead to automatic disqualification.

If you have any clarification questions, please email us at [tenders@fsdkenya.org](mailto:tenders@fsdkenya.org) no later than 7<sup>th</sup> December 2022. Responses to clarification questions shall be sent on 9<sup>th</sup> December 2022.

Tender security is NOT required. Issuance of this request for prequalification in no way obligates FSD Kenya to prequalify or award a contract. Applicants will not be reimbursed for any costs associated with their application for prequalification.