

**Annex F**  
**Invitation for Expression of Interest**

EOI No.: UNW-ESA-KEN-EOI-2024-001

UN Women is in the process of identifying potential Responsible Parties for the implementation of **Evidence to Policy for Kenya Care Economy**.

**1. Introduction**

**a. Background/context for required services/results.**

Unpaid care, domestic work, and unequal distribution form a major barrier to women's participation in economic activities. It also impedes women's autonomy in political and social spheres and hampers women's and girls' overall wellbeing. The importance of promoting gender equality and women's empowerment is well recognized by the Government of Kenya (GoK), due to the enormous economic value of unpaid domestic care and work, primarily done by women and girls, and its contribution to human well-being and society. According to the 2021 Time Use Survey, women spent 21.9% (4 hours and 38 minutes) of their time compared to men who spent 4.2% (1 hour 1 minute) of their time on unpaid domestic and care work. This is 4.6 times more time for women than men. The findings of a Household Care Survey conducted in 2018 by Oxfam in five informal settlements of Nairobi (Kibera, Mathare, Mukuru, Kawangware, and Korogocho) showed that women spent 22.9% and men spent 4.1% of their time on unpaid care (primary care). Comparing the two study findings reveals a one percentage decrease in the proportion of time spent by women on unpaid and domestic care between 2018 and 2021. The Time Use Survey findings also revealed that there is a gender-unequal distribution of unpaid tasks within the sphere of unpaid work. For instance, women are more dedicated to the preparation of meals or bathing and feeding young children, whereas men are more dedicated to shopping or home repairs. This gap is higher than the average for sub-Saharan Africa (2.9 times) or for the world (2.4 times). Over a year, this makes an equivalent of 196 full-time workdays (of 8 hours) for women, against 46 workdays for men. Within the region, Kenya ranks 3rd from the top for time spent by women in unpaid work (with 278 minutes per day), just after Ethiopia and Tanzania, and 8th from the top for men (with 61 minutes per day).

As a national agenda, the GoK, through the Ministry for Gender and Gender Statisticians at the Kenya National Bureau of Statistics (KNBS), advocated for more than a decade the need to address the existing gaps in Unpaid Care and Domestic Work in Kenya. The gaps include a lack of a policy that guides unpaid care and domestic work in Kenya, sex-disaggregated data within various care domains (education, health and social protection sectors) for evidence-based decision-making and coordination framework among the various care sector service providers at national and county levels; as well as limited investment in care infrastructure and labor-saving technologies. As a result of this advocacy, the Government, with technical and financial support from UN Women, implemented the following initiatives to inform the development of the National Care Policy, namely:

- a. **Inclusion of care work in the National Development Plan (Medium Term Plan IV 2023-2027) of Vision 2030:** This elevated the care agenda added impetus to action by identifying gender statistics and research as a priority area.
- b. **Generation of evidence:** Undertook the first-ever Kenya Time Use Survey in 2021, which provided basic statistics on the extent of and gendered nature of activities of adults in Kenya, especially on unpaid domestic and care work. In addition, a National Care Needs Assessment<sup>1</sup> for Kenya was undertaken with support from UN Women, which informed the development of the National Care Policy formulation roadmap<sup>2</sup> that includes evidenced-based policy recommendations on how much care work can be supported in Kenya. Further, the University of Nairobi with support from KNBS and UN Women undertook further analysis of the Time Use Survey to identify the drivers of unpaid care and domestic work in Kenya to inform policy advocacy and planning. UN Women will utilize its convening mandate to coordinate the operationalization of the roadmap.
- c. **In 2022, the Government through the State Department for Gender established a coordination mechanism to guide the formulation of the National Care Policy.** This includes the National Steering Committee, chaired by the Principal Secretary- State Department for Gender and Affirmative Action. A National Technical Working Group was also established comprising representatives from the public sector (Gov Ministries), private sector (including Kenya Private Sector Alliance), academic (including University of Nairobi Women Economic Empowerment Hub) and research institutions (including African Population & Health Research Centre), civil society

<sup>1</sup> National Care Needs Assessment has been added as an annex.

<sup>2</sup> National Care Policy Formulation Framework has been added as an annex.

organizations (Including Kidogo), Non-Governmental Organizations (including OXFAM) (NGOs), development partners (including World Bank) and Council of Governors (COG) with the aim to lead and participate in the drafting of the National Care Policy. The wide range of partners included in the process helped ensure buy-in and contribute towards sustainability and accountability. So far, the two committees have been steering the care policy work in Kenya by developing the policy outline and the proposed policy thematic areas (e.g., health care, childcare, social protection, elder care, care for Persons with Disability (PWD), social and cultural norms, and care supporting infrastructure (water, sanitation and energy services).

- d. **Undertook capacity building of stakeholders on care work:** In 2022, a comprehensive capacity-building program built the skills of 251 Government officials and members of Civil Society Organizations (CSOs). The training focused on basic gender statistics concepts and definitions, unpaid domestic and care work within the context of the care economy as well as on how the Time Use Survey data can be used to inform policies at national and county levels. These trainees were targeted because they were either members of the Technical Working Group, which has developed the draft National Care Policy Outline, or they work in a policy-related capacity in the fields of planning, gender or economic analysis at the national or county government level.

By the end of 2022, the relevant stakeholders led by the Technical Working Group initiated the conceptualization of the Unpaid Care Policy. On their part, ministries, counties, departments, and agencies (MCDAs) will integrate unpaid care work with their respective work plan development programmes for sustainable budgeting and planning. The Government, with support from UN Women, commenced the development of the National Care Policy in 2023. The following progress has thus far been realized: an inception meeting was convened by the State Department for Gender and Affirmative Action (SDFGAA) between the Technical Working Group and a national consultant hired by UN Women to validate the National Care Policy roadmap from the Needs Assessment Report. In addition, the Principal Secretary, of SDFGAA also convened a Technical Working Group meeting, out of which the outline of the National Care Policy was developed. It is also worth noting that the GOK's Women's Economic Empowerment Strategy 2020-2025 also considers paid care, unpaid care and unpaid domestic work to be priority policy areas.

## 2. General overview of services required/results.

- Provide technical assistance to and build the capacity of the State Department for Gender and Affirmative Action to develop the national care policy.
- Support the convening of national and county level policy dialogues on formulation and implementation of the national care policy.
- Support the organization of national validation meetings; and engage with the Kenyan legislature and cabinet for sensitization and approval of the policy.
- Drive and contextualize, the national level understanding of care towards recognition, reduction, redistribution, reward and representation.
- Coordinate regular meetings and updates for care stakeholders through the care community of practice (Care CoP)
- Collate nationally available care models.

## 3. Description of required services/results

UN Women, in close partnership with the SDFGAA, proposes to implement a project that seeks to remove structural and systemic barriers to women's full and equal participation in the economy in Kenya by finalizing the development of a National Care Policy, implementing the policy at both national and county levels and strengthening women's entrepreneurship. By doing so, UN Women will contribute towards addressing the gender imbalances that are a root cause of women's social and economic disempowerment.

This project will focus on policy development at the national level during the first year, followed by county-level implementation and advocacy during the second year.

### Investment Results - Outcomes and Outputs

"Outcome" is the ultimate or overall change(s) in systems, populations, or behaviors that a project seeks to achieve within the period of the grant.

Women and girls in Kenya spend around 3.5 times more on unpaid care work than men and boys, according to a study by ILO<sup>3</sup>. For women and girls living in rural areas, these figures can vary widely, particularly in areas with limited or intermittent access to basic services such as energy, water and sanitation, because women and girls tend to undertake most of the unpaid domestic work to collect and manage these resources and services for daily household consumption. Moreover, drought, illness and other crises in the household can increase the time spent by women and girls on caregiving and domestic work. This was brought into sharp focus by the COVID-19 pandemic, which exacerbated the care demands on women and girls due to pandemic-related measures and lockdowns. As evidenced by previous epidemics, women and girls tend to be the ones who take the bulk of the extra care needs when national systems are unable to cope<sup>4</sup>.

The inequalities in the distribution of unpaid care work constitute a root cause of gender inequality. It means women are less able to access income-generating work, escape poverty, be financially independent and accumulate savings, assets or retirement income for their later years. It also means less time for schooling and training, political participation, self-care, rest and leisure. Thus, the care economy has crucial implications for gender equality and both the realization and enjoyment of human rights, including the right to work. It is also a key development policy issue given its links to poverty reduction, the elimination of inequalities by socioeconomic status, decent job creation, and sustainable development. Addressing unpaid care work is particularly relevant in the Kenyan contexts where access to decent work is limited<sup>18</sup> and women's employment options are significantly constrained by societal expectations of women's role in society.

The project seeks to remove structural and systemic barriers to women's full and equal participation in the economy in Kenya by developing a National Care Policy for the country, implementing the policy at both national and county levels, and strengthening women's entrepreneurship. Ultimately, the aim is to foster a strong role for the public and private sectors through increased investment in care-supporting infrastructure and create opportunities for women and girls to engage in decent paid work.

The outcome of the project is: **Women and girls benefit from an inclusive and gender-responsive policy on care and transformative care services.**

The Theory of Change is:

**If** national and county governments, civil society, and the private sector have the capacity to develop, adopt and implement a gender-sensitive National Care Policy; and

**If** communities and employers are sensitized to and change gender-discriminatory social norms on care work.

**Then** Women and girls benefit from inclusive and gender-responsive policy on care and transformative care services.

**Then**, women and girls will be able to engage in productive economic and social activities and improve their economic status and overall wellbeing.

**Because** structural gender inequalities that prevent women and girls from realizing their economic rights and empowerment will be removed.

The project envisions that success includes the development, adoption and implementation of a transformative National Care Policy. Further, active participation of county government in implementing the transformative National Care Policy would lead to an improvement in the quality and accessibility of care for women and girls. Overall, the successful implementation of this project would lead to a shift in societal norms and behaviors surrounding unpaid care work. It would promote the recognition of care work as valuable labor and challenge traditional gender roles and by extension, redistribute unpaid care work. This would lead to the creation of an enabling environment for women to equally participate in economic and social activities. Greater women's economic participation would contribute to poverty reduction, increased household incomes, and overall economic growth in the country.

<sup>3</sup> Care at work: Investing in care leave and services for more gender equal world of work, ILO, 2022

<sup>4</sup> An assessment of the gendered effects of the covid-19 pandemic on households, KNBS/UN, 2020 18 Economic Survey 2022, KNBS

Number	Output/Funded Development Description	Target Completion Date	Is a Third-Party agreement required? If yes, by when?	Will any IP rights be filed/generated? *
1	<p><b>The national and county governments and civil society organizations have the capacity to plan, develop and implement a gender-responsive National Care Policy.</b></p> <ul style="list-style-type: none"> <li>➤ Provide technical assistance to and build the capacity of the State Department for Gender and Affirmative Action to develop the National Care Policy.</li> <li>➤ Support the convening of national and county-level policy dialogues on formulation and implementation of the National Care Policy.<sup>19</sup></li> <li>➤ Support the organization of national validation meetings; and engage with the Kenyan legislature and cabinet for sensitization and approval of the policy.</li> <li>➤ Raise awareness in communities, including with community opinion leaders, for social norms and behavior change, including scaling up HeForShe community advocates to increase awareness on unpaid care work.</li> <li>➤ Facilitate consultations with the private sector to incorporate their viewpoints into the National Care Policy.</li> <li>➤ CSOs/WROs to document the specific types and modalities of public care services and infrastructure that women and girls in different settings in Kenya most need. The study will collect lessons and best practices from Busia, Nairobi, Kisumu and Tharaka Nithi, to inform care-related work in the three counties of Kitui, Laikipia and West Pokot.</li> <li>➤ Support the mid-term review on the progress of the Government of</li> </ul>	August 2025	Yes-November2023	No

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| <p>Kenya's commitments on care work as outlined in Medium Term Plan IV (MTP IV).</p> <ul style="list-style-type: none"> <li>➤ Develop localized public information campaigns to generate public support for gender-responsive policies on care work.</li> </ul> |  |  |  |
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4. **Timeframe:** 7<sup>th</sup> November 2023 to 6<sup>th</sup> November 2025

5. **Budget:** USD 60,000 annual

6. **Competencies:**

**a. Technical/functional competencies required.**

The Expression of Interest is open to:

- Non-Government Organizations (national/local)
- International Non-Government Organizations
- Academic institutions
- UN agencies
- Inter-governmental institutions not part of the UN System

Technical Capacity:

- Proven track record of 5 – 7 years in the gender equality and women's empowerment (WEE)/ disability inclusion/ care
- Proven record of ensuring gender equality and the empowerment of women is mainstreamed.
- Proven commitment to results (able to provide reports/evaluations of successful results)
- Proven credibility in the country or region, especially credibility in terms of working towards gender equality, women's resilience and women's economic empowerment

**b. Other competencies, which while not required, can be an asset for the performance of services.**

**Partnerships/Reach**

- Evidence of the organization having grassroots presence and or affiliation/networks with other similar strong qualified organizations in the country
- Evidence of strong working relationships with relevant stakeholders in country including national/sub-national government, other CSOs including faith-based organisations, donors and/or private sector
- Capacity to mobilise development partners in the WEE and Care spaces.
- Good relations with Government ministries, departments and agencies (MDAs)
- Experience in policy development and implementation
- Participation in the development of policy documents and particularly the National Care Policy
- Participation in the WEE and care communities of practice (CoP)
- Coordination of communities of practice
- Experience organising awareness campaigns

Those interested in participating in the process should forward their expression of interest to [callforproposals.kenya@unwomen.org](mailto:callforproposals.kenya@unwomen.org) by Wednesday the 29<sup>th</sup>, Feb 2024 enclosing the information listed below. For enquiries, kindly send to [cfp.enquiries@unwomen.org](mailto:cfp.enquiries@unwomen.org).

- Full legal name and address of applying organization.
- Copy of valid legal registration in the country.
- Mandate or mission statement of organization.
- Statement of organization's expertise in the relevant area.
- Description of the organization's existing operations in the subject matter area, including how long the operations have been carried out.

Upon receipt of the above information from prospective Responsible Parties, UN Women will review applicants for placement on a short-list of potential Responsible Parties. During the implementation of the programme cycle, those short-listed candidates may be invited to submit formal proposals (using the standard UN Women Call for Proposals template) to become a Responsible Party. The Call for Proposals will provide a more detailed description of the scope of work.

**Note:**

Due to the high volume of communications, UN Women is not in a position to confirm receipt of completed expressions of interest.

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