

## Terms of Reference

**Consultant:**

**Thematic Area:** Fostering a Responsible and Enabling Ecosystem

**Project Title:** Social Norms and Policy

**From:** October 1 2023

**To:** June 30 2024

**Task Manager:** Yasmin Bin-Humam, Financial Sector Specialist

### To Apply

Please send cover letter and C.V. to Bonde Raharinoasy [braharinoasy@worldbank.org](mailto:braharinoasy@worldbank.org) by COB Sept. 28, 2023

### About CGAP

CGAP is a global partnership of more than 30 leading development organizations dedicated to advancing the lives of people living in poverty, especially women, through financial inclusion.

CGAP works at the frontier of inclusive finance to test solutions, spark innovation, generate evidence, and share insights. CGAP's knowledge enables public and private stakeholders to scale solutions that make financial ecosystems meet the needs of poor, vulnerable, and underserved people and of micro and small enterprises (MSEs), including through advancing women's economic empowerment. As a global public good, CGAP's independent research and analysis is available to all.

CGAP envisages responsible and inclusive financial ecosystems that enable a green, resilient, and equitable world for all. CGAP is guided by a five-year strategy and annual workplans – the new strategy covering FY24-28 ([CGAP VII Strategy](#)) will contribute to strengthening responsible and inclusive financial ecosystems by elevating the focus of financial inclusion to broader development outcomes.

To achieve this, CGAP will focus on contributing to seven outcome areas through its work program: (i) mobilizing financial services for climate adaptation, mitigation, and a just transition; (ii) mobilizing financial services for building resilience to shocks and managing risk; (iii) mobilizing financial services for women and MSEs to capture economic opportunities; (iv) increasing the breadth and depth of financial inclusion; (v) promoting responsibility in financial ecosystems and enabling financial sector policies and regulations; (vi) enhancing the effectiveness of impact investing in inclusive finance and the inclusiveness of carbon markets; and (vii) generating and promoting evidence of what works, where, and for whom.

Through its work, CGAP is committed to accelerating progress toward women’s financial inclusion, and we take a gender-intentional approach to our research and advocacy efforts

CGAP is housed in the World Bank. For more information, please visit <https://www.cgap.org/>

This assignment will primarily contribute to the outcome area of Fostering a Responsible and Enabling Ecosystem

## About the Project

Women are systematically under-represented among users of financial services despite the proven potential for appropriate financial services to improve their lives and livelihoods, contributing to gender equality and more inclusive and sustainable development. Women also have different user experiences of digital financial services since gender norms shape their capacities and experiences and govern how institutions approach and engage with women. Gender-differentiated experiences often emanate from applying policies, rules, and regulations, raising the question: How have gender norms influenced policy and legislation? This workstream seeks to develop and explore hypotheses on whether financial sector regulations and supervisory practices have a gender-disparate impact in the face of gender norms and other influences. During this exploration, CGAP will build a conceptual framework that will assist in understanding the nature of the problem, probe financial sector authorities’ realization of such dynamics and identify which financial sector authorities to date are applying a gender-intentional (or transformational) approach.

## Scope of Work

The consultant will be engaged in the following types of work, per agreement with the Task Manager:

- In consultation with the TTL and Financial Sector Policy Expert, **lead a gender analysis** that outlines ‘pre-requisites’ necessary for effective access, use, and benefit of financial services by women.
- **Conducting a gender impact assessment** on select a financial sector regulations.
- **Support** the TTL and Financial Sector Policy Expert in the development of hypotheses for which regulations are the most likely to directly influence financial inclusion outcomes for women.
- **Design direct engagement materials and approaches** with regulators and market facilitators to probe their perspectives and experiences for validation of these hypotheses.

The work may require international travel.

## Methodology and Specific Tasks

The consultant will coordinate all work closely with Yasmin Bin-Humam, Financial Sector Specialist and other members of the CGAP team and will undertake the following steps in this assignment.

- Gender analysis of financial inclusion pre-requisites will require enumerating pre-requisites for effective financial inclusion, (for example access to assets/resources, individual agency, financial literacy, employment opportunities, etc.); assessing with how these are likely to differ for men and women based on the influence of gender norms; and reflecting how pre-requisites themselves reflect any biases in the system. This will entail a review of gender norms relevant to financial inclusion identified by CGAP, while appropriately adapting or supplementing them. (5 days)
- Based on the gender analysis, in consultation with the TTL and Financial Sector Policy Expert, Consultant will be responsible for **determining** an appropriate gender impact assessment framework (either existing or modified) and for **conducting the gender impact assessment** on a regulatory archetype mapping. The regulatory archetype mapping, will be developed by the Financial Sector Policy Expert. It will present a catalog of regulatory objectives and/or mandates (e.g. financial consumer protection, institutional soundness, sector stability, anti-money laundering, etc.) and typical types of regulations under each (e.g. agent network regulations, KYC requirements, etc). (7 days)
- **Support** the TTL and Financial Sector Policy Expert in the development of hypotheses for which regulations are the most likely to directly influence financial inclusion outcomes for women. (5 days)
- **Design direct engagement materials and approaches** with regulators and market facilitators to probe their perspectives and experiences and conduct workshops. (10 days)

The Task Manager and other CGAP staff will participate in the review and guidance of the work, based on the specific requirements of each task.

### Deliverable(s)

The following are expected deliverables based on the scope of work defined above

- Gender analysis of pre-requisites for effective financial inclusion, with gender norms pathways.
- Gender impact assessment framework for financial sector regulations
- Write up of outcomes in applying the gender impact assessment framework to financial sector regulations
- Hypotheses of top 5 financial sector regulations likely to have strong gender differentiated impact in financial inclusion.
- Synthesis of findings from engagements with regulators and market facilitators.

### Necessary Skills and Experience

- A master's degree in international development, public policy, gender studies, sociology, anthropology or another relevant area of study that is foundational for this work.

- At least 8 years of experience in research and/or management of development projects focused on the intersection of gender and policy and international development.
- Proven track record in conducting high quality analysis of gender norms.
- Experience conducting gender impact assessments of legislation, regulation, or government programs.
- Excellent writing and communications skills in English and ability to communicate and influence across disciplines.
- Great teamwork skills.
- Working-level knowledge of French, Spanish, or Arabic is an asset (desired)

### Ownership/Control of Work Product/Publication

All materials produced or acquired during the appointment - written, graphic, film, and digital audio/video or otherwise - shall remain the property of the World Bank unless and to the extent such rights are explicitly relinquished (in whole or in part) by the World Bank, in writing. The World Bank furthermore retains the exclusive right to publish or disseminate in all languages reports arising from such materials.

In the event of early termination of the appointment or non-renewal upon its expiration, the Consultant shall, if requested by CGAP, deliver to it copies of all materials and data developed with CGAP funds.

Any material developed by the Consultant under these TORs may not be used without written prior approval by the World Bank.

### Authorship and Acknowledgement

CGAP staff will generally be listed as the authors of any publication or other communication that is produced as a result of the research conducted during the appointment. The Consultant's contribution in conducting this research will be acknowledged in any such publication. If, in the reasonable view of the Task Manager, the Consultant contributes significantly to the conceptualization and drafting of any documents created, the Consultant will be listed as co-author, along with the relevant CGAP staff.

### Task Manager/Reporting

The Task Manager is **Yasmin Bin-Humam**. CGAP may designate another qualified task manager. The Task Manager has final sign off on deliverables and invoices.

The Consultant will report to the Task Manager.

### Schedule

All work will be completed between October 1, 2023 and June 30, 2024, unless the appointment is extended, or a new appointment is made. The schedule could be further clarified in each subsequent task assignment.

## **Budget and Payment**

The daily rate will be determined based on the qualifications and prior experience of the consultant.

The budget ceiling for the work under these TOR is twenty seven (27) days at a fee commensurate with the Consultant's qualifications and prior experience based on World Bank guidelines for hiring STCs.

The Consultant will also be reimbursed for miscellaneous expenses directly related to the work performed pursuant to these TORs (documented in accordance with relevant CGAP procedures) or with prior written agreement with Task Manager. Payment will be made upon receipt of the payment request through the World Bank system and its approval by the Task Manager.

## **Confidentiality**

All knowledge and information not already within the public domain which the Consultant may acquire from CGAP or its employees or by virtue of the assignment shall for all time and for all purposes be regarded by the Consultant as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed by the Consultant to any person whatsoever excepting with the World Bank written permission.

All outputs of the work, materials produced in the course of the work, and all by-products shall remain confidential unless the World Bank authorizes public release.