Republic of Rwanda

Ministry of Sports and Culture

GENDER MAINSTREAMING STRATEGY FOR THE MINISTRY OF SPORTS AND CULTURE

INTRODUCTION

The Government of Rwanda is committed to ensuring equal rights between Rwandans and between men and women without prejudice to the principles of gender equality in national development. This is reflected in the Constitution of the Republic of Rwanda of 4th June 2003/ revised in December 2015. Significant efforts have been made in the promotion of gender equality and women’s empowerment towards attainment of equal opportunities for men and women. These efforts include domestication of ratified international commitments through enactment of gender responsive laws and policies that are linked with national strategic planning documents, such as Vision 2020, EDPRS 2, National Strategy for Transformation (NST), Sector Strategic Plans as well as district development plans. In all these planning frameworks, gender equality and women empowerment are considered as one of the key cross cutting and foundational issues.

In Rwanda, women are seeing increasing opportunities to become involved in sports and culture. New sporting and cultural opportunities are blooming, such as women’s football and volleyball leagues as well as cultural performance, fashion, beauty, modeling, etc. The National Association for the Promotion on Women Sports has been established to oversee and advocate women’s participation in sports. The 33 sports federations in Rwanda have registered both men’s and women’s teams, and women are participating in ever greater numbers. Yet, undoubtedly, Rwanda has a long way to go to ensure that girls and women have equal opportunities to engage in sports, particularly within schools and communities.
1. BACKGROUND

The GoR’s National Strategy for Transformation 1, is shifting the model of economic development from poverty reduction to economic transformation. This is expected to happen through addressing write this as an opportunity instead of a challenge including creating decent jobs for millions of Rwandans by promoting Sports and culture as one of the sectors that government is sticking on to generate more new non-farm jobs.

Recently, the NISR, LFS annual report (2018), shows that the majority of employed population work in agriculture sector (55.3%) followed by whole sale and retail trade (14.9%) and construction (10%)\(^1\).

Furthermore, the proportion of wage farmers increased by around 4 percentage point from 12% in EICV4 to 16% in EICV5, and the proportion of wage non-farmers has increased by around 2 percentage point from 19% in EICV4 to 21% in EICV5.

According to the survey, (LFS 2018) the annual unemployment rate stood at 15.1 %, indicating that roughly for seven persons in the labour force there was one person unemployed. The unemployment rate was higher among women (17.1 %) than among men (13.5 %) and higher among young people (18.7) than among adults (12.3 %). It was also higher in the urban areas (16.5 %) than in the rural areas (14.7 %).

With reference to the NST1, the GoR takes culture and sports as a foundational for development and also a viable source for sustainable socio-economic development sector which shall play a big role in national income generation under Culture tourism promotion and Creative arts industry promotion.

Sports and culture context in Rwanda

In Rwanda, women are seeing increasing opportunities to become involved in sports and culture. New sporting and cultural opportunities are blooming, such as women’s football and volleyball leagues as well as cultural performance, fashion, beauty, modeling, etc. The National Association for the Promotion on Women Sports has been established to oversee and advocate women’s participation in sports. The 33 sports federations in Rwanda have registered both men’s and women’s teams, and women are participating in ever greater numbers. Yet, undoubtedly, Rwanda has a long way to go to ensure that girls and women have equal opportunities to engage in sports, particularly within schools and communities.

In addition, a small number of women participates in sport activities as professionals, due to barriers that most women face which include cultural behavior and norms, society influences and inadequate skills.

\(^1\)NISR. EICV5 Thematic Report, Economic Activity- 2017-2018
These barriers prevent women and girls from reaping the many benefits that can be gained from participating in sports such as income and prizes and engaging in physical and health development activities. Around the world, women encounter discrimination and stereotyping. The sporting world epitomizes many of the gender stereotypes which persist around the world today and has proved to be highly resistant to meaningful gender reform. By creating opportunities for women and girls to engage in sport activities at community, society and national level, it would provide women and girls opportunities to develop and generate income. This would be achieved by promoting self-confidence, leadership, teamwork skills and a sense of achievement.

Sport provides a space in which women can renegotiate concepts of femininity and masculinity, challenge stereotypes which label women as weak and inferior, and demonstrate to their communities what they are capable of achieving. As such, promoting girls’ and women involvement in sports is an important tool in promoting gender equality, women empowerment and, more broadly, in development and social change. On the other hand, culture of any country is an integral part of its overall political and socio-economic development framework. It is an embodiment of Social cultural practices, rituals and festive events that structure the lives of communities and groups within Nation States.

The Government of Rwanda is aware that creative industries are a fast-growing economic sector that holds great potential for developing countries, which often have rich traditions of art, music, dance, literature, film, and other forms of creative assets, as well as a vast cultural heritage and traditional knowledge.

Rwanda housing and Population Census of 2012 reckoned 5,252 employment opportunity in Arts, Entertainment and Recreation that is 0.6% off farm employment opportunity. Rwanda Mapping of Cultural and Creative Industries recorded 20% in Performing Arts and Celebrations, 8% in Audio/visual, 12% Craft arts, 5% in Books and Publishing, 16% in Visual arts, 21% in Music industry, 8% Fashion and Design and 9% in Culture and Creative related institutions note that the big number in this sector are the women with a portion of 61% against 39% of males.

It is within this background that the Ministry of Sports and culture is seeking to recruit, a firm or a team of consultants to develop national sports and culture gender mainstreaming strategy. The aim is to ensure the objectives; expected results and deliverables assigned to the firm or consultant that will be hired to develop national sports and culture gender mainstreaming strategy are effectively delivered according to the approved terms of reference.

II. OBJECTIVE OF THE CONSULTANCY

The main objective of the consultancy is to develop a national sports and culture gender mainstreaming strategy across NST1 pillars and in line with the Sector Strategic Plan. The strategy should show women and men, boys’ and girls’
capacity/skills, facility and budget gaps in all sports disciplines and cultural domain across the country and strategic actions required to ensure that both men and women, boys and girls benefit equally from sports and culture opportunities.

III. SPECIFIC OBJECTIVES

- Based on NST1 orientation and the sport and culture Sector Strategic Plan, carry out a situational analysis of existing interventions of gender mainstreaming in public, private, Civil Society Organizations and religious institutions and develop key entry points for gender mainstreaming in the sports and culture sub-sectors.

- Develop the socio-economic categorisation of gender mainstreaming at national and local levels in different domains (Sports disciplines and cultural domains).

- Conduct women and men, boys/girls capacity/skills needs assessment in 6 sectors of culture creative arts and sports disciplines;

- Develop mapped competitive advantage/existing opportunities in sports and culture towards women and men, boys and girls at national and local levels.

- Develop and finalize Sports and culture national Gender mainstreaming strategy that can be used as a tool for empowering women and men, boys and girls (by socio-economic category) in all political and programmatic interventions planned and implemented at national and district level.

Provide to the Ministry of Sports and culture a monitoring and evaluation system/framework to facilitate the monitoring of implementation process of proposed interventions.

III. EXPECTED RESULTS

i. The gender situation analysis in sports and culture highlighting key achievements, gaps/challenges, causes, opportunities in the sports and culture sub sectors.
ii. Existing mapped opportunities for women and men, boys and girls in sports and culture at national and district levels.

iii. Gender mainstreaming strategy for sports and culture sector including a monitoring, evaluation and reporting system with realistic and achievable indicators.

iv. Action plan for the gender mainstreaming strategy implementation including a logical framework with key operational actions, indicators, responsible institutions, cost of interventions, time lines necessary to implement the plan developed.

IV. DELIVERABLES

The consultant (s) in his/her technical bid document will develop a conceptual framework including a detailed methodology, key instruments and detailed work plan. The consulting firm or the consultant team will prepare and present draft and final developed strategy to be discussed and validated by stakeholders in accordance with the timeline proposed.

The specific deliverables include:

i. Inception report showing the consultants’ understanding of the assignment with detailed methodology and work plan;

ii. A checklist of gender mainstreaming by domain/sector drawn from SSP Sports and culture (sports disciplines and cultural creative arts);

iii. A gender situation analysis at national and local levels showing achievements, capacity/skills, facility and budget gaps including capacity needs assessment in 6 cultural creative arts clusters and sports disciplines

iv. A mapping of existing sports and culture opportunities for women and men, boys and girls at national and local levels;

v. Based on the findings from gender situational analysis and the capacity need assessment in 6 cultural creative arts clusters and sports disciplines, formulate strategic actions for the sports and culture sector to orient its effort towards gender equality and women’s empowerment;

vi. A Draft national sports and culture gender mainstreaming strategy including its implementation and monitoring frameworks as well as budget.

vii. Present the draft strategy to the sector key stakeholders for comments, inputs and validation
viii. Submit in both hard and soft copies of the final gender mainstreaming strategy incorporating stakeholders’ recommendations/inputs, annexes and reference materials

V. METHODOLOGY

The consultant will develop a detailed methodology and tools for carrying out this assignment. The methodology will be approved by the Ministry of Sports and culture in collaboration with key stakeholders in gender namely UN Women, MIGEPROF and GMO before starting the assignment. The consultant will work closely with MINISPOC and the technical team which will be established to oversee and provide technical guidance for this assignment.

The consultant (s) will conduct desk review of existing literature from sector, national, regional and international reports and policy documents. It will also require the consultant (s) to conduct a situation analysis of gender mainstreaming in Rwanda in general and in sports and culture in particularly using a participatory approach to ensure that all key stakeholders are involved including government, development partners, private sector, civil society organizations working in women empowerment area, faith-based organisations, national women’s council, communities as well as schools.

VI. ADMINISTRATION AND REPORTING

The consultant (s) will be working under the overall guidance of the Permanent secretary of the Ministry of Sports and Culture and the direct supervision of the technical team assigned to support in this assignment. All required reports will be submitted in English, in hard copies with annexes and soft copies sent via emails that will be provided to MINISPOC and UN Women.

VII. TIMING

The duration of the assignment is a maximum of 2 months (60 days) with effect from the day of the signature of the contract. The final gender mainstreaming strategy will be submitted to MINISPOC and UN Women as per agreement in accordance with the signed contract. The consultant will work closely and regularly with MINISPOC and the technical team to perform the assignment. The draft and final documents will be shared and validated by key stakeholders.

VIII. REQUIRED QUALIFICATIONS OF THE CONSULTANTS

The Consulting firm or the consultant(s) should have:

- The Consulting firm should have at least 7 years overall experience in consultancy and research and 5 years specific experiences in gender mainstreaming areas, review, evaluation, strategic planning, quantitative research, data analysis and reporting;
• The Firm or the consultant should have at least a Master’s degree in Gender Studies, Economic Planning, Policy and Strategic Development and other related areas. Consultants should demonstrate the ability to work with a range of gender stakeholders, including high level policy makers, government officials, private sector and civil society organizations;

• The Consultant should have a proven experience in public policy development and analysis with good knowledge of gender equality principles and gender mainstreaming;

• All the consultants should have experience in conducting strategic analysis, excellent writing skills and analytical skills and demonstrated knowledge of government processes, international gender commitments and instruments, policy and legal frameworks such as action plans for UNSCR 1325, CEDAW, and Beijing Platform for Action, SDGs, ILO Decent Work Country Program and others;

• Demonstrate Commitment on full time availability to do the tasks and on a minimum supervision;

• At least 3 certificates of good completion for previous related consultancy work;

• Evidence of having developed gender related strategies during the last 3 years is an added advantage;

• Knowledge of sport and culture sector would be a big advantage.

XV. The deadline on submission:

• 28 March 2019, 5.30 P.M