

RFP reference no: RFP/2025/58913

Name of Offeror: Startup House

Date: 09.09.2025

Copy of the offeror's practical plan (or demonstrate experience) for implementing gender mainstreaming – Copy of Section 2: 2.4

2.4

Gender mainstreaming is the process of taking into consideration women's and men's specific needs, concerns, interests, knowledge, and experiences in the design and execution of all planned actions, so that women and men can benefit equally. The ultimate goal of gender mainstreaming is to achieve gender equality.

For this tender the bidder shall provide a practical plan (or demonstrate experience) for implementing gender mainstreaming (and/or social inclusion) activities during the execution of the contract, from planning to closure. The plan should relate to the gender equality goals or the dedicated gender action plan of the project, and at a minimum should include at least one the following:

- specific gender equality (and/or social inclusion) objectives suggested by the bidder
- key activities and timelines required to achieve the objectives
- clear accountability metrics for each task assigned by role
- mechanisms to monitor the successful implementation of activities
- anticipated benefits or results for beneficiaries (differentiating by sex and other socio-economic characteristics)
- commitment to debrief or report on the progress of the Gender Mainstreaming and social inclusion activities as per the project plan

Objectives

- **Access & participation:** Increase participation and retention of women-led and mixed-gender teams across all phases.
- **Quality & fairness:** Ensure unbiased screening, mentoring, and judging through standard rubrics.
- **Outcomes:** Convert participation into **tangible opportunities** (pilots, MoUs, investor interest) with specific targets for women-led founders.

Accountability

- **Project Director (Startup House):** ultimate accountability; signs off the Gender & Inclusion Action Plan and quarterly reviews.
- **PM / PMO:** integrates targets into schedule and RAID; enforces Code of Conduct; tracks progress in dashboards.
- **MEL Lead:** maintains disaggregated indicators; validates evidence (artifacts attached) before counting.
- **Country Focals (GE/MD/TR):** ensure outreach to local women networks; safe-event protocols; local grievance routing.

	<ul style="list-style-type: none"> • Senior Technical Specialists (Impact Hubs): deliver gender-smart modules; review investment packs for inclusion signals. • All mentors: complete bias briefing; sign Code of Conduct. <p>Monitoring mechanisms</p> <ul style="list-style-type: none"> • Disaggregated indicators across phases (sex of founders, role mix, retention, pilot participation). • Quality checks: inter-rater alignment for panels; random spot-checks of feedback quality to women-led teams. • Monthly PMO/MEL reviews: if participation, retention, or traction for women-led teams drops below thresholds, trigger corrective actions (targeted outreach, extra clinics, scheduling fixes). <p>Targets (initial, refined at mobilization)</p> <ul style="list-style-type: none"> • Pipeline and orientation: aim for 40–50% women-led or mixed-gender teams in the pipeline; ≥90% orientation attendance across groups. • Mentor pool: ≥40% women; at least one woman judge per panel. • Bootcamp practice: each team completes interviews with a meaningful share of women end-users where relevant; each team logs ≥1 commercialization dialogue that includes women stakeholders. • Matchmaking: ≥2 relevant connections per team; at least one includes a counterpart serving women users/communities (where applicable). • Execution windows: for applicable solutions, target ≥30% women participation in pilots or end-user testing; by window close, women-led teams meet the general outcome targets (e.g., pilot/LOI/funding interest).
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