



## Terms of Reference

<b>Vendor:</b>	Unknown
<b>Thematic Area:</b>	Platforms and Financial Services
<b>Project Title:</b>	Financial Services for Women Workers in the Digital Economy
<b>Task Team Lead:</b>	Gayatri Murthy, CGAP Financial Sector Specialist
<b>Start date:</b>	April __, 2022
<b>End date:</b>	June 30, 2022

## About CGAP

The Consultative Group to Assist the Poor (CGAP) is a global multi-donor partnership dedicated to advancing financial inclusion for the poor. CGAP plays a unique role as a donor-coordination mechanism for funders working to improve the lives of poor people through the power of financial inclusion, providing a valuable platform for information, dialogue and reflection to advance progress towards a collective vision. Using action-oriented research, CGAP tests, learns and disseminates knowledge intended to help build inclusive and responsible financial systems that move people out of poverty, protect their assets and advance broader global development goals. CGAP leverages its relationships with businesses, governments and the non-profit sector to share insights, mitigate risks and protect customers, and help others bring solutions to scale. CGAP serves as a global advocate for the financial inclusion community by collaborating with strategic institutions that influence policy and market development and providing evidence-based research and practical lessons that guide their work.

CGAP is supported by more than 30 partners including bilateral and multilateral development agencies, development finance institutions and private foundations committed to advancing financial access for the poor. CGAP is housed in and administered by the World Bank.

CGAP is guided by a five-year strategy and annual workplans. The current five-year strategy, CGAP VI, covers the period July 1, 2018 – June 30, 2023, and is built on a theory of change that has identified four outcomes:

- Customers have information, incentives, trust, confidence and networks to participate in the financial system.
- Providers offer affordable, responsible, and accessible financial solutions for poor people that are sustainable and at scale.
- An infrastructure that enables ubiquitous, efficient, open and safe markets is in place.
- A policy and regulatory framework for responsible financial inclusion is in place and enforced.

To contribute toward achievement of these outcomes, CGAP's strategy has identified four priority technical areas including:

- Creating customer value
- Emerging business models

- Enabling Infrastructure
- Next Generation Policy

CGAP will continue to provide industry-level support to share knowledge and scale impact beyond its core partners. This will include improving global learning on impact evidence, supporting CGAP's members, and focusing on capacity development to scale learning with providers and policymakers.

### About CGAP's Digital Platforms Work

Digital platforms that mediate the provision of goods and services are proliferating around the world, including in mega-cities of Asia, Sub-Saharan Africa, and Latin America, where the growing consumption by a rising middle class is matched with a rising aspirational class of workers providing them with services as wide ranging as restaurant deliveries, a ride to their destination, pedicures, home-cleaning and a repaired air-conditioner. The services rendered may not be new, but the rise of these platforms globally that cater to the convenience and choice for the customer, and the promise of lucrative and flexible work for the workers, has shined a spotlight on these growing ecosystems in recent years. Following the rise of platforms, the growing concern over the risks and challenges inherent in the digital economy has also brought additional scrutiny. For these reasons, the rise of platforms and the continued digitization of work will have significant implications for low-income livelihoods and low-income people's access to social, financial and other services.

Given the existing digital communication and financial engagement between platforms and the workers on them, there is an opportunity to explore whether additional services can be offered to workers that support their well-being as well as engagement on the platform. Therefore, CGAP seeks to drive experimentation and experience in delivering responsible and useful financial services to platform workers.

Initial research conducted by CGAP on the platform ecosystem and with workers in India, Indonesia, Kenya, South Africa, and Nigeria shows that women platform workers occupy very specific parts of the digital economy. Gender based occupational segregation gets replicated on digital platforms keeping women confined to specific sectors that are considered "appropriate" or "suitable" for women based on gender roles/norms. Therefore, they are a minority in ride-hailing and delivery work- two of the largest areas of work on platforms. In more skilled verticals such as elancing and ecommerce, a growing proportion of women are present, but they may face unique challenges and constraints compared to their male counterparts. Finally, in conventionally women-dominated areas of work like home cleaning, personal and beauty services, women do dominate.

Because women's position in the platform economy is unique, equipping them with financial services within this ecosystem may be a unique challenge. Financial services may be more likely situated in scaled sectors like ride-hailing, and if women are scarce in such sectors, services may not reach them. In ecommerce, financial services may not be customized to their needs.

Much has been recently written about the major platform sectors such as ride-hailing, delivery, and ecommerce. There has been some research on women platform workers, but less is known about women working in niche, female-dominated sectors of platforms such as home and personal services. Other sectors with a mainly female workforce, such as care work, have not been platformized to the same extent or in the same way, i.e. with workers matched to jobs on a per-gig basis. However, here as well, digital aggregators are emerging to systematize different aspects of job-matching. Some of these aggregators have the potential to serve as conduits for financial services in the same way as more classic "gig" platforms, or are doing it already.

For these types of sectors, we need specific insights on platforms and aggregators to understand:

- What is unique about platforms and digital aggregators that focus on women workers and women-dominated livelihoods?
- What types of financial services will most benefit women workers in these spaces?
- How can we situate financial services within such platforms

## Scope of Work

CGAP wishes to commission a vendor that specializes in women's financial services and understands the nature and scope of digital transformation taking place in the lives of low-income women workers. CGAP wishes to commission such a vendor to undertake research and interviews with platforms and digital labor aggregators focusing on women workers to:

1. **Produce 2-3 case studies that describe the specificity and uniqueness of digital platforms and aggregators that have a significant proportion of women workers.**
  - a. The primary goal is to understand these platforms that focus on women-dominated livelihoods, and why certain types of women's work is digitizing over others. We would like to prioritize platforms that are already offering financial services to their workers or have serious plans to do so in the near future.
  - b. Understanding the experiences of the women working on such platforms and using financial services offered by such platforms can be a secondary priority.
2. **Design a typology and framework to understand platforms and digital aggregators that work predominantly with women workers.** We would like the vendor to use these interviews with platforms to sketch out a typology by which we can understand digital livelihoods of women. Our initial research shows that such platforms may operate slightly differently than mainstream platforms. They may be smaller than mainstream ride-hailing or delivery platforms tend to be. They may not always match workers to each job, nor may they control or mediate pricing for each task. However, there may be other qualities that make them more effective than mainstream platforms in reaching women workers and providing them with a livelihood.
3. **Provide recommendations for fintechs, FSPs and funders** on how to design and deliver financial services for this subgroup of platform workers. We therefore ask the vendor includes at least some platforms in their list of case studies that already provide financial services to their workers. We would like to know which products and product features have the potential to add value to the lives of these women platform workers, while also making business sense for platforms (and their partners). We would also like to know what delivery mechanisms and market conditions to make these products successful.

The research will take place with platforms and their partners and workers in two or more of the following regions: Latin America (especially Mexico or Colombia), Sub-Saharan Africa (especially Kenya, Nigeria or South Africa) and Asia (especially India or Indonesia)

Platforms and digital labor aggregators we are particularly interested in include:

1. Bamba and Symplifica in LAC
2. SweepSouth in SSA
3. Urban Company, HouseJoy, YesMadam, GoClean in Asia.

We are open to all kinds of platforms that are digital livelihoods but would like to focus on those that work with low-income women, in particular. Therefore, platforms focusing on cleaning services and personal services are of higher priority than e-lancing or microtasking platforms. We are not interested in e-commerce platforms where women are present but selling goods and not services.

Given challenges in accessing platforms, it is expected that the vendor would leverage existing relationships with platforms and financial service providers partners, where possible. The final list of case study partners would be proposed by the firm and agreed with CGAP in the kickoff phase of the project. The consultant may need to interview multiple stakeholders within each organization if necessary to extract the required insights. We would favor platforms to build a case study on who have already experimented or thought about financial services for their workers.

#### Deliverable(s)

The project will result in the following deliverables:

1. Kick off meeting to present the proposed project plan and approach<sup>1</sup>, including who the case studies and key interviewees are across platforms and financial service providers – for each region under consideration. The project plan should also include details on how the knowledge-gathering and interviews will be conducted, the key areas of enquiry and the number of interviews.
  - a. This kick off meeting can also be used to agree how we work together over the duration of the project, including short weekly or biweekly project update calls to share insights and how the team's thinking is evolving.
  - b. It will also be used to agree the nature of the knowledge product deliverables, specifically whether it is better to share these insights in written briefs, or in decks.
2. A well-structured knowledge product that contains
  - a. 2-3 case studies on women-worker focused platforms; framework to understand women work being digitized and recommendation to spur financial services in this space.
  - b. The knowledge product must clearly answer the questions outlined in the scope of work section above, including what worked well, challenges faced, roles and responsibilities of different players (platforms, fintech, financial service provider), opportunities for enhancements etc.
  - c. If existing financial services are analyzed, the knowledge product should also include data on take up and usage of the financial services, the financial return for the partners, and impact on worker/seller activity, retention and satisfaction, to the extent possible.

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<sup>1</sup> The approach should be laid out in the proposal and finalized in the kickoff meeting.

- d. These knowledge products should take into account feedback provided by CGAP into the initial drafts of the knowledge products.
3. Two blogs, co-authored with CGAP, outlining the case studies and highlighting the vendors recommendations on spurring financial services for women workers.

#### Indicative Timeline

Time frame	Activities	Milestone/deliverable
April-May 2022	Interviews Narrowing down case studies	Kickoff meetings Final research guide Scheduled interviews
June 2022	Writing out case studies	Insight sharing meetings Draft discussions Final decks and blogs

#### Task Manager/Reporting

The Firm will report to the Task Manager, Gayatri Murthy, Financial Sector Specialist, CGAP. CGAP may designate another qualified task manager. The Task Manager has final sign off on deliverables and invoices.

#### Timeline

We expect all deliverables to be submitted by Friday June 11, 2022.

#### Necessary Skills and Experience

- Experience and expertise in the creation of high-quality, accessible, succinct case studies on firms, with deep insights on business models, partnerships and other strategic issues.
- Deep understanding of platform focused business models, and the related key success factors and challenges, particularly as it relates to platform workers.
- Proven expertise and experience with low-income women's financial services.
- Subject matter expertise in the provision of digital financial services in emerging markets, with an understanding of successful products and business models, as well as other approaches that have yet to scale or achieve success. Preference will be given to firms with experience analyzing financial services provided, or enabled, by platforms to platform workers.
- Proactive approach to collaboration and communications with CGAP and other partners throughout all phases of work

#### 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 Firm shall, if requested by CGAP, deliver to it copies of all materials and data developed with CGAP funds.

Any material developed by the Firm 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 Firm's contribution in conducting this research will be acknowledged in any such publication. If, in the reasonable view of the Task Manager, the Firm contributes significantly to the conceptualization and drafting of any documents created, the Firm will be listed as co-author, along with the relevant CGAP staff.

#### **Budget and Payment**

The budget for the work under these terms of reference will be XXX. All invoices will be issued upon delivery and acceptance by the World Bank Group of the deliverable item and its approval by the Task Manager.

The vendor will be paid in three instalments as follows:

Invoice 1, 30% - Upon sign off of the research plan and approach (to be discussed and agreed in the kickoff meeting) (expected May 10 2022).

Invoice 2, 70% – Upon sign off of CGAP Task Manager of final knowledge products, addressing CGAP input on the draft knowledge products (expected June 10 2022).

This will be a lump sum contract including expenses.

#### **Confidentiality**

All knowledge and information not already within the public domain which the Firm 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 Firm as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed by the Firm to any person whatsoever excepting with the World Bank written permission.

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