



TERMS OF REFERENCE (TOR) FOR WOMEN BANK SKILLS DONOR IN KENYA - 10 DISTANCE MENTORS

Project Title: Women in Creative Enterprises (WICE) Project

Type of Assignment: To provide mentorship and guidance to entrepreneurs in creative industries, helping them strengthen their personal and professional development, business acumen, strategic thinking, and overall entrepreneurial capacity. Mentorship sessions will be conducted virtually, with each mentor supporting a group (cohort) of 10 mentees.

Time of Assignment: Monthly mentoring sessions during the period of 4 months, including a total of 4 mentoring sessions, providing support through other platforms, and preparation time pre- and post-mentoring. Mentorship happens in two groups, first starting at the earliest end of April 2025 and second group starting in late August or early September 2025. There is a possibility to extend mentorship upon mutual agreement.

Location: Distance support to Kenya.

1. INTRODUCTION

Introduction to the project

The Finn Church Aid (FCA) Creative Industries program stems from the FCA Livelihood Program and it aims to empower creatives by providing them with the necessary skills, resources, and mentorship to succeed in their respective fields. The program focuses on fostering innovation, enhancing market access, and promoting sustainable business practices within the creative sector. By equipping participants with the knowledge and tools they need, we aim to contribute to economic development and social cohesion in the communities we serve.

Currently, the project encompasses two running initiatives: the WICE (Women in Creative Enterprises) and the Enhanced Digital Skills Project. These initiatives are designed to enhance the skills of participants, promote gender equality in the creative sector, and facilitate access to digital platforms that can enhance their business operations.

The Women in Creative Enterprises (WICE) Project is an initiative by FCA Kenya targeting emerging women creative entrepreneurs in Nairobi and Turkana counties, Kenya. The project aims to equip women aged 18-40 with technical and entrepreneurship skills, knowledge, resources, and access to networks necessary to tap into economic opportunities in Kenya's creative industry. The project is supported by Women's Bank. The project began in spring 2024, and by spring 2025, it has successfully trained two cohorts of creative entrepreneurs, equipping them with essential skills for their businesses.

As part of Women's Bank's Skills Donation initiative, The Women in Creative Enterprises (WICE) Project is seeking Distance Mentors to provide expert distance mentoring to WICE participants to strengthen their business acumen, strategic thinking, and overall entrepreneurial capacity. The selected Distance



Mentors will leverage their industry experience and expertise to guide participants remotely through monthly sessions over a 4-month period.

2. Current Challenges

The creative sector in Kenya is thriving, with a vibrant mix of talent across arts, crafts, music, film, and digital content creation. However, its growth is significantly impeded by several challenges, particularly for women entrepreneurs. These obstacles include restricted access to funding, insufficient market insights, a lack of robust supporting infrastructure, and formidable entry barriers in both domestic and international markets. As a result, many creative entrepreneurs struggle to build sustainable businesses and fully unlock their potential.

3. Objective and scope of the assignment

The Distance Mentors will provide structured, monthly distance mentoring to WICE participants for a period of 4 months, ensuring that they receive guidance, skills enhancement, and strategic support to grow their creative enterprises.

4. Scope of Work

The Distance Mentors will:

- Conduct monthly mentoring sessions with designated WICE participants via virtual platforms in groups of 10.
- Ensure individualized guidance, advice, and support is given to each participant tailored to the specific needs and challenges.
- Include practical assignments to be done between mentoring sessions. Through these assignments the participants can apply learned knowledge and skills enabling them to receive personalized mentor guidance and feedback and allow mentors and the WICE Project team to monitor the participant's progress.
- Assist participants in developing actionable business strategies, addressing market entry challenges, and identifying growth opportunities and other needs that emerge from the WICE participant group.
- Collaborate with the WICE Project team to ensure alignment of mentoring activities with overall program objectives.
- Document and report monthly on mentoring sessions in collaboration with the WICE Project team, including key discussion points, participant progress, and any challenges encountered.

5. Detailed Activities

Onboarding and Training process:

- Prior to starting the mentorship program, each mentor takes part into an onboarding process including introduction to FCA and WICE project, sensitization to the business landscape and creative industry Kenya and Code of conduct -training.

Session Planning and Scheduling:

- Develop a detailed mentoring calendar outlining monthly sessions over the 4-month period.
- Review participant profiles, understand their specific challenges to tailor the mentorship series to their needs.
- Coordinate session timings to accommodate participants', WICE Project team's and mentors' availability.

Monthly Mentoring Sessions:

- Conduct structured mentoring sessions focusing on topics such as strengthening their personal and professional development, business and creative sector acumen and overall entrepreneurial capacity and potential other needs that emerge from the WICE participant group.
- Utilize digital tools (Microsoft Teams, WhatsApp and Google Drive) to facilitate interactive sessions and real-time problem-solving.

Pre-Session Preparation:

- Review participant progress through assignments and address any new or recurring challenges by tailoring session content.
- Develop session agendas and share them with participants at least 48 hours in advance.

During Preparation:

- Ensure each session is recorded for documentation purposes and for possible absences.

Post-Session Follow-Up:

- Document session discussions, key takeaways, and action items.
- Provide written feedback and recommendations to participants.
- Monitor progress and adjust mentoring strategies as needed.

Resource Sharing:

- Distribute curated materials, including industry insights, best practices, and relevant case studies through WICE Project Team.

Collaboration with Project Teams:

- Engage with the WICE project team for updates on participant progress and areas requiring additional support.



- Participate in periodic review meetings to ensure alignment with overall project objectives.

6. Expected Deliverables

- Monthly Session Report:** Brief reports after each mentoring session capturing topics discussed, participant interactions, and key outcomes.
- Individual Progress Reports:** Periodic updates on participant progress, highlighting achievements and areas needing additional support.
- Resource Kit:** A compilation of shared materials and best practices distributed during the mentoring period.
- Final Evaluation Report:** Providing input to review of the mentoring program's impact, including participant feedback, success stories, and recommendations for future mentoring initiatives.

7. Qualifications of the Volunteer Expert

- Passionate in the empowerment of women and gender equality globally, and in particular in the equal realization of women's rights.
- Proven background in (business) mentoring, coaching, or consulting within the creative or entrepreneurial sectors. Knowledge of small or early-stage businesses and cooperatives is an advantage.
- Backgrounds in creative industries, either 1. Creative services (graphic design, digital marketing, content creation etc.) or 2. Creative goods (fashion, artisan crafts, jewelry etc.)
- Excellent interpersonal and communication skills and good English language proficiency
- Ability to provide actionable insights and tailored recommendations to diverse challenges.
- Proficient in using online collaboration tools (Microsoft Teams, WhatsApp and Google Suite) and digital communication platforms.
- Availability to prepare and conduct regular monthly sessions over a 4-month period.

8. Division of Tasks and Responsibilities

The Finnish/ International Expert Mentors:

- Lead and moderate monthly mentoring sessions, ensuring an interactive and supportive environment.
- Develop tailored session content and assignments, including case studies, best practices, and practical exercises.
- Prepare reports summarizing session outcomes, participant engagement, and overall program impact.
- Participate in collaboration sessions with the WICE Project team.

WICE Project team and Kenya Country Office:

- Coordinate and manage the logistics of the distance mentoring program, including scheduling sessions and maintaining communication channels.
- Serve as the primary liaison between mentors and WICE participants.



- Monitor session attendance, participant engagement, and overall progress.
- Compile and disseminate progress reports and feedback to both mentors and project leadership.
- Ensure all technological and administrative support is available to facilitate seamless mentoring sessions.

8. Time frame

The duration of the assignment in the Distance mentorship is 4 months which includes monthly mentoring sessions. The mentoring sessions will take place during office hours and timing can be agreed upon. Additionally, the Distance Mentor will reserve time for scheduling and preparing the sessions as well as reporting to WICE Project team and Kenya Country Office colleagues. Mentorship happens in two groups, first starting at the earliest end of April 2025 and second group starting in late August or early September 2025. There is a possibility to extend mentorship upon mutual agreement.

Task details and schedule will be agreed between the Distance Mentor and the counterparts in KECO after selection.

The Distance Mentor will take part in mandatory onboarding training and kick off sessions before the start of the mentoring period.

9. Remuneration

This will be a voluntary assignment. No remuneration will be paid.

10. Contact persons

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