



## Youth in Sustainable Aquaculture

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### **Rapid Gender and Social Norms Assessment: Behavior Change in Patriarchal Communities to Enhance Women's Participation in the Aquaculture Value Chain.**

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#### **1.0 Introduction.**

Echo Network Africa Foundation (ENAF) is a Pan-African philanthropic institution that works with like-minded stakeholders to empower, position, and advocate for girls and women in Africa. Founded in 1982 as Kenya Women Holdings (KWH) and later re-branded in 2018 to Echo Network Africa (ENA), the vision of ENAF is an inclusive society where girls and women enjoy full rights and participate in the life of the society. ENAF intentionally focuses interventions on girls and women with special attention to young women, women with disabilities, and women from marginalized communities.

In its 2023-2027 Strategic Plan, ENAF articulates a retention, growth, and expansion strategy aimed at replicating and scaling program initiatives from Kenya to other countries in Africa. In addition to the decision made by the Board of Directors in 2024 to re-brand ENA to ENAF, the first Country Office was incorporated in Kenya taking over implementation of program initiatives formally undertaken by ENAF. ENAF, known simply as The Foundation, is therefore solely responsible for resource mobilization and management as well as Coordination of Country Offices and Associates while Country Offices including the Kenya Country Office are responsible for program Implementation. ENAF has retained the catalyzing approach whose core is to work with Local Implementing Partners (LIPs) to maximize on impact and accelerate the attainment of results.

Current programme and anchor initiatives include Community Resilience and Livelihoods; Women's Leadership, Political Participation and Governance; Peace and Conflict Resolution; Women's Financial Inclusion and Girls Excel Initiative.

#### **1.1 About the YISA Programme.**

The *"Empowering Youth for Sustainable Aquaculture Markets and Job Creation Program"* is a partnership between the Master Card Foundation and a consortium of implementing partners that include Echo Network Africa Foundation (ENAF), Aquarech, Lattice Aqua, Hydro Victoria Farm Limited, Aquaculture Barn Limited, Livingwood Consultants, Eco-Lobby Aquatics Consultancy, and Stanbic Foundation, with Farm Africa as the lead partner. With a partnership period between 1<sup>st</sup>

April 2024 to 30<sup>th</sup> November 2028, the program will target Kakamega, Kisumu, Homabay, Busia, Siaya, and Kilifi counties.

With and overall impact of enhancing resilient livelihoods through innovative Aquaculture practices enabling work opportunities for young women and men. Its goal is to facilitate 150,000 (One Hundred and Fifty Thousand) inclusive, meaningful and dignified employment opportunities for women, youth and the marginalized and vulnerable communities such as the internally displaced persons (IDPs) and people living with disabilities (PLWDs) in Kenya's Aquaculture and Mariculture sectors. This will include intersectional considerations that may increase vulnerability and injustice in privilege and power.

The program's impact will be supported by a series of systemic changes resulting in increased quality fish production and productivity, expanded work opportunities for young women and men, growth and expansion of aqua enterprises owned by young women and men, and increased market share for young women and men in the Aquaculture Value Chain.

## **2.0 Context.**

In many parts of Kenya, aquaculture is male-dominated. Harmful cultural norms such as *jaboya* (sex-for-fish), wife inheritance, limited women's decision-making power, and restricted access to resources continue to exclude young women from the sector.

The Youth in Sustainable Aquaculture (YISA) program targets women aged 18–35 to enter and thrive in the aquaculture value chain. However, these women face entrenched patriarchal systems and competitive market spaces.

### **2.1 Purpose of the Rapid Assessment.**

The overall objective of this consultancy is to conduct a rapid gender and social norms assessment to examine behavior change in patriarchal communities and its influence on women's participation in the aquaculture value chain.

The assessment will examine whether community awareness and sensitization efforts conducted through participants training, chief barazas and theatre performances in the six counties have influenced behavior change regarding women's participation in aquaculture. These sensitization sessions have applied the Happy Family Tree tool to address:

#### **Specific objectives:**

1. Evaluate community awareness outcomes on gender equality and women's economic empowerment in aquaculture, with attention to reach, relevance, coherence, efficiency, impact, and sustainability.
2. Measure shifts in knowledge, attitudes, practices, and social norms influencing women's participation in aquaculture ventures.
3. Assess men's engagement as allies by determining the extent to which male community members support women's inclusion, share household and productive responsibilities, and champion women's leadership in aquaculture.
4. Identify barriers and enablers (structural, cultural, institutional, and market-related) that affect women's entry, retention, and growth in the aquaculture value chain.

5. Provide actionable recommendations to strengthen gender-transformative behavior change interventions, enhance enabling environments, and sustain gains that promote young women's economic empowerment in aquaculture and related job markets.

### 3.0 The Assignment.

ENAF is seeking a consultant to conduct a Rapid Gender and Social Norms Assessment: *Behavior Change in Patriarchal Communities to Enhance Women's Participation in the Aquaculture Value Chain*. The assessment will examine community awareness outcomes, shifts in knowledge, attitudes, practices, and norms, and the extent to which men are engaged as allies in promoting women's inclusion. It will also identify structural and cultural barriers as well as enabling factors that influence women's entry, retention, and growth in aquaculture ventures. The findings will generate actionable recommendations to break cultural and structural barriers, strengthen gender-transformative behavior change interventions, and create enabling environments that expand sustainable economic opportunities for young women in aquaculture and related job markets.

### 4.0 Scope of Work

The consultant/assessment team will:

6. **Evaluate Community Awareness Outcomes:** Assess the extent, quality, and effectiveness of awareness interventions on gender equality and aquaculture. This includes examining reach (who was engaged, disaggregated by sex, age, disability, and location), relevance (alignment with women's and community priorities), coherence (consistency with local policies and norms), efficiency (resources and approaches used), impact (demonstrable changes in women's inclusion and economic opportunities), and sustainability (likelihood of continued awareness and practice beyond the project).
7. **Measure Behavior Change:** Analyze shifts in **knowledge, attitudes, and practices (KAP)** among women, men, and community leaders regarding women's participation in aquaculture. This should also capture changes in **gender and social norms** — for example, acceptance of women as cage fishers, decision-makers, and income controllers — and evidence of joint household decision-making.
8. **Assess Men's Engagement:** Evaluate the extent to which men are engaged as allies and champions of gender equality within aquaculture. This includes examining whether male community members actively support women's participation, share household and productive responsibilities, advocate for women's access to resources (land, inputs, credit, markets), and challenge restrictive gender norms that limit women's economic opportunities.
9. **Highlight Barriers and Enablers:** Identify structural, cultural (e.g. sex for fish practice and its evolving nature), institutional, and market-related barriers that still hinder women's entry and growth in aquaculture (e.g., access to credit, land, cages, and extension services); *Gendered power dynamics and decision-making at the household and in the community, Access and control of resources at the household and in Aquaculture ecosystems, Harmful cultural practices in the community and at the BMUs, The burden of unpaid care work and its impact on economic empowerment*. At the same time, document enablers such as supportive men, progressive cultural practices, women-led groups, or enabling policies that enhance women's participation and empowerment.

10. Provide Recommendations: Suggest strategies to strengthen gender transformative behavior change interventions, address barriers and reinforce enablers to sustain gains.

### **Expected Outcome**

The findings will generate evidence on the effectiveness of community awareness, shifts in behavior and social norms, and the role of men as allies in promoting gender equality. They will also highlight barriers and enablers influencing women's participation in aquaculture and related value chains. This evidence will inform program strategies to break cultural and structural barriers, strengthen gender-transformative behavior change interventions, create enabling environments, and expand sustainable economic opportunities for young women in aquaculture and related job markets.

### **Focus Areas**

1. Shifts in Social Norms: To what extent are communities demonstrating reduced tolerance for harmful gender norms and increased acceptance of women as active participants, leaders, and decision-makers in aquaculture?
2. Men's Engagement as Allies: Are men actively supporting and championing women's inclusion by sharing household responsibilities, advocating for equitable access to resources, and promoting women's leadership in aquaculture cooperatives and groups?
3. Barriers and Enablers: What structural, cultural, institutional, and market-related barriers continue to hinder women's entry, retention, and success in aquaculture? Conversely, what enabling factors are fostering women's empowerment and economic opportunities within the value chain?
4. Program Sustainability: Are gender-transformative behavior changes, institutional practices, and enabling environments likely to be sustained and scaled beyond the project period, ensuring long-term impact on women's economic empowerment in aquaculture and related job markets?

### **Expected Impact.**

The findings will guide YISA in refining its strategies to break cultural and structural barriers, foster inclusive aquaculture markets, and create sustainable livelihoods for young women. A final Report (Soft and Hard Copies) from this assessment written in English, incorporating comments from Echo Network Africa Foundation team, with all relevant annexes including but not limited to relevant data, the list of people interviewed, and references.

## **5.0 Qualifications.**

- Advanced Degree in Gender Studies, Social Sciences, Development Studies, or a related field.
- Minimum 10 years of relevant work experience in gender analysis, gender policy advocacy, policy research.
- Ability to use a non-traditional qualitative research method, such as life stories, personal histories, etc.
- Understanding of various women and youth centered research methodologies.
- Knowledge and ability to contextualize various behavior change and communication frameworks and tools.
- Demonstrated related experience in field research on GESI/GALS.
- Strong capacity in data management and statistics.
- Knowledge of unpaid care work and its relation to women's economic empowerment.
- Excellent spoken and communication skills.
- Strong analytical and report-writing skills.
- Knowledge of gender mainstreaming in development programs and policies.

## **6.0 Safeguarding Measures.**

The Consultant must, in writing, commit to and adhere to MasterCard Foundation, Farm Africa, and ENAF's safeguarding guidelines and policies to protect the identities of respondents with confidentiality, discreteness, non-discrimination, and respect, which also includes appending a personal declaration on the same.

## **7.0 Terms of payment.**

ENAF will pay the consultant a rate based on the scope of work and the time of engagement upon submission of all the relevant reports. Consultants are encouraged to send their expression of interest with a technical and Financial proposal for consideration by 9<sup>th</sup> sep 2025.

## **8.0 Timelines.**

The duration of the short-term consultancy is 30 working days upon signing of the contract. The estimated commencement date is 16<sup>th</sup> Sept 2025.

### **Inception Phase**

- Document review and desk research.
- Inception report and meeting with ENAF team.
- Development and pre-testing of tools.
- Submission and approval of inception report/workplan.

### **Data Collection**

- Approx. **2 days per county** (FGDs, KIIs, surveys – YISA participants).

- Separate sessions for women, men, youth, and PWDs in each county.
- Engagement with county officials, BMUs, aquaculture groups, gender desk/focal points and male champions.

### **Data Analysis & Validation**

- Quantitative and qualitative analysis, disaggregated by sex, age, disability, and county.
- Drafting preliminary findings.
- Stakeholder validation workshop (virtual or in-person).

### **Report Writing & Submission**

- Draft report with findings, stories of change, and actionable recommendations.
- Review by ENAF and incorporation of feedback.
- Final report submission with annexes.