

Terms of Reference

“National analysis on Social entrepreneurship perceptions, actors, priorities and barriers- Promoting social entrepreneurship”

Technical and Financial proposals to be submitted to the Tunisian Center for Social Entrepreneurship via email: hr@lingare.org

The deadline for submission is 12:00pm (Tunis time) on Monday 3rd September 2018.

The Tunisian Center for Social Entrepreneurship (TCSE) is a national organisation working on the promotion and development of social entrepreneurship in Tunisia. The TCSE is searching for a consultant to conduct a country study mapping out the social entrepreneurship ecosystem in Tunisia.

1. BACKGROUND AND RATIONALE

The Arab Spring was the trigger for a sense of hope amongst many citizens in south Mediterranean countries to restore justice, equality and freedom in their societies at the social, economic and political levels. However, some countries in the region have faced greater difficulties than before, others have retained stability and slowly been advancing, but the common area where most governments and international organisations have been focusing on is economic development.

Tunisia has been the ‘success story’ of the Arab Spring, experiencing the most stable transition to democracy. However, it is facing challenges in slow economic development and diversification, increasing inflation levels and insufficient creation of employment. These challenges have fostered frustration among the youthful Tunisian population, especially in the internal regions. This frustration erupted in protests in January 2018, which have since calmed. But the discontent remains.

As such, the Tunisian government and international donors have been prioritizing programs that aim to create employment or increase employability and on programs empowering women in order to promote economic development and stability. The highly topical subject of migration is further motivating international donors to support programs promoting job creation and employability.

While policies and programs adopted by governments and some international actors have failed to create an economic momentum, an alternative approach to social stability and economic development seems to be needed. According to a study by FEMISE (economic research network), social economy could generate up to 4% of total employment in Southern Mediterranean countries. In the Mediterranean Partner Countries, the social enterprise sector has an important potential for job creation and socio-economic inclusion, in particular for youth and women¹.

¹Synthesis report “Formulation mission and mapping: Support to Social Business Ecosystems in the Southern

The MedUp project co-funded by the European Commission aims at enhancing social entrepreneurship and inclusive growth in the Southern Neighborhood; by promoting enabling environment in the Southern Mediterranean partner countries for the development of the social entrepreneurship sector as a driver for inclusive growth and job creation.

The proposed Action will address the following 4 main challenges:

- Regulatory frameworks and policy environments in the targeted countries are quite restrictive and hamper the smooth development of Social Enterprises (SEs)² that struggle in becoming sustainable and scaling up especially for women and youth enterprises;
- Social Entrepreneurship Support Organizations (SESOs) are not able to provide adapted and innovative technical support services because of lack of skills, gender sensitivity, tools and effective high quality support (financial and technical). In addition, they often struggle in reaching out Social Enterprises (SEs) in rural or internal areas;
- Communities are not duly informed and sensitized on the positive effects that SEs can generate in terms of economic development and of social inclusion. This is often due to the lack of a common definition and understanding of SE with its characteristics and potentialities.
- Key stakeholders at MACRO, MESO and MICRO levels appear disconnected and communication flows are not smooth.

2. STUDY OBJECTIVES

The study is implemented as part of the MedUp project “*MedUP! Promoting social entrepreneurship in the Mediterranean region*” to help in mapping of the legal, political, economic and social environment in relation to social entrepreneurship in Tunisia and to assess the needs to develop social enterprise ecosystem. It will give further direction to setting the target group, policy improvement areas, Social Enterprise (SE) service delivery needs, networking opportunities, sub-grant system, assess to finance strategy, and more.

The **study** has four main functions:

- Understanding the social enterprise ecosystem (legal, political, social, economic...) in Tunisia;
- Identifying the Social Entrepreneurship Support Organizations (SESOs) in Tunisia, the services that they offer, the challenges they face and the gap between the services offered and needs of the social entrepreneurs; conducting Needs Assessment of SESOs
- Mapping the social enterprises (SEs) in Tunisia, understanding the challenges they face and identifying their needs;
- Assessment of challenges, barriers and opportunities that hinder/encourage youth and women in particular, to be involved in social entrepreneurship.

²According the Social Business Initiative by the EU, “A social enterprise is an operator in the social economy whose main objective is to have a social impact rather than make a profit for their owners or shareholders. It operates by providing goods and services for the market in an entrepreneurial and innovative fashion their and uses its profits primarily to achieve social objectives. It is managed in an open and responsible manner and, in particular, involve employees, consumers and stakeholders affected by its commercial activities”.

- Recommend specific interventions and priorities for the coming stage of the project,

3. SCOPE OF THE STUDY

The study will act based on evidence-based strategies and findings, to clearly identify SEs, SE public and private actors, initiatives, policies and legal frameworks in place, main challenges of the sector and other relevant issues.

In addition, in order to understand the specific technical and training needs of the pre-identified SESOs (entrepreneurship centres, business incubators, vocational training centres, financing institutions...etc) that are working with SEs, a **Needs Assessment** should be carried-out. The study therefore will as well inform the development of capacity building plans for key support agencies in the field of SE.

The outline for the country study is presented in the below table. The study is divided into 3 main levels – reflecting the levels of intervention of the project: macro, meso and micro.

Outline report Country Study		Topics/notes
Macro	Synopsis of macro-economic analysis	What is general situation in Tunisia? What are political, economic, social, technological and legal developments? Highlight issues that affect women and youth in particular.
	Enabling environment	What are the enabling/ disabling factors for women and youth in the Tunisian context? Are there any specific factors that need to be taken into consideration when dealing with these two groups?
	-Legal environment, policies, regulations	Mapping of legal/govt stakeholders, relevant policies and regulations with a specific attention to those affecting gender and youth. Assessment of key issues and opportunities for each of these. Are there any specific provision for certain groups (incentives for youth and women, special grants or loans etc
	-Policy dialogue, government engagement	How is policy dialogue happening in Tunisia? How can government best be engaged? What are issues and opportunities?
	-Public awareness	How is public awareness on SE? How is this influenced?
	SE (or related) Programs and relevant international actors	Mapping of key programs on SE (running or recently completed) and international actors. Assessment of strengths and weaknesses and which programs/actors to partner/connect with.
	Conclusions	
	Recommendations – specific to project	
Meso	Definition SESO	Definition of SESO and description of categories (per type of support or per type of SE being targeted).
	Mapping SESOs	
	-Mapping of relevant support organisations	Mapping of all relevant actors in the space of supporting (social) enterprises
	-Services provided by SESOs	Description of services provided, for whom, how long, how often/much, costs/subsidies, result expectations, unique approaches
	Gap analysis	
-Quality, availability of	Assessment of quality of services, availability of services (incl	

	services	regional coverage) , accessibility, equity and gender equality(is there enough capacity to support all SEs in need?)
	-Supply-demand analysis (services SESOs vs needs SEs)	Assessment of services available versus needs of SEs (see next section). What is covered, what is missing? What kind of tools is being used?
	Needs assessment SESOs	NOTE: Covered by activity A.2.1.1 Assessment of strengths and weaknesses of existing programmes Assessment of needs of SESOs for capacity building, addition of products/services, other support
	Access to finance	
	-Mapping financial actors and mechanisms	Mapping of actors that (can) provide finance to 'normal'/social enterprises and how gender aware/ sensitive they are, mapping of financial products/services available and if there any products designed for women and youth and what would their characteristics be? description of mechanisms to access finance, specific SE finance providers
	-Gap analysis access to finance SE's	Assessment of what is missing; how do SE's experience access to finance; analysis of possible disconnection between SE's and FI's
	Conclusions	
	Recommendations – specific to project	Focus on recommendations that address gender gaps
Micro	Target group	Mapping of existing SEs or potential SEs with special focus on the ones established by youth and women in Tunisia . Identify at least one SE model/prototype (if any)
	-SE definitions	This may be a multitude of SE definitions. Tunisia-specific definition, including rationale and examples, plus comparison to international definitions (EU, other countries) (where different and why)
	-Differentiation SE vs. normal enterprise	What is the real difference between SE and 'normal' enterprise in a Tunisian perspective? What makes SE unique in Tunis?
	-Impact: employment generation (jobs) and/or beyond	What impact is targeted by the SE? Is it jobs or income or social issues? Or CSR? Governance? Or impact through products, services, or more? Note: SEs can tackle social or environmental issues through core business.
	Sector analysis, size, turnover, types	Mapping of different sectors/industries that SEs are (or could be) active in, mapping of number and size of companies (# employees including their numbers and gender and how many women are in decision making positions, revenue), description of categories/types of SEs if relevant. Listing of SEs (with short descriptions) as encountered during analysis, for future project activities. Identify sectors with high potential for SE start-ups and growth
	Needs assessment for SEs	Assessment of needs of SEs in terms of support and access-to-finance, support of SESOs , governmental support with highlight of specific challenges facing women and youth
	Challenges and barriers for SEs	Assessment of challenges, weaknesses, barriers for SEs, being internal or external to the organization, and specifically looking at commercial/market vs. social challenges/barriers. Identify this across the different maturity phases of SEs (i.e pre-

		startups, start-ups, growth, maturity). Also examine Access to Services in Tunisia among SEs.
	Opportunities and potential of SEs	Assessment of opportunities, strengths and potential of SEs in country, again internal and external and commercial vs. social with a focus on women and youth issues. Identify networking platforms and collaboration among SE sector.
	Conclusions	
	Recommendations – specific to project	
	Overall recommendations	

4. SUGGESTED METHODOLOGIES

1	Desktop research Review of existing literature, policy documents and reports from academia, local, regional; and international institutions, and NGOs; and governmental and donor agencies related documentations etc
2	Key informant interviews in Tunisia Interviews with key informants in Tunisia with special attention to gender and age balance as well as geographical representation. Feasibility and exact interview targets to be defined in conjunction with the appointed consultancy team and is likely to include: <ul style="list-style-type: none"> - programme/advocacy/livelihood staff - Government officials from the relevant ministries and bodies - Representatives from local authorities - Local NGOs - International/Multilateral agencies (UN Women, UNHCR, UNDP, ILO, World Bank, International NGOs) - SESOs - Social entrepreneurs - Social investors - Private sector - Media - Known Social entrepreneurs
3	Focus Group Discussions (FGDs) with SEs in Tunisia (classified by gender, age groups, locations...).
4.	Online survey (details to be discussed upon assignment)

5. KEY SOURCES AND PEOPLE TO BE CONSULTED

To be developed with inputs from TCSE team in Tunisian and research consultant.

6. STYLE AND LENGTH OF REPORT / RESEARCH PRODUCTS*

The report should be written in clear accessible language with limited jargon and clear definitions for technical terms. It should be 40-50 pages, exclusive of any annexes (which could include interview guides, list of SEs and SESOs, FGD and interview data, and highlights of relevant legislation).

7. TIMETABLE

	OUTPUTS	DATE DUE	FORMAT
1.	Interview and FGD guides	Week 1	DOC
2.	Presentation of key research findings	Week 5	PowerPoint
3.	Draft study report and draft need assessment for comment	Week 6	DOC
4.	Final study report and detailed Need Assessment, including research data	Week 8	DOC

8. QUALIFICATIONS AND EXPERIENCE REQUIRED

- Bachelor or Master degree in social entrepreneurship, development, international relations or related field
- Demonstrable experience in or knowledge of social entrepreneurship ecosystem in Tunisia
- Research experience (including fieldwork) using mixed methodologies
- Fluency and excellent writing skills in English. Knowledge of Arabic and French is a must.

9. How to apply

Send CV, study plan and financial proposition to hr@lingare.org before Monday, September 3, 2018 by 12.00pm.