

## *Terms of Reference for a Short term Consultant*

### **MENA Social Enterprise Companion**

#### **Background**

Social enterprises address social and environmental problems through innovative solutions that improve people's lives in our communities and societies. In the MENA region, social enterprises and social innovations could become a building block to promote equity, to improve social service delivery to the most disadvantaged segments of the population, and to create jobs.

The World Bank and the British Council, with the support of the Multi-Donor Trust Fund (MDTF), have launched a two-year program (2013-2015) to promote the **social entrepreneurship/social innovation agenda in Morocco**.

The proposed program has targeted, policy makers, international organizations and nongovernmental stakeholders and social entrepreneur, and it has three main components: (i) outreach and awareness raising through conferences, workshops, and media campaigns targeting; (ii) selection, training, coaching, acceleration, and financing of a set of social entrepreneurs with innovative ideas; and (iii) information sharing (international best practices) to promote social enterprises in Morocco.

The British Council and the World Bank are also in **collaboration at a global level** around social enterprise.

- In June 2015, the British Council convened an auditorium debate at the EU's international development conference EUDevDays. The debate was titled "Social Enterprise: Stemming the Tide on Income Inequality" "and featured the World Bank alongside policy makers from other regions and the Chair of the EU's International Development Committee.
- In Sept 2015, the British Council instigated a global analysis of the role of social enterprise in delivering the new Sustainable Development Goals. The resulting report Think Global Trade Social was written by Social Enterprise UK, the World Bank and the British Council in collaboration and was launched in Washington with the World Bank in Sept 2015.

In line with its objectives the World Bank and the British Council would like to extend their actions and to develop a **MENA companion report** related to the global report '[Think Global, Trade social](#)'. The MENA companion will reflect the analysis already given in Think Global Trade Social but will provide us with a clear understanding of how this fits with the cultural and economic reality in the MENA region. The companion will therefore consider the role of social enterprise in delivering sustainable and inclusive development in MENA, tackling inequality and unemployment issues, and helping to address some of the biggest challenges in the region.

#### **1. Purpose and Approach**

This study will be launched as the first of a series of regional companions to the Think Global Trade Social report.

This study and all outputs from this study will aid dialogue on social enterprise across the MENA region. In particular the study will be launched at a regional event supported by the British Council and the World Bank which will seek to bring all the key actors together and create a stronger ecosystem through collaboration.

The study will largely rely on secondary data analysis and desk research. This will be supplemented with elaboration interviews and reflection with social entrepreneurs, decision makers, international organizations and non-governmental stakeholders in Morocco, Tunisia, Jordan, and Egypt.

## **2. Responsibilities and tasks of the consultant**

The consultant will be required to deliver the following tasks:

- Analyse the development challenges facing the MENA region (including specifically the labor Market, sector gaps hampering economic growth, bottom of the pyramid size, and equity challenges) and why there is a need for a new development framework;
- Analysing the cultural make-up of the region (including cultures based on religion) and if/how social enterprise fits with social values and systems present in the region;
- Reminding the Key Principles of Social Entrepreneurship, in line with that set out in the Think Global Trade Social report
- Provide an understanding of the status and contribution of SEs to social challenges in MENA. This will include an overview/analysis from available information/mapping studies about social enterprise in the region, including sectors/areas. Case studies some social enterprises in order to highlight different sectors/objectives, common trends, challenges (economic, financing and legal) and opportunities SE landscape. Case studies should highlight the results achieved: are these programs effective in unleashing reach, scale and performance of the social enterprise sector in the region?
- Present the nationally/regionally significant existing support (financial and non-financial) for social enterprises in the region. This support could be provided by public, non-governmental agencies, private entities and donor agencies, and other relevant major stakeholders, cooperatives and associations in the selected sectors in the country.
- Provide an overview of the main enabling environment factors such as policy, regulatory, legal and institutional frameworks for SEs, finance, information, networks and enablers.
- Documenting all above analysis with relevant data/ tables, charts and/or graphs. Ensuring unaddressed gaps/constraints are clearly outlined
- Drafting a report with all above analysis and findings;
- The consultant is expected to work in close coordination with the BC-WB team.

## **3. Expected Outputs**

- Power points presentations as required to expose results of the analysis as detailed in the section of responsibilities.
- A report with the analysis as detailed in the section above.
- Data analysis as required.
- Tables and Charts.

## **4. Qualifications**

## The successful bidder will have:

- A degree in Economics and/or relevant areas.
- Proven knowledge and/or experience in the social enterprise sector.
- Previous work experience in economic research.
- Considerable experience of social enterprise, with experience in the MENA region, has in-depth understanding of the social enterprise sector in region.
- Previous interactions and dialogue experience with government officials.
- Advanced knowledge of Excel, Word and Power Point.
- Excellent writing skills and oral communication skills in English, French, and Arabic.
- Interpersonal and communication skills to successfully operate in team-based work culture.
- Ability to undertake tasks independently or with limited supervision.

## 5. Format of Tender

Interested parties should submit:

- 1) A concise and focused proposal that sets out:
  - An understanding of the brief and an explanation of the approach taken;
  - A short bullet list of some key socio-economic factors in MENA of most relevance to the role of social enterprise in delivering more inclusive and sustainable development in the region
  - A detailed schedule for the work including number of days needed to complete the project;
  - Total Fee.
- 2) Up to date CV of the personnel that will be delivering the service illustrating relevant knowledge, skills and experience

## 6. Budget

The indicative budget for this research is USD 6000 including VAT.

## 7. Evaluation Criteria

Criteria	Weighting
Quality (Individuals Expertise/CV)	40%
Understanding of brief and plan	40%
Price	20%

## 8. Instructions for submitting your tender

Any clarification questions should be submitted via email to [maria.hrimech@britishcouncil.org](mailto:maria.hrimech@britishcouncil.org) by no later than 12.00 Morocco Standard Time (GMT) on 2 December 2015.

Responses will be compiled, sent directly to enquirers and be available to all by 4<sup>th</sup> Dec (please request a copy).

Please submit a copy of your tender for "MENA Social Enterprise companion report" in the email subject line, to [maria.hrimech@britishcouncil.org](mailto:maria.hrimech@britishcouncil.org) and by no later than **12.00 Morocco Standard Time (GMT) on 4 January 2016.**

## 9. Timetable

Below is a proposed timetable for the tender process, which may be subject to change::

<b>Activity</b>	<b>Date</b>
Evaluation of responses, and shortlisting	14 January 2016
Final Decision	18 January 2016