

Call for Tender for Social Enterprise Local Partners

“Promoting Social Enterprise awareness in Northern Morocco”

Call for applications:

Search for local partner organisations to develop a social enterprise awareness campaign in northern Morocco.

Objective:

A call for candidates to participate in the realisation of an awareness campaign to promote social enterprise, within the framework of the program launched by the British Council and supported by the British Embassy of Morocco.

Context:

The program 'EntrepreNorth' which will be implemented in the North of Morocco by the British Council builds on the expertise of the United Kingdom to support the development of the social enterprise sector in Morocco.

The United Kingdom is the world leader in the field of social enterprise and gives it a different status from SMEs with their own legal, structural and investment instruments.

The British Council's Social 'EntrepreNorth' program is delivered with partners who share our determination to support positive social change, sustainable development, and inclusive growth. Among others, the program provides business consulting, study tours, networking opportunities and funding support to social enterprises aiming to scale up their activities. At the same time, the program provides aspiring social entrepreneurs, NGO practitioners, community leaders, and university students with skills training, mentoring, and access to UK expertise in the area of social enterprise.

The British Council believes that social enterprise is an emerging sector in Morocco and, as such, it requires the combined efforts of international development agencies if it is to grow and become self-sustainable.

The British Embassy and the British Council have launched a one year program to promote social enterprise/social innovation agenda in northern Morocco.

The proposed program has four main components:

- (i) Outreach and awareness raising through conferences, workshops, and media campaigns;
- (ii) Selection, training, coaching, acceleration, and financing of a set of social entrepreneurs with innovative ideas;
- (iii) Information sharing (international best practices) to promote social enterprises;
- (iv) Promoting the Social enterprise policy by establishing governmental partnerships.

Project description:

The global main of the campaign is to promote the general concepts and practices of social enterprise as well as promoting a “boot-camp and accelerator” training program for social entrepreneurs in the north of Morocco and NGOs looking to develop and grow their social innovation initiatives.

A number of activities will be conducted to promote a better understanding of social enterprise among the local population in the north of Morocco. The awareness campaign will include activities and a digital campaign to introduce the public to the concept of social enterprise and encourage young social entrepreneurs to submit their applications to a competition where 30 social enterprise ideas will be selected to assist Training workshops to help them develop their ideas and transform them into Social Enterprises.

The British Council aims to organize a Social enterprise Boot Camp which will last 4 days and will be concluded by a competition between the promoters who have been selected.

We will launch an awareness and communication campaign to promote social enterprise but also to communicate around the project. We aim to reach 700 young independent entrepreneurs, collectives of entrepreneurs or students from or located in the North of Morocco, in order to identify young people with innovative social projects.

We plan to have 100 innovative social projects implemented or in the implementation phase in Tangier and / or Tetouan. Only the top 30 projects will be selected to participate in the Boot Camp.

The awareness campaign will be launched in January 2017 and will use several

channels of communication to maximize the awareness of potential entrepreneurs and associations located in the Northern region of Morocco.

This campaign will last three months and will consist of two main sub-activities:

- 1- An awareness campaign targeting young individuals in universities, incubators, as well as NGOs working with young people in the field of economic development
- 2- A global communication campaign

The British Council is looking for organisations with the following criterias :

- (i) A thorough knowledge of the field of social enterprise, social innovation, entrepreneurship, and the incubation process,
- (ii) A developed network
- (iii) Experience in managing events in Morocco to implement an awareness campaign, and to support and facilitate the facilitation of workshops to be organized during this period.

The awareness campaign will consist of some awareness-raising activities (through direct visits to universities, incubators and NGOs) that could be carried out with the help of partner organisations in the northern target communities. The objective of the campaign will be to raise public awareness of the concept of social enterprise and the Boot Camp competition and invite potential social entrepreneurs.

This campaign will last two to three weeks before the workshops. Each partner organisation must identify from 70 to 100 persons (in a list that must contain the name, organisation and contact details) interested in developing a social enterprise and who will be interested in participating in the workshops of the social enterprise planned and possibly in The Boot-Camp competition.

Target Audience:

- Young social entrepreneurs/ Entrepreneurs
- Graduate students
- Training institutions
- Civil society organisation
- Moroccan policy-makers and stakeholders
- Government representatives
- Investors
- Media...

Responsibilities of the partner organisation :

The selected partner will be required to:

- Work closely with the British Council to develop outreach activities on the ground, including identification of potential communities and networks to be reached. We expect organisations to reach at least 500 people (including members of young NGOs) and identify about 100 potential social entrepreneurs (individuals or organisations).
- Organize outreach activities within universities, working networks, or any other potential targeted community - as well as direct visits to young NGOs
- Develop a monitoring system to be able to regularly quantify the number of youth / NGOs reached.
- Distribute materials to promote the social enterprise boot-camp competition (flyers, competition guide or any other necessary material).
- Carry out a proper evaluation of caravans and pitching events to appreciate the clarity and relevance of all presentations and activities carried out.
- Assist in the facilitation of 2 workshops (January-February) for young social entrepreneurs and associations, in close coordination with international experts in the field of social enterprise.
- Other responsibilities as indicated and recommended by the British Council team.

Availability:

The partner must be flexible and must be available in January and February 2017.

Location:

Tangier and Tetouan.

Partners' profile:

- Proven experience in the field of social enterprise, support for entrepreneurs, employment services and / or youth assistance.
- Strong capacity and expertise in the delivery of training programs and / or facilitation of entrepreneurship workshops.
- Experience in design / event management is required.
- Proven ability to deliver results on time
- Organisational and management skills of participants
- Excellent interpersonal and communication skills
- Fluency in French and Arabic is compulsory
- Excellent written and spoken English language skills.

To apply:

Please respond to this call before 7 January 2017 at 23h00 indicating:

- Your understanding of the mission
- An explanation of the proposed approach to achieving the objectives and outcomes listed
- A detailed program of activities and work to be carried out including the number of days to complete the project.
- An updated CV showing relevant experience.

The shortlisted candidates will be interviewed in January 2017 in order to deepen their proposal and work.

Please submit your offer to: se@britishcouncil.org with the mention "Social enterprise awareness" in the subject of the email.