

WB6 Lab Terms of Reference Consultants for Drafting the Regional Study on Social Entrepreneurship

General information about the position

Positions: Consultants for Drafting the Regional Study on Social Entrepreneurship

No. of positions: 2

Deadline for applications: 31 January 2020

Starting date of the contract: 15 February 2020

Duration of the assignment: 15 February 2020 – 15 May 2020

Budget: 6.000 EUR gross

Background of the Call

This call for applications for drafting the regional Study on Social Entrepreneurship is published as part of the project “WB6 Lab”, implemented by RYCO, GROUPE SOS Pulse, SESYN, the Franco-German Youth Office and the French Institute. The WB6 Lab is a three-year project that started on the 1 October 2019. The general objective of WB6 Lab is to open new spaces of reconciliation for the youth of the six Western Balkan Contracting Parties (Albania, Bosnia and Herzegovina, Kosovo*, Montenegro, North Macedonia, Serbia), through a regional program to support social entrepreneurship. This will enable young project leaders to develop innovative solutions to tackle the challenges faced by their communities.

Drafting the study on social entrepreneurship (SE study) in WB6 will contribute to the achievement of the result 3 of the specific objective 2 - ***Raising awareness of entrepreneurship among people aged 15 and above, and key actors in the social economy and entrepreneurship, in the western Balkans.***

The WB6 region lacks a common understanding of the social entrepreneurship concept itself and approaches and opinions related to the development of policies on social economy and social entrepreneurship vary from one contracting party to the other. This stems from various causes but one of the main reasons is the different understanding of the concept itself by different stakeholders (policy makers, decision makers, practitioners, support structures, beneficiaries etc.). This also explains why the policy development practice also differs from one contracting party to another. The existing research findings also show that the concept is not well known by the potential social entrepreneurs and in particular by the youth.

In order to tackle these challenges and create an enabling environment for the development and growth of the social entrepreneurship and social economy in WB6 it is important to plan activities that will facilitate the dialogue on the topic and contribute to the awareness rising of the key stakeholders and the youth. The design and drafting of the regional study on social entrepreneurship will give us the baselines for starting the conversation on these topics and will allow us to create the relevant communication strategy for the key stakeholders and beneficiaries and further plan advocacy activities.

* This designation is without prejudice to positions on status, and is in line with UNSCR 1244 and the ICJ Opinion on the Kosovo Declaration of Independence.

Objectives of the study

Recently, two studies were developed on the topic of social entrepreneurship in the WB6 - Plus Value (2016) and NESST (2017). Through the WB6 Lab project, the consortium will continue with the building up of the regional policy foundation by:

Objective 1:

Updating information related to state of play in SE ecosystem (stakeholders, policies, funds and finance mechanisms);

Objective 2:

Providing know-how, insight and target related data on youth as a social entrepreneurs and youth social entrepreneurship in particular in order to develop tailor made approach that could be scaled up all over the region;

The consortium

This project is co-financed by the AFD – French Development Agency and RYCO. It is designed and is going to be implemented through a partnership among:

- a) [Regional Youth Cooperation Office \(RYCO\)](#) – Intergovernmental organization that stewards and promotes regional, cross-border and intercultural cooperation within and among its six Western Balkan Contracting Parties (present in WB6 region);
- b) [GROUPE SOS Pulse](#) – GROUPE SOS' structure is supporting entrepreneurship and the promotion of social and environmental innovations. Its network of incubators and experts is engaged in France as well as in the world at large – working alongside entrepreneurs, social & solidarity actors, companies and public and private organisations in the design and development of projects with a social impact.
- c) [South East European Youth Network \(SEEYN\)](#) – The regional formal network of 22 youth organizations from 12 countries working on reconciliation, community development and economic empowerment of youth (present in the SEE region, including all WB6).
- d) [Franco German Youth Office](#) – Organization that supports youth exchange and youth projects between Germany and France in order to strengthen ties between German and French youth and to deepen their understanding about one another as well as with expertise on cooperation with the youth organizations from WB6 region (present in France, Germany and WB6);
- e) [L'Institut Francais](#) – French public institution in charge of international cultural relations. Its action is at the crossroads of the artistic sectors, intellectual exchanges, cultural and social innovation, and linguistic cooperation. It supports, throughout the world, the promotion of the French language, the circulation of works, artists and ideas, and foster a better understanding of cultural issues.

Tasks and deliverables

Objective 1			
Updating information related to state of play in SE ecosystem (stakeholders, policies, funds and finance mechanisms ²);			
Stakeholder	Baseline	Expected outcomes	Methodology and methods
Public institutions	WB6 - Plus Value (2016) and NESST (2017).	To update information about available public funds and programs that support SE and in particular youth SE;	To be proposed by consultants
Support structures for SE	WB6 - Plus Value (2016) and NESST (2017).	To update information about existing SE support structures in WB6 To map/update local or regional non-governmental programs that support SE and in particular youth SE;	To be proposed by consultants

Objective 2			
Providing know-how, insight and target related data on youth as a social entrepreneurs and youth social entrepreneurship in particular in order to develop tailor made approach that could be scaled up all over the region;			
Stakeholder	Research areas	Expected outcomes	Methodology and methods
Public institutions	Policy level; Education curricula on SE;	- Is there any strategic effort to engage youth in social entrepreneurship? - If so, what is the background idea of the proposed policy? - To map formal education programs on SE etc. -To outline public institutions' work practices with youth entrepreneurs/social?	To be proposed by consultants
Support structures for SE	Practice; Engagement, outreach, promotion and mobilization;	- To learn about the engagement and outreach of the youth regarding the promotion of the possibility to become a social entrepreneur (what works and what doesn't work);	To be proposed by consultants

² In the frame of this study, the consultants are expected to update the information from the two existing publications mentioned in the baseline column and not to undertake field work and start the mapping from the beginning.

		<ul style="list-style-type: none"> - To Map the best communication strategies to motivate youth to engage in entrepreneurship programs; - To learn about 5 things not to do when working with young entrepreneurs (18 – 35 years old) from the support structures' perspective; - To learn about 5 things that drive and motivate youth to engage in SE (from the support structures' perspective); 	
Young social entrepreneurs	Practice, Motivation and persistence;	<ul style="list-style-type: none"> - To learn about 5 things not to do when working with young entrepreneurs (18 – 30 years old) from the youth perspective; - To learn about 5 things that drive and motivate youth to engage in SE (from their perspective); - What makes young SE motivated to continuously engage with SE support structure and work on SE growth 	To be proposed by consultants

In case of team application or individual applications where the consortium will create the team, one of the appointed experts will be delegated as a team leader and take the responsibility for communication with the activity coordinator - the person appointed by SEEYN and the Programmatic Committee; The team will also report to this person and inform him/her about the progress.

This assignment includes a set of activities that should lead to the following deliverables:

Activity	Deliverables
1) Consolidation of the methodology and methods that will be used	✓ Document with final proposal of the methodology and methods; (max 5 pages);
2) Development of the research instruments and targets for monitoring of the research process;	✓ Research package – templates, developed instruments, action plan, check and contact lists, research targets template (max 5 pages); etc.
3) Conduct of the research in the WB6;	✓ Research report that presents achievements in implementation of the research plan and established targets;
4) Design of the framework for the study content;	✓ Study content document;
5) Draft of the study content and presentation of the research data;	✓ Draft study document in English;

Note:

- ✓ All deliverables have to be approved by the activity leader appointed by the consortium to lead the activity on behalf of the consortium;
- ✓ All deliverables have to be prepared and presented in English;

Necessary Qualifications and Experience

Research competences / experience:

- At least 3 years of working experience in research framing;
- Demonstrated ability to design and/or use various research instruments;
- At least 3 years of experience in research data management and presentation of the collected data;
- Experience in conducting cross-border researches will be seen as an asset;

Topic-related competences / experience:

- Familiarity with the Western Balkan socio-economic context;
- Familiarity/experience with/in the youth employment, social entrepreneurship and social economy will be seen as an asset;
- Familiarity/experience with/in youth policy in the WB6 will be seen as an asset;

Document drafting and content production competences/experience

- Proven experience in drafting the content of various publications, policies, research papers etc.
- High quality written content development competence;

Technical and soft competences / experience:

- Excellent command of English;
- Knowledge of Albanian, Bosnian, Croatian, Macedonian, Montenegrin and/or Serbian and French will be seen as an asset;
- Proven ability to work in an interdisciplinary/international team and deliver high quality deliverables;
- Good time-management competences;
- Excellent communication and interpersonal competences.

The applications of individual experts or teams will be assessed by the above-mentioned criteria and assessment grid:

Criteria	Score
Methodology	
<i>Understanding of the assignment;</i>	10
<i>Quality and feasibility of the proposed methodology</i>	20
Requirements	
<i>Research competences / experience</i>	15
<i>Topic related competences / experience</i>	15
<i>Document drafting and content production</i>	15
<i>Technical and soft competences / experience</i>	15
<i>Cost – benefit analysis of the offer</i>	10
Total	100

Application process

On behalf of the project consortium, SEEYN is responsible for the implementation of this particular activity and for that purpose will hire up to 2 experts that will work on drafting the study on social entrepreneurship. The programmatic committee of the project will be responsible for the final selection of the experts. The programmatic committee members of the project are as follows: RYCO, SEEYN, GROUPE SOS Pulse with decisional votes, and the French Institute and the Franco-German Youth Office with advisory roles.

This assignment is open to all individuals or teams that meet the criteria and have the experience needed for the quality delivering of the outputs.

All candidates or teams have to submit their applications by email to: hello@seeyn.org not later than **31 January 2020 by 23:59, CET time**.

Interested and qualified candidates need to enclose the following documents to the application:

- **Expression of interest (EOI)** that shows your motivation for engagement in this specific assignment as well as understanding of the assignment; the EOI has to clearly show the experience of each team member or individual in the above mentioned competence/ experience clusters (research, topic, document drafting, technical and soft skills); In the EOI, the applicant has to propose the budget per outputs for the planned action (expert day fees, travel, communication, etc.) upon which the cost-benefit analysis of the application will be conducted;
- **Methodology and methods framework** proposal which should reflect the requirements from ToR (the red field marked "*to be proposed by consultants*");
- **Curriculum Vitae** in English that reflects the experience needed for assignment;
- **Examples of writings** and/or similar assignments;
- **1 Letter of recommendation** from a person/organization for which you completed a similar assignment;

Only full applications will be taken into consideration.

Only shortlisted candidates will be notified about the next selection phase - no later than 7 February 2020.

Thank you for the time you are investing in applying for this assignment and good luck with selection process!

WB6 Lab team