



Term Of Reference
Economic sectors national analysis and Capacity-building needs
assessments for Social entrepreneurs

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1. What is Tunisian Center for Social Entrepreneurship?

TCSE is a non-profit organization created in 2012 whose vision is to make social entrepreneurship a pillar of the Tunisian economy by providing sustainable and innovative solutions to economic and social issues.

TCSE's mission is to create an ecosystem conducive to innovation and social entrepreneurship through an inclusive approach that extends to reach public institutions and policies, NGOs, entrepreneurs, innovators and young citizens.

TCSE defines social enterprise as any initiative or business whose primary mission is to solve a problem in society in a sustainable way.

<http://www.tcse.network>

2. What is the RISE project?

RISE - Resilience and Innovation through Strengthened Entrepreneurship is a 9-month project designed to Contribute to increase economic resilience and employment opportunities for vulnerable groups in Morocco and Tunisia in response to the socio-economic challenges exacerbated by the on-going COVID-19 pandemic.

RISE is managed in a consortium composed of: Oxfam Italy (lead partner), Enactus Morocco, Tunisian Center for Social Entrepreneurship (Tunisia), Un Raggio di Luce foundation ONLUS

This project is funded by the Union for the Mediterranean under UfM Grant Scheme for employment promotion Regional response to the COVID-19 pandemic

3. Background

Tunisia ranks relatively well on indicators of absolute poverty, health, water and sanitation, and access to energy. However, it is lagging behind in terms of education, employment skills and job opportunities, especially for youth and women, with deep inequalities in employment and development across different regions. More specifically, its problems include a high rate of school drop-outs: more than 140,000 students drop out of school each year, with 80,000 not completing their basic education. There is a mismatch between graduate skills and business needs and the demands of the labour market. Fewer than 20% of women in rural areas have a job, and fewer than 40% in urban areas. In addition to high unemployment rates and low wages, informal employment is prevalent across the country, with more than three million Tunisians of working age engaged in the unorganized or informal sector. Informality is becoming the new mainstream, especially in sectors such as agriculture, where it accounts for as much as 88% of all employment, and 95% for women. Only 20% of Tunisian SMEs are satisfied with the way the financial sector responds to their needs, with long waits following requests for funding that can extend to over 18 months. Some 40% of SMEs consider access to finance to be a major obstacle to the development of their business. Guarantee requirements and complex loan application procedures discourage many SMEs from seeking financing from banks. Two-thirds (66%) of SMEs surveyed in 2017 said that financing conditions were becoming increasingly difficult and that this posed a serious

challenge to the development of the Tunisian economy. New businesses are not well supported in their very early start-up phase.

4. General Objective of the Study

The general objective of the national baseline survey in Tunisia is to clearly identify MSMEs, SEs public and private actors, initiatives, policies and legal frameworks in place, main challenges of the sector and other relevant issues. Particular focus in the research will be given to measuring the social economy and social entrepreneurship perceptions and priorities in the COVID context. This will steer the Action implementation, since it will identify key players in this field.

5. Specific objectives/Key topics to be assessed

The main areas that will be covered by the assessment are:

1. Capacity building needs of Social Entrepreneurs, Social Entrepreneurs Support Organizations, and Micro-, Small and Medium-sized Enterprises are identified and analyzed in Tunisia
2. Key economic sectors are identified and analyzed in Tunisia

Gender will be considered throughout the assessment, from the development of tool, the data collection and the data analysis.

6. Study areas/ locations

The study should cover the Social entrepreneurs and social entrepreneurs support organizations in different areas in Tunisia:

- a. Rural and urban areas
- b. Tunis and outside Tunis
- c. Coastal cities and interior cities

7. Needs Assessment Methodology and Data Collection Tools

A 1.1. – Carry-out national gendered needs assessments of local economy actors facing the COVID-19 crisis in Tunisia.

In order to understand the specific technical and training needs of the pre-identified MSMEs, SEs and SESOs (entrepreneurship centres, business incubators, vocational training centres etc.), national needs assessments will be carried out in order to evaluate the local business landscape with its needs, potential, challenges and opportunities. The consultant– supported by local staff - will work closely with local partners to conduct this activity, which will build on and develop the issues for Tunisia already captured by the COVID 19 needs analysis carried out under the MedUp! project in March 2020.

The activity will be carried out during the first three months of the project, it will consider at least 50 entrepreneurship actors, out of which at least 50% would be SESOs. It will be in the form of a digital survey, which in times of movement restrictions would allow covering a wider target, as well as some interviews when possible to collect qualitative indicators.

Roles:

- TCSE will coordinate the activity providing local experts for the assessment of the capacity building needs of SESOs and SEs.
- They will also be fundamental to mobilize the local community of MSMEs, SEs, SESOs and other organizations interested in supporting social entrepreneurship.

A 1.2. – Conduct national analyses to identify the main economic sectors with potential in terms of employment for women, youth and vulnerable groups.

To ensure that the intervention builds on evidence-based strategies and findings, the project will also ensure initial national analysis carried out in each targeted country assessing the new economic scenarios in the light of the COVID-19 outbreaks, thus identifying challenges in the sector as well as potential areas where inclusive SE could bring innovative solutions. The baseline will build on MedUp! national studies carried out in 2019 to investigate the SE ecosystems in Tunisia and measure the social economy and social entrepreneurship perceptions and priorities including barriers to, and economic and social impact of, women and youth entering national labour force. The elements emerged from the 2019 analysis will thus be scrutinised under the lens of the new emerging needs of youth and vulnerable groups in the light of COVID-19.

The survey that will include qualitative and quantitative methodologies to maximise the level of information and analysis needed on SE in Tunisia and the region as a whole.

The findings will also be disseminated internally within Oxfam, to implementing partners and to relevant stakeholders and actors. The national baseline surveys will have an enhanced focus on gender, building on the regional level research carried out to analyse the intersection between women and social entrepreneurship in the Southern Mediterranean Countries.

8. Target groups

The Action has three main target groups:

1) **Social Entrepreneurs and Micro, Small & Medium Enterprises (minimum of 15)**

(estimated 45 young and women employed) particularly in rural areas will be supported in addressing specific problems they face in the aftermath of the COVID-19 outbreak, in particular through strengthening their business skills and capacities including in-presence trainings and coaching support (for 6-9 months) combined with consultancy tickets and webinars. The topics covered during the training will be: effective coping mechanisms for businesses to react to crises, design thinking, social business model canvass, crowd solving/funding, access to strategic impact investors, inclusive business acceleration, testing disruptive business ideas. In addition, exchange workshops with the SEs already receiving the support from MedUp! will be organized to promote mutual learning and strategic networking.

Criteria of selection of the SEs

This target group will be selected based on criteria such as: (i) high potential for competitiveness and job creation; (ii) social innovation; (iii) viability and capacity to scale up; (iv) initiated by young and women in urban and rural areas.

2) Social entrepreneurs support organisations (minimum of 15)

. Special attention will be given to tools specifically useful to support businesses in overcoming crises. When it comes to business support organizations, intermediary organizations face many of the same issues that SEs do with regard to registration, lack of managerial skills and adequate funding to implement their offer of services. The objective is to enable this target group (to be identified during the initial needs assessment) to provide innovative service solutions for MSMEs and SEs.

3) **Young aspiring entrepreneurs (minimum 50)** will be identified through the initial national studies and will be trained based on the results of the capacity building needs assessment. This target group will access a cycle of digital and in-presence trainings combined with closer coaching helping them to integrate the labour market. 25 internships will be offered to pre-selected young entrepreneurs in well-established and national companies preliminarily identified (SEs, MSMEs, etc.)

9. Duration:

The study should last 6 weeks

Deadline 15 October 2021

10. Indicative calendar

This schedule is indicative, and remains subject to modification according to the service provider's proposals. The contractor will include the number and dates of meetings to be held with the TCSE throughout the mission.

	Aug ust	Sept	October
A.1.1.Carry-out national gendered needs assessments of local economy actors facing the covid-19 crisis in Tunisia			
ToR drafting of the recruitment of the consultant	x		
Publication of the ToR	x		
Selection of the consultant		x	
Development of the digital survey		x	
Share the survey with the MSMEs, SEs, SESOs		x	
Set up of the interview for qualitative data		x	

Deliver first draft of the study for feedback		x	
Deliver study			x
Presentation of the results			x
A.1.2. Conduct national analyses to identify the main economic sectors with potential in terms of employment for women, youth and vulnerable groups			
ToR drafting of the recruitment of the consultant	x		
Publication of the ToR	x		
Selection of the consultant	x		
Conduct the survey		x	
Deliver first draft of the study for feedback		x	
Deliver study			x
Presentation of the results			x

11. Reports and validation

The deliverables in response to the ToRs will include for the both studies:

- 2 Survey protocols and data collection tools: to be validate by TCSE team before the field phase
- 2 Raw data set of quantitative and qualitative data collected
- 2 Draft assessment reports in English to be reviewed by validated TCSE
- 2 Final assessment report in English including analysis, executive summary, relevant and evidence-based recommendations and annexes

- 2 brief highlighting the main findings and main recommendations of the assessment,
- 2 PowerPoint presentation summarizing key findings and recommendations

12. Communication:

The results will be presented during the Workshop organized in coordination with other partners. An executive summary will be extracted from the main report and made available for easy assimilation of the main findings and recommendations of the research.

13. Evaluation Criteria

Evaluation Criteria	Points
Consultant Qualifications and Skills/ Specific Consultant Experience Applicable to the Engagement	45
Adequacy of the proposed methodology and work plan to the Terms of Reference	35
Attractiveness of the financial proposal	20
Total	100

14. How to submit?

the consultancy application should include

- A technical offer including:
 - Qualitative and quantitative methodology of the study including a timetable
 - CVs of the team in charge of the mission
 - Client references and proof of similar experience

- A financial offer, which must contain
 - Detailed costs of the mission with the total in TTC
 - Header with patent and tax number

The submission documents must be sent by email to consultant@tcse.network with the subject line “Needs Assessment Study” - Name of Provider no later than August 31, 2021.