



This project is co-funded
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MEDUP!
Promoting social entrepreneurship in the Mediterranean Region

TERMS OF REFERENCE

1. Background

Social entrepreneurship has gained in the past few years a lot of interest and recognition, for instance Morocco has witnessed an increase in the popularity of social entrepreneurship during the past 5 years and a local social entrepreneurship ecosystem has started forming around the organizations acting in this sector.

The drive towards social entrepreneurship is actually common between different societies and economies (developed and developing ones) and finds its roots mainly in its mission of bringing about new solutions to social challenges and poverty while combining business with social impact.

Hence, the political, economical and cultural contexts of Morocco are shaping the ecosystem and the social entrepreneurship here. For instance the current social issues taking into consideration the country's context that can be tackled by social entrepreneurship could be unemployment, disparities between rural and urban areas and environmental issues.

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

In order to provide the needed support to develop the social entrepreneurship ecosystem in the countries above a deep understanding of the local context, the progresses, challenges and opportunities of social entrepreneurship is mandatory.

2. General objectives

The study is commissioned in order to provide a mapping of SESOs operating in Morocco, identify their support and capacity building needs and coming up with conclusions and recommendations for the project. The results of the study will set a base for the following steps of the project and have to focus on:

- Identifying social entrepreneurship support organizations operating in Morocco;



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- Identifying the goals, actions, challenges and barriers, as well as the potential and opportunities of SESOs. Specifically, what are the challenges SESOs face in their support of SEs, how are they addressing them, but also more generally in carrying out their operations;
- Identifying SESOs and support gaps in the support of SEs by highlighting the goals, actions, challenges and barriers of SEs and where sufficient support is lacking.
- Providing recommendations for the next steps of the project regarding the interventions to plan especially to support social entrepreneurs and social entrepreneurship support organizations in Morocco.

Scope of work

The needs assessment is a part of a global study on social entrepreneurship in Morocco focusing on social entrepreneurship at all 3 levels of the project: macro, meso and micro. The global study will act according to evidence-based strategies and findings to clearly identify SE public and private actors, initiatives, policies and legal frameworks in place, main challenges of the sector and other relevant issues.

The needs assessment concerns the meso level of the project and focuses more on understanding the specific technical and training needs of the identified SESOs (entrepreneurship centres, business incubators, vocational training centres, financing institutions...etc) that are working with SEs.

Outline report Country Study		Topics/notes
Meso	Needs assessment SESOs	Assessment of needs of SESOs for capacity building, addition of products/services, other support

3. Implementation arrangements and required inputs:



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a. Roles and Responsibilities

The roles and responsibilities of the various participants will be as follow:

- The consultant(s) will be responsible for carrying out the study;
- Enactus Morocco will identify a steering committee who will facilitate the process and the follow up with the consultant(s)

b. Reporting process

- Regular weekly updates to steering committee by email for the duration of the contract, with options for face-to-face or skype meetings if necessary;

4. Project schedule and deliverables

a. Timeline

Deliverables	Due Date
1. Desk research report <ul style="list-style-type: none"> • Mapping of SESOs; 	Week 1
FGD 1 , 2 and workshop 3	Week 2,3
First report <ul style="list-style-type: none"> • Highlighting the findings of the study 	Week 4
Online survey	Week 5,7
Final study and needs assessments reports	Week 8

b. Report guidelines

The report should be clear and precise using plain French, using correct and simple sentences and avoiding as much as possible the use of jargon while providing clear definitions of technical terms. it is recommended for the document to be approx. 15 pages, with Calibri font, font size 12, line spacing 1.5. A template will be provided to make easier for the consultants to compile their findings; we also ask for the audio recording.

The structure of the report is as following:

Profile of participants, their representativeness regarding country and context (1-2p).

- The goals, actions, and main challenges of the SEs regarding stages and clusters. Also include interesting and unsuspected findings (ca. 4p).
- The support provided to SEs by SESOs regarding stages and clusters (ca. 3p).
- Workshop: Input and Outputs (2-3p).



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- The goals, actions, focussing on the challenges of the SESOs regarding stages and clusters. Also include interesting and unsuspected findings (ca. 4p).
- Other information, recommendations (1-2p).
- Into the annex:
 - Information and documentation of the focus group discussion: List of the participants, conclusions, filled out annexes, results in 2-3 pages.
 - Optional: other relevant data, statistics, tables, information, etc.

5. Methodology

We recommend to follow the methods below to carry on the needs assessment:

3.1 Research Methods:

- **Desk research**
- **Focus Group Discussion (FGD):** A FDG is a method for qualitative research consisting of interviews in which a group of people are asked about their perceptions, opinions and experiences regarding a particular topic or theme which is the research subject.
- **Workshop:** A workshop is a method to collaboratively create solutions to presented problems and challenges, as they are guided through a set of workshop tools which include the (a) the definition of a problem statement, in our case taken from the FGD, (b) ideation e.g. brainstorming, (c) and validation e.g. developing a user journey.
- **Online survey:** An online survey allows to ask an audience, independently of size and location, a set of questions and collect their answers straight into qualitative or quantitative data.

6. Consultant(s) Qualifications

The ideal consultant (s) would have

- A proven track record of carrying out field studies and research;
- Excellent Knowledge of key research methodologies (research, qualitative, quantitative...);
- Workshop facilitation;
- Excellent Knowledge of social entrepreneurship;
- Good writing and reporting skills;
- Experience with internationally or nationally operating NGOs and/or social entrepreneurship actors is highly desirable;

Good Knowledge of and established network within the social entrepreneurship ecosystem including policy makers.



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