



THE EUROPEAN UNION'S CROSS-BORDER COOPERATION PROGRAM

Проект за развој на микро-претпријатија на жени во прекуграничната област
Projekti i zhvillimit të ndërmarrjeve të vogla për gratë në zonën ndërkufitare
Microenterprise development project for women in the cross-border area

TERMS OF REFERENCE - ToR 04/2018

Consultancy service

For engaging of consultant for Feasibility Study on existing policies related to sustainable development of micro-enterprises owned by women in the cross-border area

**The procurement is published for the needs of the project
"Development of micro enterprises of women in the cross-border area",
implemented under "Cross-Border Cooperation Program
between Macedonia and Albania for 2014 and 2015"**

ToR is published on behalf of Center for Comparative and International Studies from Tirana for the needs of the project implemented in partnership with: Center for Change Management (CCM) from Skopje as a lead partner, CCIS from Kamenjane and Institute for Human Rights from Skopje.

1. INTRODUCTION

1.1 Assignment background

Project: „ Development of micro-enterprises of women in the cross-border area”

The project "Development of micro-enterprises of women in the cross-border area" is being realized within the framework of the "Program for cross-border cooperation with Albania for 2014 and 2015". The overall goal of the project is to increase women's competitiveness and strengthen female entrepreneurship in the regions of Polog and Elbasan and to provide sustainable solutions for the development of women's micro and small businesses in the cross-border area. Under this main goal there are 4 specific objectives:

- 1: To increase the personal entrepreneurship skills and business competencies of the women included in the formal and non-formal businesses;
- 2: To provide services for legal and administrative support in doing business;
- 3: To improve production, access to market and leverage the opportunities for development of the businesses and increase the cross-border cooperation and trade;
- 4: To revise the government measures and policies for support of women entrepreneurship.





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Project results:

- Result 1: Improved skills and competencies in the business management and administration.
- Result 2: Established counselling services for the women entrepreneurs in order to increase the economic activities and the business development
- Result 3: Disseminated legal and economic support and provided information on duties, taxes, rights and obligations of the entrepreneurs, and individual advice on legal matters
- Result 4: Increased economic activity in the production, trade and sale of local products as a result of increased design, packaging, cross-border cooperation and/or online store and marketing.
- Result 5: Prepared new policy papers and measures developed in joint activity of the local and national government to undertake advantages of the women in business.

Project activities:

1. Recruitment and identification of potential female entrepreneurs;
2. Establishing business advisory services for providing support in doing business and business promotion - increased production and/or services, improved design, packaging of products, marketing and sales;
3. Providing a service for legal and economic support - providing information on legal rights and obligations in doing business and provide legal assistance and advice;
4. Organizing direct marketing services and joint e-commerce activities for selling products on domestic and international market;
5. Analysis of the development of the micro-enterprise in women and the production of new and improved policy measures;

The target groups of the project are the following:

Direct target groups are women in the cross-border region with focus on Polog and Elbasan:

- 50 women potential entrepreneurs in each of the appointed regions, involved in improvement of skills and competences and upgrading their capacity to start a business;
- 25 women - owners of micro-enterprises in each of the appointed regions, to improve production and revenues, and increase the trade and sales of their products.

In addition, around 200-300 participants will be involved in two B2B meetings on both sides of the border, as well as one final fair event. The project will involve 50 local institutions and stakeholders (25 each in each region), in revising of the existing and creating new measures and policies for support of women enterprineurs in the cross-border area.





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2. ASSIGNMENT FRAMEWORK

2.1. Mission purpose/assignment

The main purpose of this assignment is to review and analyze the existing governmental policies aimed for support of entrepreneurship of women offered at national and/or regional and local level in each country and region. It includes also identification of gaps and administrative burdens and constraints in the available support offered for women in order to stimulate and improve the women entrepreneurship and development of micro-enterprises in ownership of women.

The final aim is to see and analyze how feasible are the actual governmental policies for sustainable development of the women entrepreneurship in each country and region and offer new and improved measures and subsidies for development of micro-enterprise in ownership of women.

2.2. Detailed activities that are envisioned under the assignment framework

The idea is to start with short legislation overview and compile information about existing measures and policies in each of the appointed regions and countries. The study should not compile measures with all details, but find the basic logic in the offered support, as well as main administrative requirements and barriers and see how feasible the measures with their final aim are.

All measures need to be seen from an aspect of a potential start-up in doing business, and also from an aspect of women that have established a company in the last 3-5-8 years. The study need to map also if there are potentially different measures and policies on national and/or regional and local level.

After compilation of the available support and measures that exists in the country and the basic finding in terms of feasibility, the study needs to refer to the opinion of women potential entrepreneurs, but also those that own a company. It means that the existing measures need to be kind of tested with women who are interested in doing business and also those that have already established a business. The final aim in this segment is to see and analyze to what extent the existing measures really match with the specific needs of the women, and if/how they can bring long-term and sustainable results for development of women entrepreneurship.





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In case of gaps that are identified, the consultant need to propose and suggest new and revised measures, or suggest on how to adjust the existing ones in order to suit better to the needs of women.

- 1) Short desk research on legislation and development of research methodology;
- 2) Mapping of available policies through web-page check and meetings with key government national and local institutions;
- 3) Preparation of a short protocol for data collection from women potential entrepreneurs and women owners of micro-enterprises
- 4) Conducting of a several meetings with key women entrepreneurs and holding of 2 focus groups in the Elbasan region);
- 5) Conducting the survey and keeping on regular communication and findings with the consultant that will conduct similar study in the area of Polog;
- 6) Preparation of a draft and final report and recommendations for long-term solutions for improvement of in-country policies at national and regional/local level (with a view also to possible economic cooperation across the border and establishment of partnerships between the women in the two countries);
- 7) Public presentation of draft findings and recommendations at a national stakeholder discussion meeting;

2.3. Expected results

The consultant need to provide an integral document from the feasibility study in about 30-35 pages in English language.

It should include at least the following sections:

- 1) Short introduction on country legislation related to women entrepreneurship;
- 2) Overview on existing policies related to women entrepreneurship and targeted support and assistance;
- 3) Mapping of problematic issues and feasibility of policies and measures offered at national, regional/local level (with view also on cross-border economic potentials and cooperation);
- 4) Identified constraints and barriers related the targeted groups and their needs;
- 5) Recommendations and short elaboration of new/revised policies;
- 6) Conclusions and recommendations on long-term solutions for sustainable development of start-ups and micro-enterprises in ownership of women in the cross-border region;

The structure of the document will be revised together with the selected candidate and is a matter of an agreed outline.





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2.3. Time frame (days)

Delivery is planned in the period from beginning of November to end of December 2018 with provisional 15-20 days (max) of engagement under price offered in a competitive procedure.

2.4. Organization of work and specific timeframe

	Description	Timeframe	In cooperation with
1)	Short desk research on legislation and development of research methodology;	November 2018	Representative of CCIS Project coordinator
2)	Mapping of available policies through web-page check and meetings with key government national and local institutions;	November 2018	Representative of CCIS
3)	Preparation of a short protocol for data collection from women potential entrepreneurs and women owners of micro-enterprises	November 2018	Representative of CCIS
4)	Conducting of minimum 4 interviews with key women entrepreneurs and holding of 2 focus groups in the Elbasan region);	End of November 2018	Representative of CCIS
5)	Keeping on regular communication and findings with the consultant that will conduct similar study in the area of Polog	November – December 2018	CCIS Project Coordinator
6)	Preparation of the study report and recommendations	December 2018	Representative of CCIS Representative of CCIS Project coordinator
7)	Public presentation of draft findings and recommendations at a stakeholder discussion meeting	End December 2018	Representative of CCIS Project coordinator

The CCIS reserves the right to change the timeframe for the delivery of the services depending on the dynamics of the implemented activities that are within the scope of the project and in agreement with the selected consultant

3. REQUIREMENTS

3.1. Consultant

Offers will be accepted from individuals with a proposed CV of the consultant. Consultant shall possess the following qualifications and skills:





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- Relevant university degree in economic sciences, and/or technical or political sciences, regional development/, business development and related fields.
- At least 7 years relevant professional experience in research, designing public policies/business and entrepreneurship; gender issues; field experience with micro and small businesses;
- Expertise and knowledge in conducting of assessments and surveys and/or preparation and development of local/regional economic programs and strategies;

Consultant will be selected on the basis of relevant professional experience, proposed methodology and price. All interested individuals need to submit an offer that includes the following information:

- **Short letter of interest** with main reference to their experience related on the topic and all contact details (address, telephone, and e-mail) – 1 page;
- **CV of the consultant** with a detailed information about professional background and experience – submitted in about 5-7 pages;
- **Proposed methodology** with provisional work plan and price based on a daily fee for the consultant with no additional expenses allowed;

Offers should include number of consultancy days in about 15-20 days and price per consultant day expressed in gross amount. Offers should be expressed in EURO.

You can send your offers on e-mail:

qskninfo@gmail.com with cc : gordana.veljanovska@cup.org.mk

not later than **9th of November 2018.**

3.2. Logistics

For the implementation of the activities, the consultant will be supported with consultations, some resource information and also some contacts provided from institutions on national and regional/local level. The support will be provided by:

- CCM Project coordinator
- Representative from CCIS

For all other contacts and correspondence, it is solely responsibility of the consultant.

3.3. Terms and conditions of payment

Payment will be made as follows: 30% of the amount after the signing of the contract, and 70% within 30 days after completion of all tasks and submitting study report.

3.4. Bibliography and documentation

In order to successfully perform the task of the expert, all necessary documentation at the disposal of the CCIS and its partners will be available.

