



<b>TERMS OF REFERENCE</b>	
<b>Title</b>	Bilingual French/English Consultant for <b>WEstart</b> : Mapping Women's Social Entrepreneurship in Europe (focusing on Luxembourg)
<b>Purpose</b>	<ol style="list-style-type: none"> <li>1) Undertake a national mapping of women's social entrepreneurship in Luxembourg via desk research, interviews and survey dissemination (using existing research tools)</li> <li>2) Develop a short report (6 pages) on women's social entrepreneurship in Luxembourg in French and English (using an existing report template)</li> <li>3) Present the findings of the research at a high-level conference in Luxembourg</li> <li>4) Disseminate the results of the findings throughout Luxembourg and the EU</li> </ol>
<b>Location</b>	Luxembourg
<b>Contract Duration</b>	Approximately 6 months, part-time (flexible working schedule/hours determined by the consultant and Programme Manager)
<b>Contract Supervision</b>	Programme Manager, <b>WEstart</b>
<b>Fee</b>	6000 (for terms and conditions see page 7)

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## 1) Background

### a) Context of Overall Project

**WEstart: Mapping Women's Social Entrepreneurship in Europe** is a ground-breaking research and advocacy project based out of the European Women's Lobby Secretariat in Brussels. From 2014 to 2015, WEstart mapped women's social entrepreneurship in 10 EU countries, using a team of 10 feminist consultants/social enterprise experts, who conducted desk-research to produce a short literature review on the overall context and state of social enterprise in their country, put together a comprehensive list of 100 women-led social enterprises in their country, conducted in-depth interviews using feminist methodologies with ten women each, and disseminated a survey to hundreds of women in their countries.

The focus of the research was broad and included quantitative statistics such as total revenue, sector, age of the enterprise, etc. as well as qualitative data, including motivations for starting a social enterprise, barriers, social impact, impact on gender equality, impact on women's empowerment, and others.

After each of the 10 countries were mapped, each consultant created a 6-page mini-report, which was disseminated nationally and on the EU level. The results of all ten countries were then compiled into an overview report, and published on a proprietary website: [www.WEstartEurope.com](http://www.WEstartEurope.com), which also hosts the WEstart database (a searchable database of the 1,000 women social entrepreneurs compiled by the consultants). The results of WEstart were presented at a final conference in Brussels in September of 2015, and disseminated nationally and throughout the EU, to policymakers, academics. After the conference, a Facebook group was created to help connect the WEstart Community.

This initial mapping was the first step in a longer term strategy on the part of the European Women's Lobby to help foster social entrepreneurship as a more sustainable and equitable model by connecting social entrepreneurs and advocating for policy change that supports women's and minority leadership in this growing sector, and promotes social economy as a more sustainable, inclusive and just economic model.

### **Results:**

We found that social enterprise not only has strong potential to be equitable in terms of gender: it also is more sustainable, promotes more open and transparent cooperation between government and private sector, both includes and services highly marginalized populations, tackles issues of inequality in new and innovative ways. We also found that women were eager to learn more about how they could

advocate on a national level for more investment and resources focused on women's social entrepreneurship, but felt they lacked the skills and opportunities to do so.

For more information on project and its results, go to [www.WEstartEurope.org](http://www.WEstartEurope.org).

### **WEstart Luxembourg**

After the success of our original mapping, we have now obtained funding to map women-led social enterprise in Luxembourg, using the research tools and processes we developed last year.

**WEstart Luxembourg** proposes to bridge the gap in gathering evidence and knowledge with regards to women's social entrepreneurship in Luxembourg. This will subsequently support opportunities to further develop mutual learning, regional partnerships, mentoring, transferring knowledge and skills, identifying good practices and providing new employment and business opportunities to women across Luxembourg.

The core aim of **WEstart Luxembourg** is to gain a better understanding of the situation and state of play of women's social entrepreneurship in Luxembourg. The research conducted will help the EWL to foster women's social entrepreneurship by connecting social entrepreneurs and advocating for policy change that supports women's leadership in this growing sector within Luxembourg and the EU as a whole.

## **2) Role of the Consultant**

The national consultant will be responsible for undertaking **a national level mapping of women's social entrepreneurship within Luxembourg, producing a short report, presenting the findings at a final conference, and disseminating the results of the research on a national and EU level.**

### **a. Key Tasks**

- 1)** Undertaking a short literature review (1 to 2 pages) on the state of social enterprise and entrepreneurship in Luxembourg
- 2)** Identifying up to 100 female social entrepreneurs within the country according to predetermined criteria, and filling out an excel template with specified quantitative data on women social entrepreneurs and the nature of women's social enterprise
- 3)** Sending an electronic survey to these women social entrepreneurs: collecting and analysing the survey results (using survey monkey)
- 4)** Undertaking in-depth interviews with 10 women using feminist methodologies, and collecting photos of the women and their enterprises (Recording interviews, coding them according to a pre-determined coding system, writing up interview notes)
- 5)** Writing a short report (6 pages) using information collected and analysis, following an EWL template in French and English

- 6) In collaboration with the Programme Manager, planning a presentation at the Luxembourg Ministry of Social Economy Final Conference to present the results of the research; managing the invite list, presenting the research, conducting follow-up with conference participants
- 7) In collaboration with the Programme Manager, creating a dissemination plan identifying key EU and national stakeholders, and a plan for getting the results of the reach to these stakeholders (via hard copy or email).
- 8) Undertaking dissemination according to the dissemination plan.

#### **b. Deliverables:**

- 1) **Short literature review** of the state of social enterprise and entrepreneurship in Luxembourg
- 2) **Excel spreadsheet** data base filled in with key information such as:
  - number and names of existing initiatives
  - Definition of social entrepreneurship
  - Type of activities covered
  - description of activities
  - target groups
  - number of staff and beneficiaries
  - Types of funding received
- 3) Survey data from up to 100 women social entrepreneurs/enterprises
- 4) In depth interviews (recording, notes, and photos) with 10 women social entrepreneurs
- 5) Short Report (see Mini Reports on [www.WEstartEurope.org](http://www.WEstartEurope.org)) in English and French
- 6) Dissemination Plan
- 7) Final Conference Presentation

#### **c. Methodology**

##### **Research and Project Methodology/Tools**

- Literature Review/Synthesis and Analysis of existing data  
**Tool:** desk research used to answer a **list of specific questions about the eco-system**

- Identification of collection of representational sample of women-led social enterprises according to specified definition, as well as women social entrepreneurs more generally  
**Tool:** Desk research and the mining of existing social enterprise networks used to fill out an **excel spreadsheet**
- Collection of quantitative data on women's social entrepreneurship  
**Tool:** An **electronic survey** sent to women, including women-led social enterprise heads and those who do not meet definition
- Collection of qualitative data on women's social entrepreneurship  
**Tool:** 10-15 **interviews** with women social entrepreneurs, including women-led social enterprise heads and those who do not meet definition
- Analysis of Interviews  
**Tool:** Content Coding Framework
- Dissemination Plan  
**Tool:** Dissemination Template
- Final Workshop  
**Tool:** Workshop planning Guide

The consultant is expected to be guided by and pay attention to the IMPACT principles throughout their research and analysis.

### **IMPACT Principles**

**Inclusive-** special effort is made to identify social enterprises conducted by women from diverse groups including different classes, races, ethnicities, immigration statuses, ability levels, sexuality and gender presentation. Outputs are careful to not generalise experience and to draw attention to the intersections of privilege and marginalisation that different individuals and groups face; consultants understand how race, class, sexuality, ability level etc. intersect to shape the experience of individuals and groups and pay attention to how this affects women interviewed

**Measurable-** All research processes are able to be monitored and evaluated. Consultants are provided with and evaluated against clear criteria. Quantitative and qualitative data is collected using rigorous and replicable methodology. Project is closely monitored and evaluated.

**Participatory-** research methodologies are conducted in empowering and participatory ways that privilege the lived experience of women; consultants have experience in undertaking participatory methodologies

**Accessible-** outputs are available in braille and all web work is accessible to visually impaired persons; research processes make special efforts to include people of different abilities, reading levels and intellectual abilities in focus groups and questionnaires

**Collaborative-** Outputs are shared and disseminated via strategic collaboration; consultants conduct research in a collaborative way; overall project seeks to include and value the input of members, partners, experts and entrepreneurs, allowing all groups space to work towards a common goal

**Transformative-** Outputs and research projects keep the empowerment of women and the structural transformation of gender inequalities at their heart and use efficiency arguments in support but not in lieu of transformational justifications

#### **d. Conduct of the Work and Supervision**

The consultant will report to the Programme Manager, who reports to the Project Co-Ordinator. The responsibilities of each group are outlined below.

##### **Co-ordinator (EWL)**

###### Tasks:

- Overall supervision and responsibility of the project

##### **Programme Manager**

###### Tasks:

- Reports to the Co-ordinator
- Identify, select and manage country consultant
- Prepare and liaise with expert during research implementation period
- Develop methodology and draft research tools
- Co-ordinate implementation of the mapping
- Develop and implement communication strategy

#### **e. Location of Work**

Home-based. The consultant is expected to be in Luxembourg for at least part of the time in order to undertake interviews and present at the final Conference. Please note that the consultant's fee of 6000 euros is inclusive of all personal social security and tax obligations which are borne by the consultant in conformity with the rules of the country where the consultant is based.

#### **f. Schedule of Work**

The duration of the consultancy will last approximately 6 months in terms of consistent work, but may require the consultant to put in occasional work (such as communicating with the Programme Manager via e-mail) for as long as 9 months. The consultant and the Programme Manager will create a schedule of work and delivery together based on their mutual needs. It is expected that the report is finalized

within 6 months of beginning the consultancy in preparation of the final conference. Dissemination is expected to be fully realized within 9 months of starting the work.

### **g. Qualifications**

#### **Required experience and skills:**

1. Demonstrated expertise in and understanding of social entrepreneurship within Luxembourg
2. Extensive experience with and knowledge of women's rights activism and advocacy on a national and European level
3. Strong knowledge of and experience with social science research methodologies
4. Detail-oriented, focused and efficient with very good time management and organisational skills
5. Understanding of and ability to undertake work according to feminist/inclusive principles (as exemplified by the IMPACT principles)
6. Excellent writing skills in both French and English

**Language skills:** Oral and written Fluency in French, Fluency in English.

**Other necessary skills:** Computer skills; familiarity with Microsoft Excel

Desired: Experience working with or running a women's focused social enterprise, and/or experience with and knowledge of specifically women-focused social entrepreneurship and social entrepreneurship networks would be a plus

### **h. How to Apply**

Interested candidates are requested to submit an application to the European Women's Lobby via email to [usher@womenlobby.org](mailto:usher@womenlobby.org)

including:

- CV Outlining Relevant Experience
- Brief Cover Letter (one page maximum) detailing your knowledge of Luxembourgish social enterprises, women-led social enterprises and/or additional qualifications
- Short writing sample in English
- Brief (one or two paragraph) statement on how you would undertake your research and analysis in accordance with the IMPACT principles

Only shortlisted candidates will be contacted. Closing date for applications is June 3, 2016