



This project is co-funded by
the European Union



Promoting social entrepreneurship in the Mediterranean Region

Terms of Reference

Development of Online Application and Selection Platform

Introduction

Oxfam is an international confederation working together with partners and local communities worldwide against poverty. Oxfam works to find practical and innovative ways for people to lift themselves out of poverty. MedUP!, is a project co-funded by the European Union aiming to promote an enabling environment in the Southern Mediterranean region (Morocco, Tunisia, Egypt, Lebanon, Jordan and OPTI), for the development of the social entrepreneurship sector, as a driver for inclusive growth and job creation. MedUP! is a consortium made of the following partners: Oxfam, Impact Hub, Euclid Network, Diesis, Enactus, TCSE, PARC, JOHUD, Sekem, Banca Etica, Regione Toscana, Regione Sardegna and AIDDA.

MedUP!

The objective project is to promote social enterprises as a vehicle to offer solutions for social & environmental challenges in Morocco, Tunisia, Egypt, Lebanon, Jordan and Palestine. This is done through interventions at three levels: (i) advocacy to improve regulatory environments in favor of social entrepreneurship (macro level), (ii) reinforcement and capacity building of organizations that directly support social enterprises (meso level), (iii) direct technical and financial support to social enterprises to grow and scale their models.

The MedUp! fund is a grant scheme for Social Enterprises in target countries as part of the support they can access at micro level.

Sub-Grant Fund

The objective of the fund is to provide adapted financial support to promising social enterprises for their growth and scale-up, in conjunction with non-financial services offered by the partners and other support organizations. The target is to disburse 1mEUR to help realize business model growth-related projects of ca. 100 social enterprises across the six target countries in the MENA region. The 100 enterprises are divided over 6 countries and are both start-ups, scale-ups and grown businesses. In these 6 countries, a multitude of applications is expected, for which an application, scoring and selection tool is needed.



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Assignment

The objective of this assignment is to develop an online platform. The functionalities of the platform are three-fold:

- First, the platform should allow applicants/entrepreneurs to build an online profile of their company, access to the relevant documentation in order to submit a proposal, provide information on the selection process, and finally allow applicants to apply to the fund.
- Second, the platform should include a scoring tool for the jury. All applicants will first be scored on eligibility and relevance; resulting in a shortlist. The shortlist will be scored on quality criteria. Each country will have a separate scoring thread and selected shortlists and final selections.
- Third, the platform will function as a visibility and communication tool for the activities of the project.

The platform with profiles should be open for as long as possible. There will be one round of applications, in 6 target countries, starting from March 2019.

Deliverables

The Oxfam/MedUP! branded online platform should include the following elements:

- Single MedUP! Presentation page (including the possibility to update the information and upload videos, images, pictures, article etc.)
- Separate application systems for six locations (same criteria) – 1 round. The application should be open from March 1st 2019.
- Scoring system (adjudication) for each location and information on eligibility criteria and general selection process
- Online profile pages for companies – public profiles and investment readiness profiles behind a login-wall
- Login option for investors to be able to view the investment readiness profiles

All pages should be in English and French. Separate downloadable translations of the pages in Arabic.



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Guidelines

Requirements

The offeror(s) is/are expected to have:

- Proven experience in the development and maintenance of online application, scoring and profile platforms for entrepreneurs
- Managing an existing platform with similar purpose, for other organizations.
- Thorough knowledge of social entrepreneurship, the (potential) social impact of SMEs and how to identify and monitor this
- Knowledge of trends, market players, customers, etc. in impact investing sector and common ESG requirements from investors
- Knowledge of and affinity with Oxfam's mission and mandate

Main contractor

Offeror(s) is/are expected to accept and execute the full assignment. They can enter into cooperation with other (local) offerors to bring together necessary expertise. The proposal needs to clearly indicate which offeror is the main contractor and leads the assignment, and which offerors co-operate.

Multi-country solution

Point of departure is that we want to have a solution for all countries MedUP! works in (specifically Lebanon, Palestinian Territories, Jordan, Egypt, Tunisia, and Morocco).

Period

Offeror(s) should finalize the mandate by mid-February for testing. Deadline to start campaigning in search of applicants is March 1st 2019.

Qualifications / Profile / Competences / Skills

In their proposal, Offeror(s) is/are requested to pay great attention to relevant project management skills, technical skills, qualifications and experience that they deem



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appropriate for the assessment of their qualifications to conclude the proposed assignment successfully.

Technical Proposal

Offeror(s) is/are requested to elaborate on their understanding of the assignment, general approach, work plan, methods, and reporting. Offeror(s) is/are invited to share initial ideas on content and form.

Financial proposal

Offeror(s) is/are requested to propose a budget including VAT. The budget should contain details of the different cost items and rationale of these costs in line with what is proposed in technical terms.

Selection of proposals

Evaluation Criteria

Proposal

- Applicability of the platform functionality
- Adherence to the needs of the project

Costs

- Global cost effectiveness
- Development costs
- Annual user costs (if applicable)

Presentation

Following the technical and financial proposals submitted, we will invite selected Consultant(s) to present their approach in a short meeting.

Negotiations

Negotiations may be held to work out contract details and other expectations.



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Submission and deadlines

Firms or independent contractors meeting the above qualifications are invited to submit a proposal by email to cristian.bevacqua@oxfam.it and marc.de.klerk@oxfamnovib.nl. Proposals should be received no later than 6th of January, 2019.

In case of questions, please contact Marc de Klerk before the deadline by phone or email at: +31(0)614444224 /marc.de.klerk@oxfamnovib.nl. Information shared will also be shared to other applicants.



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