

TERMS OF REFERENCES

Job title:	National consultant to develop statistical methodological framework on measurement of entrepreneurship from gender perspective
Application Deadline:	28 August 2015
Expected Duration of Assignment:	September-November 2015, estimated volume of work – up to 30 full working days
Beneficiary:	National Bureau of Statistics, Ministry of Economy, other public authorities, civil society
Project title:	UN Joint Project on Strengthening the National Statistical System
Project Activity:	#2. Implement quality management in sample surveys
Contract type:	Individual Contract
Contracting Authority:	United Nations Development Programme (UNDP)

Background

Entrepreneurial activity is an important factor in creating and increasing employment opportunities and fuelling economic growth. Everywhere, men are more likely to be involved in entrepreneurial activity than women. Because of the serious gender gap in entrepreneurship in all countries of the region, the issue of **women and men's entrepreneurship** has received growing attention among policy makers in the member states of the UNECE. In the Beijing Platform for Action, countries have agreed to foster women's access to self-employment and entrepreneurship.

At the national level, by 2020, the Republic of Moldova aims at improving the free competition business environment¹ and will focus on: improving the business climate, promoting competition policies, balanced regulation of the business environment. The objective of authorities for the target year is to have a financial system channelling efficiently financial resources to households which produce savings to businesses that are looking for ways to finance their business ideas. Creation of new enterprises is to be encouraged through support to entrepreneurial spirit, among **women** in particular, whose share is only about 28% among entrepreneurs².

The main sector strategic document aimed to regulate the entrepreneurial activity in the country is the *Strategy on Development of Small and Medium Enterprises for 2012-2020*³ and its *Action Plan*. These envisage a series of actions and sector support programs⁴ which are targeting women and youth as particular groups (to start or manage a business) to be covered by different initiatives on promoting economic development opportunities, business advisory services⁵ or consultancy programs, direct assistance to enhance the competitiveness of enterprises, etc. Women's entrepreneurship, though in the expansion process both globally and in our country, is still an underutilized source of economic growth. One of the priorities of Action Plan on Strategy's implementation for 2015-2017⁶ includes the development of female entrepreneurship in the Republic of Moldova, including activities on elaboration of concepts, definitions, and statistical methodology for measurement of entrepreneur activity from gender perspective.

From gender equality perspective, the *Law on ensuring equal opportunities for women and men*⁷ stipulates the equal access to entrepreneurial activity, and the *National program on ensuring gender equality for 2010 – 2015*⁸ envisages stimulation of entrepreneurship and private initiatives by women.

Thus, the authorities will be able to increase their role in accomplishing the above mentioned objectives and to develop feasible supporting actions and measures only when sufficient evidence is provided. Reliable statistics have to be available in order to provide an adequate basis for analysing entrepreneurship subjects and their potential, contribution of this sector to economic development of the country, and for well-informed and justified policy decisions in the field. Information sensitive to the gender of entrepreneur is required for more targeted policy measures in this area, but its availability is limited.

Currently, the *Joint UN Project on Strengthening the National Statistical System of RM* is implemented by the National Bureau of Statistics (NBS) of the Republic of Moldova, in partnership with UNDP and UN Women, and aims at improving disaggregated data collection, production, dissemination and use of statistical information with particular attention to national needs and official statistics overall conformity with international, in particular EU, standards.

Specific context

Available data on entrepreneur activity which would differentiate entrepreneurs by sex and among the different types of self-employment and entrepreneurship are limited in Moldova and globally. Gender sensitive statistical data are required to correctly

¹ National Development Strategy Moldova 2020, http://particip.gov.md/public/files/Moldova_2020_ENG1.pdf

² Conditions for creation and development of enterprises: gender analysis, <http://www.statistica.md/pageview.php?l=ro&idc=350&id=2861>

³ <http://mec.gov.md/ro/content/politici-si-programe-imm>

⁴ Programul Național de Abilitare Economică a Tinerilor (PNAET), Programul-pilot de atragere a remitențelor în economie (PARE 1+1), Programul național de instruire continuă a antreprenorilor – "Gestiunea Eficientă a Afacerii", etc.

⁵ Business Advisory Services (BAS) Program of the EBRD, which supports micro, small and medium enterprises (MSME) in accessing a diverse range of consulting services, by facilitating projects with local consultants on the basis of co-financing.

⁶ Annex 3 to Government Decision no.585 as of 13.09.12, <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=344806>

⁷ Law no. 5 as of 09.02.2006 on ensuring equal opportunities for women and men, <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=315674>

⁸ <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=333441>

identify the needs of women and men in start-up and doing businesses, as well as to define the challenges and perspectives for entrepreneurship development as a whole and through gender-caused disparities.

Thereby, in 2009 the Joint UN Project provided support to NBS to undertake a new module to its *Annual Structural Survey of Enterprises* on the results of which a *gender sensitive analysis* has been produced on *Conditions for Starting and Development of Enterprises*. The purpose of this study was to identify peculiarities of women and men entrepreneurs, to analyze business initiation and development problems through the perspective of gender differences. Being the **only source of official statistics** (quantitative thematic survey, nationally representative) on gender perspective entrepreneurship available so far in the country, even if out-of-date, it was and continues to be actively used by the authorities in official papers (strategies, programs, plans) and by the academia and CSOs for research and programming purposes.

Besides the *outdated* status of the mentioned NBS' data on entrepreneurship by gender, the respective survey had certain methodological and conceptual *limitations* in its coverage: on one hand it exempted farming enterprises and other non-legal entities, and, on the other hand, it was sampled out of all active enterprises with zero+ turnover and active individual enterprises (that submitted either financial reports or income tax declarations), but did not focus on entrepreneurship or entrepreneur activity in its modern definition⁹ that differentiates entrepreneurs from other business owners/runners by doing business differently, whether that be through identifying new products, processes or markets that increase the likelihood of success, employment, productivity and efficiency of their company. Therefore, clearly not all businesses are entrepreneurial despite the fact that they take risks, create products, employment, revenue and taxes.

The variety of policy goals and the way in which they can be measured (jobs created, wealth created) immediately points to the notion that entrepreneurship manifests itself in many ways and, so, is a multi-faceted phenomenon that cannot be measured with a solitary indicator but rather a basket of indicators.

Considering the current increased users' demand for statistical information on business activity as a whole, and entrepreneurship through gender perspective in particular, the necessity occurs to produce updated data, of better quality, coverage and relevancy.

United Nations Statistics Division and UN Women are implementing the Evidence and Data for Gender Equality (EDGE) project¹⁰ to improve methodology and data collection in this area. The Organization for Economic Cooperation and Development has prepared a framework¹¹ for a sounder basis for internationally comparable indicators of entrepreneurship. Moldova is one of the target countries in the project "Interregional cooperation to strengthen national capacities to measure progress in achieving gender equality and women's empowerment" financed from the United Nations Development Account. In the framework of these initiatives, on June 30-July 1 2015 the statisticians from Moldova, UNECE and UNSD gathered together with the national policy-makers, civil society and academia to present and discuss the international concepts and practices on measurement of entrepreneurship by gender, including the definitions to be applied in Moldova and data collection actions to be undertaken.

In this context, it is envisaged that NBS in 2015 will develop and agree on a list of indicators and of a national conceptual framework on measurement of entrepreneurship from a gender perspective taking into considerations different data sources available.

One of the UN Joint Project's targets in 2015 is to assist the Government in agreeing on the national concepts of entrepreneurship measurement by gender in Moldova and needed preparations for development of a conceptual methodological framework to be applied in producing data on entrepreneurship from gender perspective by NBS. Thus, the Project's purpose is also to contribute to the improvement of sex-disaggregated data made available to decision-makers and planners within the Moldovan (central and/or local) public authorities and supporting institutions so that government policy, implementing partners' planning and programming on gender equality in entrepreneur opportunities is properly informed and evidence-based.

Scope of work and expected outputs

The Joint UN Project on Strengthening the National Statistical System is to hire **one national consultant who will develop the statistical methodological framework on measuring entrepreneurship from gender perspective in Moldova.**

The expected output will represent a set of documents, namely feasibility analyses with recommendations on list of indicators, notions and definitions, methodology, data sources and type of surveys, to be applied by NBS through data collection exercise starting with in 2016.

The consultancy will be based on the knowledge and practical experience of the selected consultant regarding the entrepreneurial activity in the country, familiarity and application of international concepts and the pertinent national legal and regulatory framework in the field.

On behalf of NBS, as the main Project's partner, the participation and necessary involvement of representatives of the social and business statistics divisions will be ensured. Activities envisaged under the present task will contribute to the achievement of mid-term priorities of NBS and will be carried out in accordance with the Law of RM on Official Statistics, the Law on Ensuring Gender Equality between Women and Men and other national/ sector policy and regulatory documents and in compliance with international standards in official statistics and relevant best practices of other countries.

Main Tasks and Responsibilities

Under the overall supervision of UNDP, in partnership with the Project's counterparts, the consultant is expected to perform the following activities:

1. Desk review

- 1.1. Get acquainted with the results of previous activities undertaken so far by the NBS and involved stakeholders in the area of concern for the present assignment in Moldova;

⁹ Although there is the lack of single definition, still a few the most recent are: 1. Entrepreneurship is the mindset and process to create and develop economic activity by blending risk-taking, creativity and/or innovation with sound management, within a new or an existing organization, by *Commission of the European Communities, 2003*; 2. Entrepreneurs are those persons (business owners) who seek to generate value, through the creation or expansion of economic activity, by identifying and exploiting new products, processes or markets (*by OECD/EUROSTAT Entrepreneurship Indicator Programme*).

¹⁰ More information available at <http://unstats.un.org/unsd/gender/EDGE/about.html>.

¹¹ Available at <http://www.oecd.org/std/aframeworkforaddressingandmeasuringentrepreneurship.htm>.

- 1.2. Analyse the national legislation and regulatory framework on entrepreneurship and international and European standards and regulations as regards entrepreneurial and gender statistics;
- 1.3. Review the concepts, definitions and data sources available at the national level (NBS, Ministry of Economy, Ministry of Justice and other stakeholders, including civil society) in order to produce data on women's entrepreneurship;
- 1.4. Review other available resources on the related topic: printed and electronic publications, including national and international guidelines, reports, methodologies, best practices of EU countries, as well as relevant legislation and regulations applicable for the sector to be covered;
- 1.5. Propose *own approach* for the expected activities and detailed work plan that encompasses the above-mentioned objectives and discuss them with Project stakeholders;

2. Development of statistical methodological framework on measuring entrepreneurship from gender perspective in Moldova

- 2.1. Conduct *analysis of available indicators and data sources* at national level which provide information on entrepreneurship and entrepreneurs as well. The respective document will contain a comprehensive analysis of data gathered from official, administrative and other data sources available within NBS (Business Register, short term statistics, Annual Structural Survey, Labour Force Survey etc.), Ministry of Economy, Ministry of Justice and other sources if needed and relevant;
- 2.2. Develop the *methodological framework* for statistical measurement of entrepreneurship from gender perspective that will consist of:
 - operational *definitions* of entrepreneurs, entrepreneurial activity and entrepreneurship taking into considerations national legislation and international recommendations;
 - a list of statistical *indicators* concerning entrepreneurship from gender perspective according to EU, WB and OECD recommendations. The respective indicators should be *analysed and reviewed against existing regulatory provisions* related to this area in the country. This should result in a matrix of indicators containing pros and cons, data sources, type of survey, periodicity, coverage etc.;
 - advice for NBS on *type of surveys and source of data* to be used, including the rationale for every sources and data producers;
 - recommendations for *methodology of statistical survey on enterprises* to measure entrepreneurship from gender perspective aiming to provide additional information on "business demography" and needed information to reveal the factors which determine the success and growth of entrepreneurship. This analysis will contain detailed description of type of survey (stand alone survey or ad-hoc module), frame and target population, coverage, etc.;
 - advices on topics to be covered in Enterprise Survey;

The above outputs will be validated through consultation with concerned stakeholders, academia and civil society.

3. Other activities

- 3.1. On the basis of the undertaken work, *identify gaps* in the entrepreneurship related *legislation/strategic documents* and make *recommendations* for their improvement aiming to ensure the harmonisation of the national legal framework with the international/EU recommendations in the field;
- 3.2. Participate in a public event, with the participation of concerned stakeholders, aimed to *present the proposed methodological framework* to be tested and used for measurement of entrepreneurship from gender perspective, results achieved and outputs delivered, to gather participants' feedback;
- 3.3. *Advocate for the delivered results* and contribute to the increase of awareness and understanding of partner institutions regarding the role of data on women's entrepreneurship in the process of policy formulation, monitoring and impact evaluation;
- 3.4. Develop the activity report on consultancy undertaken, including description of stages passed, resources used, results obtained versus expected, impact of obtained results, risks overcome, problems faced, lessons learned, conclusions and next stage recommendations (the structure of the report will be in advance agreed with the Project).

The contracted consultant will ensure a high level of analytical support, efficient communication and cooperation with the Project and national relevant institutions. The success of given activity can be ensured only by team work of all partners involved via active participation at all the stages of the assignment and the contracted consultant should play the role of guarantor of these joint effort.

Deliverables and Timeframe

Performing the mentioned above activities, the consultant will be responsible for delivering of the following outputs, comprising the main milestones:

<i>Deliverable</i>	<i>Tentative timeframe</i>
1. Working approach and detailed Action Plan	In 1 week from contract date
2. Inception report on desk-review and analysis of available indicators and data sources at national level which provide information on entrepreneurship/ entrepreneurs	In 3 weeks from contract date
3. Methodological framework for statistical measurement of entrepreneurship from gender perspective(including definitions, matrix of indicators and their analysis against regulatory provisions, recommendations on type of surveys, source of data, statistical methodology for future use)	In 2 months from contract date
4. Handouts for public presentation of outputs to the key stakeholders and narrative report on undertaken assignment	In 3 months from contract date

All the deliverables should be agreed with NBS and the Project Team and be provided in Romanian, hard and electronic copy. Final deliverables will be also provided in English.

Estimated Duration of the Contract

The activities under the present assignment are expected to commence in September and be completed by the end of November 2015. The volume of consultancy has been estimated at up to **30 working days overall per whole assignment** (full days of 8 hours) (*could be*

changed if correspondingly justified) during which all the activities and outputs/results envisaged under the present assignment are expected to be performed.

Note: The mentioned number of working days has been estimated as being sufficient/ feasible for the envisaged volume of work to be completed successfully and is proposed as a guideline for the duration of assignment, and it can not be used as criteria for completion of work/assignment. The provision of envisaged deliverables approved by the Project partners and concerned national stakeholders would be the only criteria for the Contractor's work being considered completed and eligible for payment/s.

Qualifications and Skills Required

The consultant is expected to comply with the following qualification criteria:

Education:

- Master **degree** in economics, statistics, accounting and/or other science related to areas relevant for the assignment;
- Additional **certifications** in the area of gender equality or other relevant area (*will be an asset*);

Experience:

- At least 5 years of professional **experience** (executing function, teaching, advising, managing, etc.) in areas related to business or entrepreneurial activity, inside the country or outside;
- At least 3 records of practical experience related to the development (or participation at) **analytical and methodological works** in the area of entrepreneurship or business (methodologies for calculation of economic/business indicators, designing of questionnaires, research articles, thematic analysis, assessments, evaluations, reviews, policy advice, legislation adjustments, etc.);
- Experience of **gender sensitive analysis** (*will be an asset*);
- Experience of collaboration with **Government**, preferably in area/s relevant for the present assignment;
- Experience in working with **development partners** and UN agencies in particular;

Competencies and Skills:

- Knowledge of the peculiarities of **statistical sector** (statistical processes, notions, requirements, etc.), especially in economic/business and gender statistics confirmed through appropriate data use;
- Knowledge of the national business and/or entrepreneurial activity related **legislation and policy framework**;
- Familiarity with **international standards and best practices**, terminology and definitions used in the field of business and/or entrepreneurial activity statistics (*will be an asset*);
- Strong **analytical** and writing **skills**;
- Excellent communications skills in Romanian; Good knowledge of English;

Personal Qualities and other requirements:

- Good interpersonal skills, solid judgment/decision making, initiative and creativity;
- Availability to work with UNDP and Project's national stakeholders during the indicated/approved period;
- Proven commitment to the core values of the United Nations, in particular, respecting differences of culture, gender, religion, ethnicity, nationality, language, age, HIV status, disability, and sexual orientation, or other status.

UNDP Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

Organizational Settings

The national consultant is expected to work in a close cooperation with the staff of the National Bureau of Statistics, Ministry of Economy, National Institute for Economic Research, UNDP and UN Women and keep them updated on the progress on periodical basis. The consultant will work both inside (being provided with working space, access to Internet, printer and telephone line) and outside the project office, based within the premises of the NBS.

All deliverables and reports shall in be submitted to the UNDP Project Manager who is responsible for approving the reports and deliverables (with prior coordination with national counterparts). The Portfolio Manager will supervise the progress and quality of each stage and the overall process.

Financial arrangements

Payments will be disbursed in instalments upon submission and approval of deliverables and certification by Project Manager, that the services and products were satisfactorily performed.

Performance Evaluation

Contractors' performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

Travel Requirements

During the contract period no travel is required.

Submission of proposals

The submission package will consist of:

1. Technical Proposal explaining how applicant responds to each of the qualification requirements and why he/she is the most suitable for the work, as well as a short vision on achievement of tasks.
2. Personal information (as a detailed CV or as a Personal History Form /P11) including records on past experience in similar projects/assignments and concrete outputs obtained;
3. Financial proposal (in USD, specifying a total lump sum amount and the number of anticipated working days).