

## TERMS OF REFERENCES

Job title:	<b>National consultant to develop the statistical toolkit for data collection on entrepreneurship from gender perspective</b>
Application Deadline:	25 July 2016
Expected Duration of Assignment:	August-October 2016, 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 and Specific Context

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.

#### Legal framework

At the national level, according to the main National development strategy Moldova 2020 by 2020<sup>1</sup> creation of new enterprises is to be encouraged by the authorities through support to entrepreneurial spirit, among **women** in particular, whose share was only about 28% among entrepreneurs<sup>2</sup>. At the sector level, the main strategic document aimed to regulate the entrepreneurial activity in the country is the *Strategy on Development of Small and Medium Enterprises for 2012-2020*<sup>3</sup> and its *Action Plans*. The second action plan for 2015-2017 has been complemented with a separate priority on development of women's entrepreneurship, including, among many others, three actions dedicated to its measurement of entrepreneurship through gender perspective.

From gender equality perspective, the *Law on ensuring equal opportunities for women and men*<sup>4</sup> stipulates the equal access to entrepreneurial activity, and the *National program on ensuring gender equality for 2010 – 2015*<sup>5</sup> envisaged stimulation of entrepreneurship and private initiatives by women. Thus, the appropriate legal framework is in place to enable the authorities in accomplishing the above mentioned objectives and to develop feasible supporting actions and measures.

#### Measurement issues

Statistical information sensitive to the gender of entrepreneurs is required for more targeted policy measures in this area. Gender sensitive statistical data are required to correctly 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. But availability of such data is limited. The latest official data available on entrepreneur activity in the Republic of Moldova, which would differentiate entrepreneurs by sex<sup>6</sup> continue to be actively used by the authorities in official papers (strategies, programs, plans) and by the academia and CSOs for research and programming purposes. Nevertheless, they are outdated and have certain methodological and conceptual limitations.

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. Efforts are needed to make available reliable statistics 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.

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.

In 2015, the Project provided support to the national counterparts (policy-makers, civil society and academia) through their familiarization (by UNECE and UNSD experts) with the international concepts and practices on measurement of entrepreneurship by gender.

<sup>1</sup> National Development Strategy Moldova 2020, [http://particip.gov.md/public/files/Moldova\\_2020\\_ENG1.pdf](http://particip.gov.md/public/files/Moldova_2020_ENG1.pdf)

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

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

<sup>4</sup> 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>

<sup>5</sup> <http://lex.justice.md/index.php?action=view&view=doc&lang=1&id=333441>

<sup>6</sup> The survey on *Conditions for creation and development of enterprises* was carried out in 2009, by NBS with the support of UNDP and UN Women, that is the only source of official statistics (quantitative thematic survey, nationally representative) on entrepreneurship from gender perspective available so far in the country.

Also, NBS was assisted with the development of **Conceptual framework on measuring entrepreneurship from gender perspective** in Moldova. It resulted in the *analysis of available data sources* (official and administrative) at national level which provide information on entrepreneurship and entrepreneurs within NBS (Business Register, short term statistics, Annual Structural Survey, Labour Force Survey etc.), Ministry of Information Technologies and Communications and Ministry of Justice (Population register), Ministry of Finance and other sources. The document also includes concepts and definition and a list of *statistical indicators* concerning entrepreneurship from gender perspective accompanied by pros and cons, data sources, type of survey, formula, feasible disaggregation. *Recommendations* were made 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 output has been reported by NBS as a completed result within the 2015 Action Plan<sup>7</sup> of the *Strategy on Development of Small and Medium Enterprises for 2012-2020* (activity 7.1.5). The methodological framework mentioned above will be used in 2016 for other activities of the Action Plan, namely the **preparation and piloting of the corresponding statistical survey on enterprises**. This is one of the UN Joint Project’s targets in 2016 and further assistance will be provided to the Government aimed to ultimately contribute to the improvement of sex-disaggregated data made available to decision-makers and planners within the Moldovan public authorities (in particular the Ministry of Economy and Ministry of Labour, Social Protection and Family) and supporting institutions (in particular Organisation for Development of Small and Medium Enterprises/ODIMM, National Employment Agency) 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 to develop the statistical toolkit for a survey on establishments to measure the entrepreneurship from gender perspective in the Republic of Moldova** in compliance with the national legal and policy framework and concerned international standards and European norms.

The expected output will represent a set of documents, namely **methodology, questionnaire and instructions for data collection** from business establishments to enable the capturing and analysis of the quantitative and qualitative characteristics that determine the entrepreneurial experience of women and men in the country. This statistical toolkit should be further used in the framework of a new module to be attached to one of NBS existing business surveys conducted on regular basis. Also, the toolkit should be applicable and tailored for both traditional and electronic (e-reporting) data collection methods– which should be piloted by NBS, with the participation of the national consultant, before the completion of present assignment. On the basis of piloting’s results the consultant should fine-tune the toolkit and provide recommendations for follow-up activities to be performed by NBS in 2017 when the full data collection in the field is to be undertaken.

The overall objective of the assignment is to provide national stakeholders with a new statistical toolkit to collect data and produce evidences for decision-making regarding challenges and perspectives for entrepreneurship development and diminishing of gender-caused disparities in this area providing equal access and opportunities for women and men entrepreneurs. Such data, generated as the result of expected module-survey, in combination with data from other available sources (official statistics and administrative) should provide the national decision-makers with complete (all) evidences on entrepreneur activity by women and men in the country.

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 divisions on business and social (responsible for gender statistics) statistics 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.

The list of national stakeholders to benefit of the results of the given assignment includes: Ministry of Economy, Ministry of Labour, Social Protection and Family, Organisation for Development of Small and Medium Enterprises/ODIMM, National Employment Agency others.

## Main Tasks and Responsibilities

Under the overall supervision of UNDP, in partnership with the Project’s counterpart, 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. This will include at least the 2009 survey and supporting gender analysis (*available online*<sup>8</sup>), methodological framework with concepts and definitions developed in 2015 (*mentioned above and to be handed to selected national consultant*), but also other relevant materials;
- 1.2. Analyse the national legislation and regulatory framework on entrepreneurship and gender equality, as well as international and European standards and regulations as regards gender statistics on entrepreneurship;
- 1.3. Review other available resources on the related topic: printed and electronic publications, including national and international guidelines, reports, methodologies, best practices of EU countries;
- 1.4. Propose *own approach* for the expected activities and *detailed work plan* that encompasses the above-mentioned objectives and discuss them with Project stakeholder;

### 2. Development of statistical toolkit on measuring entrepreneurship from gender perspective in Moldova

<sup>7</sup> 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>

<sup>8</sup> <http://www.statistica.md/pageview.php?l=ro&idc=350&id=2861>

2.1. Analyse the concepts, definitions and methodologies of business surveys available at the level of NBS and assist NBS to select the most appropriate one to which the future module on entrepreneurship by gender will be attached. Also, map the indicators produced by each current survey (short term statistics, Annual Structural Survey, Labour Force Survey, other administrative sources), that are relevant for the topic of assignment, in order to avoid their repetitive production in the framework of future module-survey.

2.2. Develop the *toolkit* for statistical measurement of entrepreneurship from gender perspective that will consist of:

- *Methodology* of future ad-hoc module in enterprises aiming to provide additional information on “business demography” and needed information to reveal the factors which determine the success and growth of entrepreneurship. It should incorporate the pertinent definitions, guidance on data collection method, methodological description of the data production, quality control procedures to be applied during data processing and list of output indicators concerning entrepreneurship from gender perspective to be generated. Also, depending on the characteristics necessary for developing & monitoring of policies, the target-groups of respondents/enterprises, the scope and the periodicity of data collection will be decided and described in the methodology;
- *Questionnaire* on the basis of which data will be collected from establishments. It should be applicable and tailored for both traditional and electronic (e-reporting) data collection methods on the basis of modern tools and web platforms in use. This envisages the description of the rules for cross-checking and quality control of fields/variables to be inputted;
- *Instructions to the questionnaire* to facilitate the data collection from business establishments, written in a clear and easy-to-use manner;

Operational definitions of entrepreneurs, entrepreneurial activity and entrepreneurship taking into considerations national legislation and international recommendations will be taken into consideration for the toolkit’s elaboration. The toolkit components will be drafted in Romanian & Russian and will be consulted and validated with the concerned national stakeholders (at least the NBS, Ministry of Economy and Organisation for Development of Small and Medium Enterprises/ODIMM, as well as others).

### 3. Carry out the piloting of the developed toolkit

- The piloting will aim at testing the methodology, questionnaire and instructions from the perspective of their relevancy, completeness, clarity and easiness to use;
- Minimum 10 establishments will be involved in the testing of the questionnaire and instructions;
- Testing results will be analysed, discussed with the NBS staff and designed toolkit will be adjusted correspondingly with the required changes;
- The testing should confirm that methodology enables collection and processing of new and required data on entrepreneurship from gender perspective, that the questionnaire contains sufficient questions to capture these data, and the output indicators to be generated by this module-survey in combination with data from other sources will provide the national decision-makers with comprehensive evidences on entrepreneur activity by women and men in the country.

### 4. Other activities

- Participate in a public round-table (or meeting) with the participation of the national counterparts (mentioned above) and NBS aimed to present the results of undertaken assignment and outputs delivered, and to gather participants’ feedback;
- Develop a brief activity report on consultancy undertaken, including attained outputs, conclusions and next stage recommendations. The report might briefly include: stages passed, resources used, results obtained versus expected, impact of obtained results, risks overcome, problems faced, lessons learned. The recommendations to be made by the consultant will refer to the next steps to be undertaken by NBS including full data collection in the field, elaboration of output tables and their final dissemination to users, as well as suggestions for further data analysis.

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>Language of deliverable</i>	<i>Tentative timeframe</i>
1. Working <b>approach</b> and detailed <b>Action Plan</b>	Romanian	In 1 week from contract date
2. <b>Draft statistical toolkit</b> on measuring entrepreneurship from gender perspective, including methodology, questionnaire and instructions for data collection from business establishments	Romanian and Russian	In 1 month from contract date
3. <b>Final statistical toolkit</b> (fine-tuned after piloting) on measuring entrepreneurship from gender perspective, including methodology, questionnaire and instructions for data collection from business establishments	Romanian and Russian	In 2 months from contract date
4. <b>Handouts</b> for public presentation of outputs to the key stakeholders and <b>narrative report</b> on undertaken assignment	Romanian (for handouts) and English (for report)	In 2 weeks from the date of deliverable 3

All the deliverables should be agreed with NBS and the Project Team.

## Estimated Duration of the Contract

The activities under the present assignment are expected to commence in August and be completed by the end of October 2016. 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 overall 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, 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).