

## Terms of Reference

### Establishing Youth Business International's knowledge, position and strategy for how it can best support youth climate entrepreneurship

#### Youth Business International

Established in 2000, Youth Business International (YBI) sits at the centre of a global network of over 60 enterprise support organisations (ESOs). This gives us a unique perspective on youth entrepreneurship across the world. YBI acts as a platform for these member organisations to exchange ideas, knowledge and insights. Together we develop and scale the most effective solutions to the critical challenges facing young entrepreneurs.

Our network is powered by not-for-profit organisations and social enterprises with a passion for empowering young people to start, scale and sustain their businesses. Locally led, locally rooted, these organisations offer young people aged between 18 and 35 a range of practical business support services from entrepreneurship, marketing and soft-skills training to digital upskilling, mentoring and access to finance.

YBI's work is continuously evolving. We collect robust data from our expert practitioners and undertake research on priority themes, sharing the knowledge of 'what works' and contributing to wider debates on economic empowerment. By convening the collective expertise of the network, we identify gaps in support for young entrepreneurs and invest in and lead the development of innovative products and services.

The YBI network effect enables organisations within the network to adapt to the ever-changing needs of young entrepreneurs and deliver high-quality, relevant entrepreneurship programmes.

Our efforts are particularly focused on disadvantaged young people, equipping them to build the skills, confidence, and connections they need to beat the odds and become successful business owners.

## Background to ToR

Alongside a growing global recognition, YBI believes that entrepreneurship has an important role to play in tackling some of the world's most pressing challenges. One of the most significant and existential challenges facing societies and ecosystems everywhere is climate change. Great steps need to be taken from across all industries and sectors to combat climate change, and mitigate and adapt to its consequences. YBI has an opportunity to support the development of climate focused entrepreneurship among young entrepreneurs, who are rooted in their communities, and can have a significant positive impact. We want to ensure we maximise the potential of this impact, by providing high quality support to our members related to climate entrepreneurship.

In recent years, we have developed support programmes which intersect with climate entrepreneurship.

**1) Social and Green entrepreneurship:** Since 2021, YBI has developed its support offering to the development of young social and green entrepreneurs, whose businesses exist primarily to tackle social and environmental challenges. Central to this is our Social and Green Toolkit, a set of practical tools and guidance taking entrepreneur support organisations (ESOs) through the journey of supporting entrepreneurs to set up and grow a successful social or green enterprise. This toolkit has been co-created with YBI members and rolled out through pilot, directly supporting over 700 young social and green entrepreneurs.

**2) Sustainable Business:** YBI has also developed its support offering for sustainable business, supporting entrepreneurs to develop business that have a clear sustainability vision, strategy and practices, regardless of its focus area. We co-created its Sustainability Toolkit alongside members, a collection of practical tools and guidance relating to E, S, G principles.

These toolkits intersect with environment and climate related entrepreneurship. However, we recognise that distinct, focused climate entrepreneurship expertise and support is needed in order to maximise the potential to support entrepreneurship that tackles climate change, and climate change mitigation and adaptation. We know that this requires specific technical expertise alongside wider entrepreneurship skills development.

**We are looking to work with a consultant to help solidify YBI's climate entrepreneurship strategy, ensuring we have maximum impact through our support for young climate entrepreneurs. The consultant will undertake research of the existing ecosystem, strategy development, service offering recommendations and develop an external report, establishing YBI's knowledge and position in the climate entrepreneurship space.**

## Objective

The objective of this work is to explore and map out what work is already being done globally to support the development of early-stage climate entrepreneurship, to assess where and how YBI can provide climate entrepreneurship support through its network to have maximum impact, and to establish YBI's knowledge, expertise and position in the climate entrepreneurship space.

Specific research objectives are:

- 1) Undertake a mapping of climate entrepreneurship support that exists globally for young entrepreneurs, assessing where the gaps and greatest needs are
- 2) Based on this, analyse where YBI can have the most impact on youth-led climate entrepreneurship, given our expertise, existing support programme, and membership
- 3) Help YBI develop its knowledge and hone its climate entrepreneurship strategy and make recommendations for service offering/s to our membership, which will lead to the future development of a practical support programme available to YBI's member
- 4) Develop an external report, capturing key research findings, recommendations and setting out YBI's strategy for climate entrepreneurship

## Key activities

	Activity	Output
1	Attend kick-off meeting with YBI staff to finalise detailed research brief and methodology (interviews plus desk research)	Submission of agreed work plan
2	Conduct a comprehensive mapping and review of organisations and programmes that are providing climate entrepreneurship support. Identify key gaps and prioritise areas of need that require support. Given YBI's memberships, programmes and the way we work, assess where YBI might be able to positively impact youth-led global entrepreneurship.	Review report with the following suggested structure: <ol style="list-style-type: none"><li>1. <i>Introduction</i></li><li>2. <i>Brief description of review process</i></li><li>3. <i>Summary of climate entrepreneurship support already provided, including:</i><ol style="list-style-type: none"><li>a. <i>List of key organisation, institutions and support programmes</i></li><li>b. <i>What type of support is being provided, including key global and regional trends</i></li></ol></li></ol>
3	Identify key gaps and prioritise areas of need that require support.	Mapping of key gaps and assessment of where more support is needing, specific to youth-led climate entrepreneurship

		globally, and across regions most impacted by the consequences of climate change
4	Based on the findings in 2 and 3, and on YBI's membership, programmes, impact and ways of working, make strategy recommendations for where and how YBI can have most impact on climate entrepreneurship development, including entrepreneurship focusing on climate change reduction, climate change mitigation and adaptation.	Report with recommended strategy
5	Recommendations for a service offering or service offerings around support for climate entrepreneurship that YBI could develop (or co-create with members) and then roll out across its membership, including service offering recommendations for target regions based on how they are affected by climate change	Report listing service offering recommendations
6	Presentation of draft strategy report and service offering recommendations to a review panel comprising key YBI staff and network members for feedback and discussion to inform final submission	Final report incorporating feedback
7	Presentation of final report to YBI staff and network members via webinar	Final report incorporating feedback
8	Creation of external report which shares knowledge and expertise, captures learnings, strategy development and recommendations, as captured above, which can be shared publicly and with key partners, and which helps build YBI's voice and position when it comes to climate entrepreneurship	Written report to be designed for publication
9	Provide handover support to key team members including additional consulting support, who will co-create the service offering/s with and for YBI members based on this work, as the next phase of development of YBI's climate entrepreneurship support programming	Development of clear, detailed handover notes, shared over email and discussed in up to three calls or face-to-face meetings (depending on geography)

## Expected deliverables and indicative time frame

	Deliverable	Timeline
1	Submission of agreed work plan	By 18 November 2024
2	Review report with the following suggested structure: <ul style="list-style-type: none"> <li>4. <i>Introduction</i></li> <li>5. <i>Brief description of review process</i></li> <li>6. <i>Summary of climate entrepreneurship support already provided, including:</i> <ul style="list-style-type: none"> <li>c. <i>List of key organisation, institutions and support programmes</i></li> <li>d. <i>What type of support is being provided, including key global and regional trends</i></li> </ul> </li> </ul>	By 10 January 2024
3	Mapping of key gaps and assessment of where more support is needing, specific to youth-led climate entrepreneurship globally, and across regions most impacted by the consequences of climate change	By 10 January 2024
4	Report with recommended strategy	By end of January 2025
5	Report listing service offering recommendations	By middle of February 2025
6	Final report incorporating feedback	By end of February 2025
7	Slide deck with notes for future presentation by YBI	By middle of March 2025
8	Written report to be designed for publication	By end of March 2025
9	Development of clear, detailed handover notes, shared over email and discussed in up to three calls or face-to-face meetings (depending on geography)	By end of June 2025

## Consultant requirements

The consultant/consultancy team should possess:

- Expertise in climate entrepreneurship support market research, preferably in conducting large-scale reviews
- Demonstrable knowledge of, or experience with, climate entrepreneurship support
- Technical skills in data collection and analysis
- Skills in strategy development
- Experience of publishing external reports/articles
- Project management skills
- Excellent written/verbal communication skills - proficiency in English; Spanish desirable

## Budget

The maximum budget for this consultancy is US \$33,000 (including VAT and taxes)

## Submission of proposals

Proposals for conducting this consultancy must be submitted in English to Anna Chojnicka, Head of Responsible Business, at [anna.chojnicka@youthbusiness.org](mailto:anna.chojnicka@youthbusiness.org) by **9.00 am (GMT) on Monday 4 November 2024**. Proposals must include:

- CV (max two pages) for each consultant involved
- Two examples of comparable work
- Links to any relevant external reports/articles that consultant/s have published
- Technical proposal (max five pages) including: understanding of the work to be completed; methodology; detailed work plan with timeline
- Financial proposal separating out fees and any expenses
- 3 professional references

Proposals will be reviewed by YBI's Network Team, and the process may include a short phone call or interview. Outcomes will be communicated to all applicants one week after the application deadline.

For any questions, please contact Anna Chojnicka by email.

## Privacy statement

YBI promises to respect any personal data you share with us. We aim to be clear about why we need to collect your data and we will not do anything you wouldn't reasonably expect. We store all data securely and restrict access to only those people necessary. This may include other agencies, which are bound by Confidentiality agreements. In accordance with the General Data Protection Regulation (GDPR) and Data Protection Act, we want and strive to ensure that the data we hold is accurate, adequate, relevant and not excessive. We will only retain it for as long as we need it. Please see our Data Protection policy to find out more.

You have the right to a copy of all the information we hold about you. To obtain a copy, write to the Data Protection Officer at YBI. The most efficient way to do this is by email to [info@youthbusiness.org](mailto:info@youthbusiness.org), including the words "**Subject Access Request**" in the *subject line*. We aim to reply as promptly as we can and, in any case, within the legal maximum of 1 month.