P3.S2.T3 Call for applications and conditions for MEs support

*Example to be adapted by the National Society*

**Micro entrepreneurship support**

Call for applications and conditions

Call for applications

Brief Description of the National Society

The International Red Cross and Red Crescent (RC/RC) Movement is an international [humanitarian](https://en.wikipedia.org/wiki/Humanitarianism) movement with approximately 97 million [volunteers](https://en.wikipedia.org/wiki/Volunteering), members and staff worldwide, which was founded to protect human life and health, to ensure respect for all human beings, and to prevent and alleviate human suffering. Within it there are three distinct organizations that are legally independent of each other, but are united within the movement through common basic principles, objectives, symbols, statutes and governing organizations.

Brief description of the project and outcomes

Within the framework of the project/program <project/program name>, funded by <donor> in order to promote productive activities (micro-entrepreneurship) in the <area>, with <target group/s>. It has been planned to support individuals/ groups of people/associations in microenterprise proposals. ,

<National Society> Through its Livelihoods area to favour the integration into the labour market of people who have it more difficult, it supports vulnerable people and communities to improve their life options, through the development of their personal capacities and access to opportunities, support for people with an interest in entrepreneurship.

In a highly complex social, economic and business context due to the effects of <the pandemic/shock/crisis/ …> and where entrepreneurs <target group/s> are among one of the most affected groups, < National Society > announces the edition of this call to support micro-entrepreneurship initiatives.

1. Objective

The objective is supporting microentrepreneurs through (*examples*):

* Initial start-up to support business creation, recovery or consolidation
* Strengthening the capacities of microentrepreneurs: enhance or upgrade technical/professional skills, business management skills, sector information and a mindset to begin successful small businesses.
* Technical and follow-up support-
* ….
1. Categories:

*(example)*

1. **NEW CREATION CATEGORY;** Aimed at supporting <entrepreneurs/groups> that have the purpose of starting a micro-entrepreneurship in <intervention area/s> and <sector/s/subsector/s[[1]](#footnote-1)>.
2. **RECOVERY CATEGORY;** Aimed at supporting <entrepreneurs/groups> with businesses set up in <intervention area/s> and < sector/s/subsector/s 1> with a creation date prior to <day> of>month> 20XX and who have been affected by <crisis/shock> and need support to continue their business activity in <intervention area/s> and < sector/s/subsector/s 1>.
3. **CONSOLIDATION CATEGORY;** Aimed at supporting entrepreneurs with businesses set up in <intervention area/s> and < sector/s/subsector/s 1> with a creation date after <day> of>month> 20XX and who need help to consolidate their business activity.
4. Financial aid

Helps <**economic/in-kind > will have a maximum value of <import> <currency> for each microenterprise <person/group>.**

The direct aid will have the objective of supporting entrepreneurs, being able to invest in the following concepts;

* Rental of business premises
* Equipment
* Payment of supplies
* Goods
* Marketing (training expenses, advertising, corporate image, website, etc.)
* Employees’ salaries...
* Physical rehabilitation
* Other services necessary for the normal operation of the business

In addition, entrepreneurs may receive training and/or support for <business management/skills upgrade/etc.>

<number> financial aid will be given to < entrepreneurs/groups> who, comply with the eligibility criteria (point 4.1.) and priority criteria (point 4.2.), and obtain a better evaluation of their applications submitted.

Therefore, financial aid will be given to a total of <number> entrepreneurial people from among all the candidatures that are presented based on these bases.

1. Eligibility and priority criteria

People who are part of any of the following <target group/s> and who meet the following criteria can be eligible:

* 1. **Eligibility criteria (mandatory fulfilment):**
* Intervention area/s
* Target group/s (e.g. refugees, returnees, IDPs, ..)
* Sector/s
* Less than ten employees
* Eligibility criteria per category

*(Examples of eligibility criteria for recovery or strengthening business):*

* + Affected by < crisis/shock/etc.> (e.g. Partially totally/ totally damaged, the business has a high degree of non-structural damage and/or the inventory is highly damaged, etc.)
	+ Business is the primary source of income for the owner’s households
	+ Essential restoration work to resume business activities would not exceed <amount> <currency>
	+ Etc.
	1. **Household vulnerability criteria (**weighting**):**

*(Examples of priority criteria for recovery or strengthening business):*

* Business owner’s household has no financial capacity to < start/recover/strengthen>
* Business owner’s household (HH) lost the head of household due to < crisis/disaster/...> or head of household has been critically injured/disabled due to the crisis/disaster.
* Business owner’s HH with:
* No other source of income
* More than <number> members
* Member/s above 60 years old
* Member/s less than 5 years old
* Member/s with chronic illness and/or physical disabilities
* Member/s with mental disorders or cognitive disabilities
* Member/s who are not able to work
* Pregnant/Lactating female

…

* 1. **Business proposal criteria**

The candidatures presented by the entrepreneurs will be evaluated based on the following objective criteria *(examples);*

|  |  |
| --- | --- |
| Business proposal criteria | Aspects to assess |
| **1** | **BUSINESS FEASIBILITY** | Economic feasibility (including **the marketing aspects),** financial viability, possible risks and mitigation measures. |
| **2** | **BACKGROUND OF THE MICROENTREPRENEUR**  | Background of the entrepreneur in this type of entrepreneurship, experience, skills, knowledge of the market, business skills, etc. |
| **3** | **ACCES TO ADECUATE SPACE**  | The microentrepreneur has (or can access) an adequate space (if needed) to perform the activity. |
| **4** | **MOTIVATION OF THE EXTREPRENEUR** | What is the motivation and attitude of the microentrepreneurs towards the project? |
| **5** | **DIFFERENTIAL VALUE**  | Differentiating characteristics of the products and/or services offered by the entrepreneur.  |
| **6** | **INCORPORATION OF DIGITAL TRANSFORMATION** | Digital approach to the micro-entrepreneurship in reference to its digitization and digital marketing: online. |
| **7** | **EMPLOYMENT CREATION** | Jobs are generated by the entrepreneur within their activity. |
| **8** | **GREEN RESPONSE** | The projects contribute to reducing environmental footprint  |
| **…** | **…** | … |
|  |  |  |

1. Presentation of candidatures

Entrepreneurs will be able to formalize their candidatures from the launch of the call, <day> of <month> 20XX, until the end of <day> of <month> of 20XX at <XX: XX> time zone hours of <country/region>.

The candidatures may be presented as reported by entrepreneurs with started businesses that continue with their business activity.

**Entrepreneurs may submit their applications exclusively to one of the categories described in point 4** and provided they meet the eligibility criteria specified in point 3.

1. Presentation of candidatures and documentation.

To formalize their candidatures, entrepreneurs must:

* **Complete the Application form for MEs support,** available here
* **Proof of identity document <indicate according to country>**

**and submit your applications by sending them via email <**name@nationalsociety.country**> before** of <day> of <month> of 20XX at <XX: XX> time zone hours of <country/region>, indicating in the subject Application form for MEs support - <**your name>.**

**Alternatively, they may submit their applications in sealed envelopes <indicate place> before** of <day> of <month> of 20XX at <XX: XX> time zone hours of <country/region>, indicating in the envelope Application form for MEs support - <**your name>.**

1. Evaluation of the candidatures.

Once the deadline established in the calendar of the call for the reception of applications has expired, a first evaluation will be carried out through a committee made up of a minimum of <odd number> persons designated by <National Society> of the <Red Cross/Red Crescent> from different areas.

This expert commission will proceed to assess each application submitted by entrepreneurs based on the established evaluation criteria: household vulnerability (4.2) and business proposal criteria (4.3.) proposal and taking into account the information contained in the Application form for MEs support submitted.

Applications will be weighted considering the following scores, and may have a maximum of 100 points *(example):*

Weighting the vulnerability criteria <number> %

|  |  |  |
| --- | --- | --- |
|  | Vulnerability criteria | Maximum score |
| **1** | **NO SOURCE OF INCOME**  | <number> POINTS. |
| **2** | **MEMBER/S WITH CHRONIC ILLNESS AND/OR PHYSICAL DISABILITIES** | <number> POINTS. |
| **3** | **PREGNANT/LACTATING FEMALE** | <number> POINTS. |
| **…** | **…** |  |
|  |  |  |

Weighting the business proposal criteria <number> %

|  |  |  |
| --- | --- | --- |
|  | **Business proposal criteria**  | Maximum score |
| **1** | **ECONOMIC FINANCIAL VIABILITY** | <number> POINTS. |
| **2** | **BACKGROUND OF THE MICROENTREPRENEUR**  | <number> POINTS. |
| **3** | **MOTIVATION OF THE ENTREPRENEUR**  | <number> POINTS. |
| **4** | **ACCES TO ADECUATE SPACE**  | <number> POINTS. |
| **5** | **DIFFERENTIAL VALUE**  | <number> POINTS. |
| **6** | **INCORPORATION OF DIGITAL TRANSFORMATION** | <number> POINTS. |
| **7** | **EMPLOYMENT CREATION** | <number> POINTS. |
| **8** | **GREEN RESPONSE** | <number> POINTS. |
|  |  |  |
| **…** | **…** |  |
|  |  |  |

The expert commission will select the <number> proposals that obtain the highest score once evaluated according to the established criteria.

The list of applicants will be published indicating whether the proposal has been **Approved** or **Rejected**. In the case of applications that have been rejected, the reason for the rejection will be indicated and a period will be opened for corrections, if applicable.

Subsequently, member/s of the Livelihoods team will visit the households of the Approved proposals for verification, who will assess the vulnerability and the score obtained with the different weighting criteria, and issue a recommendation. Those with a favourable recommendation will be passed on to the Selection Committee for final selection. The final list of selected proposals will be published in <National Society adverting means>.

Prior to the delivery of the aid, a Memorandum of Understanding will be signed with the beneficiaries, establishing the conditions for the use and justification of the aid.

1. Data Protection

The participation of the entrepreneurs (hereinafter referred to as the participants) in the <Name of the call/contest> by submitting their candidacies necessarily implies the treatment by the Red Cross of the personal data of the participants.

Therefore, in compliance with the provisions of the <current regulations for the Protection of Personal Data in the country> <National Society> informs that all personal data and information that are provided to participate in the contest will be incorporated into a file owned by it. and treated with the purpose of managing them, for the identification and communication with the people participating in it, as well as the evaluation of the candidatures presented. The Data will be kept during the development of the contest and will not be transferred to third parties, except for legal obligation.

(Check and complete with local regulations)

1. Assignment of intellectual property rights and image (opcional)

(Adapt to the national society standard)

The people participating in the awards following the indications of the call, by the mere fact of their participation, assign to <National Society>, free of charge, in a non-exclusive way and with the power to assign to third parties, all the rights of image, reproduction and public communication arising from the audiovisual recordings sent, for their use, reproduction and public communication, without temporal or territorial limit and through any modalities of exploitation, formats and/or means of diffusion, either individually or in conjunction with other.

Therefore, all rights to images and content related to participation in the prizes are owned by <National Society> and the participants will not be entitled to any financial compensation for their use in accordance with the provisions of these conditions.

Participants also guarantee that they are holders of the intellectual property rights and image that derive from their participation in the prizes that they send to <National Society>, holding said entity harmless from any claim, judicial or extrajudicial from third parties for such circumstance.

In the event that the image, voice or silhouette of third parties appears in any activity related to these awards, the participant declares to have obtained their express authorization, so <National Society> may use and publish such videos/images in the terms exposed, without for this reason having to pay back the person/s whose image, voice or silhouette appear in the video and documentation sent by the participant. For these purposes, <National Society> may request the latter to facilitate the accreditation of said authorization.

Finally, the participants authorize <National Society> to reproduce and use their name and surname and other information on its website, as well as their image, within the framework of their participation in the prizes, free of charge and without temporal or territorial limitation.

1. Bases

*(Adapt to the national society standard)*

Participation in the awards implies full acceptance of these bases and express submission to the interpretative decisions that may be adopted during the same by the <National Society> without any claim being derived from the <National Society> for modifying these bases if so deem it convenient.

For these purposes, the <National Society> reserves the right to declare void the established grants of all or any of the categories because it understands that the candidatures presented by the entrepreneurs do not meet the required qualities, it also reserves the right to exclude the participation of those candidatures. that they do not respect the principles of the <National Society>, that they may be suspected of violation of the rights of third parties or that they do not respect these bases, without any claim of responsibility for damages in this order being derived from the <National Society>.

Nor will the <National Society> be responsible for any loss of data in the reception of applications due to problems in email, malfunction of the platform, improper use of third parties or unauthorized impersonation that, despite the security measures adopted, could affect communication.

The <National Society> does not take charge or assume any expense or charge that the participants may incur for the mere fact of attending the call, nor does it incur travel, accommodation or transportation expenses that the participants may incur for the receipt of the help or attendance at events related to the contest unless authorized in advance and in writing.

1. In case of having prioritized some sectors [↑](#footnote-ref-1)