

Research Terms of Reference

Entrepreneurship Assessment

MDA2405

Republic of Moldova

[01.06.2024]

[1]

REACH Informing
more effective
humanitarian action



1. Executive Summary

Country of intervention	Republic of Moldova				
Type of Emergency	<input type="checkbox"/>	Natural hazard	<input checked="" type="checkbox"/>	Conflict	<input type="checkbox"/> Other (<i>specify</i>)
Type of Crisis	<input checked="" type="checkbox"/>	Sudden onset	<input type="checkbox"/>	Slow onset	<input type="checkbox"/> Protracted
Mandating Body/ Agency	United Nations High Commission for Refugees (UNHCR)				
IMPACT Project Code	67BCL				
Overall Research Timeframe (<i>from research design to final outputs / M&E</i>)	10/04/2024 to 01/11/2024				
Research Timeframe <i>Add planned deadlines (for first cycle if more than 1)</i>	1. Pilot/training: 24/06/2024		6. Preliminary presentation: 23/09/2024		
	2. Start data collection: 01/07/2024		7. Outputs sent for validation: 27/09/2024		
	3. Data collected: 26/07/2024		8. Outputs published: 11/10/2024		
	4. Data analysed: 16/08/2024		9. Final presentation: 18/10/2024		
	5. Data sent for validation: 18/08/2024				
Number of assessments	<input checked="" type="checkbox"/>	Single assessment (one cycle)			
	<input type="checkbox"/>	Multi assessment (more than one cycle) <i>[Describe here the frequency of the cycle]</i>			
Humanitarian milestones <i>Specify what will the assessment inform and when</i> <i>e.g. The shelter cluster will use this data to draft its Revised Flash Appeal;</i>	Milestone		Deadline (can be tentative)		
	<input checked="" type="checkbox"/>	Donor plan/strategy	01/11/2024		
	<input type="checkbox"/>	Inter-cluster plan/strategy	_/_/_/_/_		
	<input type="checkbox"/>	Cluster plan/strategy	_/_/_/_/_		
	<input type="checkbox"/>	NGO platform plan/strategy	_/_/_/_/_		
	<input type="checkbox"/>	Other (Specify):	_/_/_/_/_		
Audience Type & Dissemination <i>Specify who will the assessment inform and how you will disseminate to inform the audience</i>	Audience type		Dissemination		
	<input checked="" type="checkbox"/> Strategic <input checked="" type="checkbox"/> Programmatic <input type="checkbox"/> Operational <input type="checkbox"/> [Other, Specify]		<input checked="" type="checkbox"/> General Product Mailing (e.g. mail to NGO consortium; HCT participants; Donors) <input checked="" type="checkbox"/> Cluster Mailing (Education, Shelter and WASH) and presentation of findings at next cluster meeting <input checked="" type="checkbox"/> Presentation of findings (e.g. at HCT meeting; Cluster meeting) <input checked="" type="checkbox"/> Website Dissemination (Relief Web & REACH Resource Centre)		

		<input type="checkbox"/> [Other, Specify]
Stakeholder mapping <i>Has a detailed stakeholder mapping been conducted during research design to identify all actors that could contribute to and/or benefit from the research?</i>	<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No
General Objective	To profile a selection of established Moldovan and refugee entrepreneurs, as well as aspiring entrepreneurs within the refugee community, and assess the entrepreneurship landscape for those, operating or aspiring to operate a small or medium-sized enterprise in the Republic of Moldova in 2024, with the aim of informing the planning of livelihood strategies.	
Specific Objective(s)	<ol style="list-style-type: none"> 1. Examine the profiles of a selection of established Moldovan and refugee entrepreneurs, and the profiles of their enterprises, as well as the profiles of aspiring entrepreneurs within the refugee community. 2. Assess the motivations of established Moldovan and refugee entrepreneurs or aspiring entrepreneurs within the refugee community for establishing businesses, and to what extent entrepreneurship is regarded as an effective strategy for livelihood consolidation and refugee integration in Moldova. 3. Explore the challenges and obstacles faced by established Moldovan and refugee entrepreneurs, as well as aspiring entrepreneurs within the refugee community, in launching and managing their businesses in Moldova, considering the coping mechanisms leveraged in response to such challenges. 4. Identify available opportunities and initiatives accessible to established Moldovan and refugee entrepreneurs, as well as aspiring entrepreneurs within the refugee community, to support their businesses. 5. Identify recommendations for enhanced participation in entrepreneurship by the host and refugee communities. 6. Evaluate, using a gendered lens, the experiences and opportunities of male and female entrepreneurs as well as the potential need for gendered policy interventions. 	
Research Questions	<ol style="list-style-type: none"> 1. What are the key characteristics of the profiles of selected entrepreneurs and their businesses? 2. What are the motivations for entrepreneurship among entrepreneurs and to what extent is entrepreneurship regarded as an effective strategy for livelihood consolidation and refugee integration in Moldova? 3. What are the main challenges and obstacles encountered by entrepreneurs when sustaining or launching and managing businesses in Moldova, as well as the coping mechanisms leveraged in response? 	

	<p>4. What opportunities and support initiatives are available to entrepreneurs in Moldova to support their businesses?</p> <p>5. What specific measures or interventions can be implemented to enhance participation in the entrepreneurship sector?</p> <p>6. How does gender influence access to resources, opportunities, and support for entrepreneurship as well as policy interventions?</p>
Geographic Coverage	Nationwide coverage, to include the North, Centre, and South regions as well as the Municipality of Chişinău.
Secondary data sources	<p>1. HIAS Moldova, Labour Market Assessment for Refugees and Asylum Seekers in the Republic of Moldova, January 2024.</p> <p>2. Alexander Newman, Luke Macaulay, Karen Dunwoodies, Refugee Entrepreneurship: A Systematic Review of Prior Research and Agenda for Future Research, June 2023.</p> <p>3. OECD, Policy Brief on Refugee Entrepreneurship, June 2019.</p> <p>4. UNHCR, Global Roadmap for Refugee Entrepreneurship, January 2023.</p> <p>5. Susanne Klink, Alex Mundt, Boosting the Socio-Economic Inclusion of Refugees from Ukraine, September 2023.</p> <p>6. Private Sector for Refugees, World Bank, Advancing Refugee Entrepreneurship: Guidelines for the Private Sector, Governments, and the Development Community, January 2023.</p> <p>7. Regional Refugee Response for the Ukraine Situation, Consultations with Woman Organisations and Refugee Women for Regional Response Plan 2024, October 2023.</p> <p>8. Regional Refugee Response for the Ukraine Situation, Gender Brief: Livelihoods and Access to Work of Refugees from Ukraine in Neighbouring Countries, May 2023.</p> <p>9. Norwegian Refugee Council, Scoping Study: Barriers to Economic Inclusion faced by Refugees from Ukraine in Romania and the Republic of Moldova, September 2023.</p> <p>10. Helvetas, Feasibility Study on Employment Opportunities, Skills Development and Social Cohesion for Ukrainian Refugees and Vulnerable Moldovan Individuals in the Republic of Moldova, May 2023.</p> <p>11. Dumitru Stratan, Perspectives for Development of Social Entrepreneurship in Republic of Moldova, 2016.</p> <p>12. Vanessa Ratten, "Entrepreneurship: Definitions, Opportunities, Challenges, and Future Directions", Global Business and Organisation Excellence 42 no.5 (2023): 79-90.</p>
Population(s)	<input type="checkbox"/> IDPs in camp <input type="checkbox"/> IDPs in informal sites
<i>Select all that apply</i>	<input type="checkbox"/> IDPs in host communities <input type="checkbox"/> IDPs [Other, Specify]
	<input type="checkbox"/> Refugees in camp <input type="checkbox"/> Refugees in informal sites
	<input checked="" type="checkbox"/> Refugees in host communities <input type="checkbox"/> Refugees [Other, Specify]
	<input checked="" type="checkbox"/> Host communities <input type="checkbox"/> [Other, Specify]
Stratification <i>Select type(s) and enter number of strata</i>	<input type="checkbox"/> Geographical #: _ _ _ Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Group #: _ _ _ Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> [Other Specify] #: _ _ Population size per strata is known? <input type="checkbox"/> Yes <input type="checkbox"/> No
Data collection tool(s)	<input checked="" type="checkbox"/> Structured (Quantitative) <input checked="" type="checkbox"/> Semi-structured (Qualitative)
	Sampling method Data collection method

Structured data collection tool #1: <i>Short structured survey with Moldovan and refugee entrepreneurs as well as aspiring entrepreneurs within the refugee community</i>	<input checked="" type="checkbox"/> Purposive <input type="checkbox"/> Probability / Simple random <input type="checkbox"/> Probability / Stratified simple random <input type="checkbox"/> Probability / Cluster sampling <input type="checkbox"/> Probability / Stratified cluster sampling <input checked="" type="checkbox"/> Snowballing <input checked="" type="checkbox"/> Convenience		<input type="checkbox"/> Key informant interview (Target #):_____ <input type="checkbox"/> Group discussion (Target #):_____ <input type="checkbox"/> Household interview (Target #):_____ <input checked="" type="checkbox"/> Individual interview (Target #): 150 (To include 100 Moldovan entrepreneurs, 25 refugee entrepreneurs, and 25 aspiring entrepreneurs from the refugee community) <input type="checkbox"/> Direct observations (Target #):_____ <input type="checkbox"/> [Other, Specify] (Target #):_____ 	
Semi-structured data collection tool (s) #1: <i>IIIs with established Moldovan and refugee entrepreneurs</i>	<input checked="" type="checkbox"/> Purposive <input checked="" type="checkbox"/> Snowballing <input checked="" type="checkbox"/> Convenience		<input type="checkbox"/> Key informant interview (Target #):_____ <input checked="" type="checkbox"/> Individual interview (Target #): 16 (To include: 8 Moldovan entrepreneurs (4M & 4F) & 8 refugee entrepreneurs (2M & 6F)) <input type="checkbox"/> Focus group discussion (Target #):_____ <input type="checkbox"/> [Other, Specify] (Target #):_____ 	
Semi-structured data collection tool (s) #2: <i>FGDs with aspiring entrepreneurs within the refugee community</i>	<input checked="" type="checkbox"/> Purposive <input checked="" type="checkbox"/> Snowballing <input type="checkbox"/> [Other, Specify]		<input type="checkbox"/> Key informant interview (Target #):_____ <input type="checkbox"/> Individual interview (Target #):_____ <input checked="" type="checkbox"/> Focus group discussion (Target #): 4 (Each FGD to include 4-6 participants) <input type="checkbox"/> [Other, Specify] (Target #):_____ 	
Semi-structured data collection tool (s) #3: <i>KIIs with experts in the entrepreneurship sector in Moldova</i>	<input checked="" type="checkbox"/> Purposive <input checked="" type="checkbox"/> Snowballing <input type="checkbox"/> [Other, Specify]		<input checked="" type="checkbox"/> Key informant interview (Target #):12 <input type="checkbox"/> Individual interview (Target #):_____ <input type="checkbox"/> Focus group discussion (Target #):_____ <input type="checkbox"/> [Other, Specify] (Target #):_____ 	
Target level of precision if probability sampling	N/a		N/a	
Disaggregation by gender and age	Gender		Age	
	<input type="checkbox"/>	Yes	<input type="checkbox"/>	Yes
	<input checked="" type="checkbox"/>	No	<input checked="" type="checkbox"/>	No
Data management platform(s)	<input checked="" type="checkbox"/>	IMPACT		<input type="checkbox"/> UNHCR
	<input type="checkbox"/>	[Other, Specify]		
Expected output type(s)	<input checked="" type="checkbox"/>	Situation overview #: 1	<input type="checkbox"/> Report #: __	<input type="checkbox"/> Profile #: __
	<input checked="" type="checkbox"/>	Presentation (Preliminary findings) #: __	<input checked="" type="checkbox"/> Presentation (Final) #: 1	<input type="checkbox"/> Factsheet #: __
	<input type="checkbox"/>	Interactive dashboard #:	<input type="checkbox"/> Web map #: __	<input type="checkbox"/> Map #: __
	<input type="checkbox"/>	[Other, Specify] #: __		
Access	<input checked="" type="checkbox"/>	Public (available on REACH resource centre and other humanitarian platforms)		

	<input type="checkbox"/>	Restricted (bilateral dissemination only upon agreed dissemination list, no publication on REACH or other platforms)
Visibility	REACH 	
	Donor: 	
	Coordination Framework: n/a	
	Partners: n/a	

2. Rationale

2.1 Background

Though in many contexts, refugees are often regarded as a burden on their host states, there is growing evidence that refugees can make significant contributions to their host countries' economies.¹ This is particularly evident in the entrepreneurial sector where refugees are reported to often outnumber migrant groups and host-country nationals in the establishment of businesses.² Entrepreneurship may therefore provide a strategic pathway for refugees to integrate themselves into their respective host communities in an enduring way through the acquisition of financial independence and the development of competencies in the host language. In the Moldovan context, as the war in Ukraine is at risk of entering into a protracted phase,³ so too is the humanitarian response to the crisis changing. In this way, humanitarian actors are increasingly seeking durable solutions with an accented focus on the long-term inclusion of refugee communities in the Republic of Moldova.⁴ To date, however, there has been limited engagement with the topic of entrepreneurship, among both the host and refugee communities, in the Republic of Moldova. This assessment therefore offers an opportunity to assess the profiles of established and aspiring entrepreneurs in Moldova, evaluate the exact nature of the entrepreneurship landscape in Moldova, and assess its capacity to support livelihoods, refugee integration, and social cohesion between the host and refugee communities.

According to one report on livelihoods and access to employment, 1 in 5 Ukrainian refugees, displaced to countries neighbouring Ukraine since February 2022, reported that they had been self-employed or worked as entrepreneurs in Ukraine *prior* to the escalation of the conflict. This figure thus neatly demonstrates the significance of entrepreneurship in Ukraine before February 2022.⁵ Levels of entrepreneurship among Ukrainian refugees appears, however, to have greatly dropped since the escalation of the conflict with few Ukrainian refugees declaring self-employment or entrepreneurship as their occupation in a recent livelihood survey in Moldova.⁶ This dip in the levels of entrepreneurship is reflected in the fact that those fleeing conflict were likely obliged to abandon physical facilities, as well as the tools, and merchandise required to sustain their livelihoods. Indeed, according to research, conducted by the European Business Association among Ukrainian owners of SMEs, 42% of small business-owners in Ukraine had ceased operations, and 31% of small business-owners had suspended operations

¹ Alexander Newman, Luke Macaulay, Karen Dunwoodies, *Refugee Entrepreneurship: A Systematic Review of Prior Research and Agenda for Future Research*, June 2023.

² *Ibid.*

³ Lizz Harrison, "Ukraine Humanitarian Crisis – 2 Years On", Relief Web, consulted: 24/04/2024

⁴ Katie Tooth, "After Two Years in Poland, Ukrainian Refugees Ask When – and if – They Will Go Home", *The New Humanitarian*, consulted: 21/03/2024.

⁵ Regional Refugee Response for the Ukraine Situation, Gender Brief: Livelihoods and Access to Work of Refugees from Ukraine in Neighbouring Countries, May 2023.

⁶ HIAS Moldova, *Labour Market Assessment for Refugees and Asylum Seekers in the Republic of Moldova*, January 2024.

temporarily as of March 2022, indicating high levels of business stoppages due to the escalation of the conflict.⁷ Further to this point, this dip in participation in entrepreneurship can also be attributed to personal factors, including uncertainty about the future, as well as to structural barriers, including a lack of financial resources, a poor understanding of the entrepreneurship ecosystem of the host state, and poor competencies in the host language.⁸ Nevertheless, research has shown that about 10% of refugees in Moldova are interested in self-employment though barriers, mentioned above, have stalled these ambitions.⁹ In Moldova itself, there are also other specific challenges which discourage people from establishing their own business. In consultations with local and humanitarian stakeholders familiar with the local entrepreneurship landscape, for instance, it was noted that corruption as well as a lack of accessible information and financing was dissuading aspiring entrepreneurs from establishing formal businesses.¹⁰ Given the perceived challenges and obstacles within the entrepreneurship sector in Moldova, this assessment will therefore assess a variety of themes related to the Moldovan entrepreneurship landscape to assist humanitarian actors plan more effective and tailored interventions in the entrepreneurial space to create better livelihood outcomes for Moldovan and refugee entrepreneurs. It will further encourage integration and social cohesion between the host and refugee communities.

2.2 Intended Impact

This assessment will evaluate the existing entrepreneurship landscape in Moldova with the goal of enhancing livelihood outcomes for Moldovan and refugee entrepreneurs, encouraging refugee integration into Moldova, and improving social cohesion between the host and refugee communities. Here, it is important to emphasise that, although an assessment has been recently conducted by HIAS Moldova on refugees' and asylum seekers' access to the labour market in Moldova, this report only minimally explored the entrepreneurship landscape as well as the specific experiences and challenges of refugees in the entrepreneurship sector in Moldova. In particular, the HIAS report explored enablers and barriers to the employment of refugees; identified market niches in which refugees could seek employment in accordance with their existing skills; provided insights on existing resources to aid employment opportunities; and identified organisations involved in economic inclusion activities. Considering these research objectives, this entrepreneurship assessment will therefore seek to explore this knowledge gap in the livelihoods sector and provide greater clarity on the role entrepreneurship can play in the creation of durable solutions to both the refugee crisis in Moldova and the long-term development of the Moldovan economy. In this regard, this assessment will seek to understand the profiles and motivations of existing Moldovan entrepreneurs as well as existing and aspiring entrepreneurs in the refugee community. This research will further assess integrative and social-cohesion potential of entrepreneurship as a livelihood strategy. This will be coupled with an appraisal of the kind of obstacles Moldovan and refugee entrepreneurs encounter in administering their enterprises in Moldova. An exploration of opportunities and support initiatives for entrepreneurs will also be undertaken to assess the existing network of entrepreneurship support services. This research will further identify recommendations for increased participation in the entrepreneurship sector by local communities. Lastly this research will seek to understand in what ways and to what extent gender influences divergences in the entrepreneurial experience in terms of access, and support for male and female entrepreneurs.

Given that existing studies on the socio-economic inclusion of refugees in Moldova indicate that there are prominent barriers to the integration of refugees into the workforce, including an unemployment rate of 25% among refugees, and 15% unable to work due to caring duties, new strategies are required to reduce barriers to employment and to increase the numbers of refugees working in the future.¹¹ In this regard, the entrepreneurship assessment will

⁷ European Business Association, "[A Quarter of Small Businesses in Ukraine Have Already Exhausted their Financial Resources](#)", European Business Association, March 14, 2023, consulted: 22/05/2024.

⁸ HIAS Moldova, Labour Market Assessment.

⁹ *Ibid.*

¹⁰ David Smith, "[Explainer: The Role of Small Business in Fighting Corruption](#)", *Moldova Matters*, October 30 2023, consulted: 30/04/2024.

¹¹ HIAS Moldova, Labour Market Assessment.

provide greater clarity on the main barriers to pursuing enterprise in Moldova and will accordingly enable humanitarian actors to plan strategic interventions to encourage greater levels of participation in the entrepreneurial space. Furthermore, given that this assessment will be conducted among entrepreneurs and business-minded people, it is also expected that this assessment will give this cohort themselves greater agency in highlighting the types of support that they feel are most necessary. Indeed, given that refugees have expressed a marked interest in flexible working options, including part-time work and remote employment positions, self-employment could potentially provide an alternative to conventional employment if the appropriate supports are in situ.¹² In sum, this assessment can inform targeted livelihood programming which can create more effective and durable solutions for national and refugee communities to support themselves in a sustainable long-term manner.

3. Methodology

3.1 Methodology Overview

This assessment will use a mixed-methods approach, incorporating both quantitative and qualitative data-collection tools to permit the collection of in-depth knowledge of the entrepreneurship sector in Moldova. Before the start of research design and data collection, secondary-data research was undertaken in tandem with stakeholder mapping and the exploration of existing entrepreneurial initiatives. These processes helped to provide context on the extent of existing research and permitted the identification of key figures, institutions, and organisations. Following suit, primary quantitative data will be collected from an expected 150+ surveys with both Moldovan and refugee entrepreneurs, using a short structured questionnaire. Primary qualitative data will be collected from a number of sources, including 16 individual interviews (IIs) divided equally between established Moldovan and refugee entrepreneurs, and focus group discussions (FGDs) of 4-6 participants with 4 groups of aspiring entrepreneurs. Lastly, key informant interviews (KIIs) will furthermore be conducted with 12 entrepreneurship experts from Moldova to incorporate the perspectives of national organisations and NGOs.

Key Definitions:

Here are a number of key definitions which featured in and informed the research-design process:

1. **Entrepreneur:** is a person who “starts their own business, especially when this involves seeing a new opportunity”.¹³
2. **Refugee Entrepreneur** is an “individual conducting business outside their usual country of residence due to having been forced to leave their country to escape war or persecution”.¹⁴
3. **Self-Employment:** refers to people who “work on their own account or with one or a few partners or in cooperative, hold the type of jobs defined as a ‘self-employment jobs’, i.e. jobs where the remuneration is directly dependent upon the profits derived from the goods and services produced”.¹⁵
4. **Business Owner:** is “an individual or entity who owns a business entity in an attempt to profit from the successful operation of the company”.¹⁶
5. **Small and Medium Enterprises (SMEs)** are “businesses of 10 to 50 employees. SMEs can have forward and backward linkages with other businesses locally, regionally, or globally, and a strong commercial interest to engage with other businesses and scale up. Together with microenterprises, these businesses form a significant part of the private sector in developing countries”.¹⁷

¹² *Ibid.*

¹³ Cambridge Dictionary, “Entrepreneur”, Cambridge Dictionary, consulted: 24/04/2024.

¹⁴ Newman, Macaulay, Dunwoodies, Refugee Entrepreneurship.

¹⁵ World Bank, “Metadata Glossary”, World Bank, consulted 25/04/2024.

¹⁶ Marisa Sanfilippo, “Entrepreneur or Small Business Owner: Which One Are You”, Business News Daily, consulted: 25/04/2024.

¹⁷ Private Sector for Refugees, World Bank, Advancing Refugee Entrepreneurship: Guidelines for the Private Sector, Governments, and the Development Community, January 2023.

Considering this variety of definitions, this assessment will proceed using the following amalgamated definitions which incorporates aspects of each.

For the purpose of this assessment, an “**entrepreneur**” will thus be defined as an “individual who, either alone or in partnership, has established and managed a novel and independent business, having seen an opportunity for financial or other rewards, bearing the financial or other risks of such an endeavour, and thereby self-identifies with the title of ‘entrepreneur’”.

Furthermore, an “**aspiring entrepreneur**” will be defined as an “individual who, either alone or in partnership, *intends* to establish a novel and independent business, having seen an opportunity for financial or other rewards, bearing the financial or other risks of such an endeavour”.

Expanded Methodology:

1. **Engagement with partners and stakeholders through preliminary consultations:** Partners and stakeholders will be consulted in the research-design process to ensure the relevancy and suitability of the research objectives.
2. **Secondary data review:** Secondary resources, including academic papers, reports on the livelihood strategies of Ukrainian refugees, and policy papers on entrepreneurship, will be evaluated and will be used to understand the current knowledge gaps in the Moldovan context and support research design.
3. **Short structured survey with Moldovan and refugee entrepreneurs, including aspiring entrepreneurs within the refugee community:** A blended purposive-convenience sampling strategy will be used to survey 150+ Moldovan and refugee entrepreneurs, operating in Moldova. In this regard, the goal will be to find participants purposively who meet the criteria of our assessment. To do this, we will use a convenience sampling strategy by reaching out to agencies, associations, and NGOs to disseminate our self-administered survey to their members and service-users who self-report as entrepreneurs and business-owners. Entrepreneurs in the three categories will be surveyed in relation to their profiles, including questions in relation to their demographic, educational, and professional characteristics. Questions on the motivations for pursuing entrepreneurship, and the barriers and challenges to accessing entrepreneurship as a livelihood strategy will also be included in this short survey. The purpose of this survey will be to gather as much data as possible from a diversity of entrepreneurs, operating in the entrepreneurship sector in Moldova, as well as those intent on establishing a business. This is especially critical given that the number of IIs and FGDs with established and aspiring entrepreneurs is limited. This strategy is furthermore justified from the perspective of the accessibility of entrepreneurs and business-owners. In this regard, existing data bases on registered legal business entities do not provide contact details, making it difficult to reach out to entrepreneurs. This also makes the possibility of pursuing representative sampling quite hard given the difficulty in locating and assembling a reliable population of accessible entrepreneurs. Given this fact, it was decided that it would be more effective to reach out to business organisations, associations, and NGOs and request permission to disseminate our survey through their existing networks of business-owners, entrepreneurs, and programme participants. Though this strategy will not provide a representative sample nor representative results, it does provide an effective strategy for our assessment to access a largely unidentifiable population. Here, it is also important to note that while this tool has been designed to assist in the identification of participants for IIs and FGDs, in the event that the survey yields a poor response rate among entrepreneurs, a contingency sampling strategy will be activated to ensure that sampling targets are met and that geographical and sectoral diversity in the populations of interest is captured. This contingency sampling strategy will involve a purposive sampling of known entrepreneurs for IIs, through existing networks of entrepreneurs in Moldova, and aspiring entrepreneurs through partner humanitarian organisations in Moldova.

4. **IIs with established Moldovan and refugee entrepreneurs:** 8 Moldovan and 8 refugee entrepreneurs will be purposively sampled for IIs and will be interviewed using a semi-structured tool. These two groups will be further stratified according to gender. In this regard, 4 male and 4 female entrepreneurs will be sampled from the host community and 2 male and 6 female entrepreneurs will be sampled from the refugee community. Given that this data will not be representative, this kind of representative stratification is not strictly necessary. Nonetheless, it was decided to sample entrepreneurs in this gendered ratio so as to best capture data on the gendered experience of entrepreneurship in Moldova. This tool will capture in greater detail descriptive information related to questions on motivations for participating in the entrepreneurship sector, challenges and obstacles when entering and navigating the entrepreneurship sector, the availability of opportunities and initiatives to support entrepreneurs, as well as recommendations for enhanced participation in the entrepreneurship sector, and an assessment of the role of gender in the lived experiences of male and female entrepreneurs. The number of IIs has been restricted to 16 for logistical reasons given that data collection will extend to only three weeks and the field will be occupied by additional qualitative data-collection work.
5. **FGDs with aspiring entrepreneurs within the refugee community:** 4 semi-structured FGDs, including 4-6 participants each, will be conducted with potential or aspiring entrepreneurs from the refugee community. Here, aspiring entrepreneurs will refer to those individuals who are interested in establishing an enterprise but to date, have not done so in Moldova. FGDs will include a discussion of topics, including the motivations of refugees to pursue entrepreneurship as a livelihood strategy, the challenges and obstacles faced by entrepreneurs in managing their businesses, knowledge of existing support programmes and initiatives, as well as gender disparities. The FGDs will be mixed-gender, deemed suitable as no sensitive topics will be discussed. Here, convenience sampling will be critical as the sort of participants required for FGDs is highly specific and therefore, it will be useful to look for participants through existing or past livelihoods programmatic activities, conducted by NGOs in Moldova.
6. **KIIs with entrepreneurship experts in Moldova:** KIIs will be conducted with 12 representatives of the entrepreneurship sector to better understand a number of themes related to the entrepreneurial experience in Moldova. Like the previous tools, KIIs will be used to assess challenges and barriers faced by entrepreneurs, as well as available opportunities and initiatives to support entrepreneurs. KIIs will further be used to obtain recommendations for enhanced participation of the host and refugee communities in entrepreneurship activities, as well as to assess both the gender dimension in the entrepreneurship sector and to what extent entrepreneurship supports sustainable livelihoods, integration, and social cohesion.
7. **Data processing and analysis:** The quantitative data will be cleaned, and statistical analysis will be conducted on the cleaned data set. The qualitative interviews will be recorded, transcribed and analysis will be conducted through the creation of data saturation and analysis grids (DSAGs).
8. **Output production:** The analysed data will be assembled into a situation overview and one presentations.

3.2 Population of Interest

The main population of interest for this assessment will be those who self-report as entrepreneurs or business-owners. Individuals, who meet these criteria will be drawn from both the host and refugee communities to participate in this assessment. This assessment will furthermore seek to locate entrepreneurs from three distinct sub-groups, based on their experience in the entrepreneurship sector. This will include both established Moldovan and refugee entrepreneurs and business-owners, as well as, prospective entrepreneurs from the refugee community. Lastly, a selection of KIs - experts in the field of the entrepreneurship in Moldova - will be targeted for their specialist knowledge of this field. This assessment will aim to have a nationwide basis. In this regard, participants will be sampled from different parts of the country where feasible and dependent on the presence of entrepreneurs.

In the short structured survey and the IIs, the unit of measurement will be the individual level. In the FGDs, the unit of measurement will be the community level. In the KIIs, the unit of measurement will also be the national level.

Tool	Populations of Interest		
	Established Moldovan entrepreneurs	Established refugee entrepreneurs	Aspiring entrepreneurs from the refugee community
Short structured survey	100	25	25
Individual Interviews	8 IIs	8 IIs	X
Focus Group Discussions	X	X	4 FGDS

3.3 Secondary data review

Resource:	Source:	Purpose:
Labour Market Assessment for Refugees and Asylum Seekers in the Republic of Moldova	HIAS Moldova	Context Triangulation
Refugee Entrepreneurship: A Systematic Review of Prior Research and Agenda for Future Research	Alexander Newman, Luke Macaulay, Karen Dunwoodies	Information Gaps Context Definitions Research Design
Policy Brief on Refugee Entrepreneurship	OECD	Context Information Gap
Global Roadmap for Refugee Entrepreneurship	UNHCR	Context
Boosting the Socio-Economic Inclusion of Refugees from Ukraine	Susanne Klink, Alex Mundt	Context
Advancing Refugee Entrepreneurship: Guidelines for the Private Sector, Governments, and the Development Community	Private Sector for Refugees, World Bank	Context Research Design Definitions
Consultations with Woman Organisations and Refugee Women for Regional Response Plan 2024	Regional Refugee Response for the Ukraine Situation	Context Triangulation
Gender Brief: Livelihoods and Access to Work of Refugees from Ukraine in Neighbouring Countries	Regional Refugee Response for the Ukraine Situation	Context Triangulation
Scoping Study: Barriers to Economic Inclusion faced by Refugees from Ukraine in Romania and the Republic of Moldova	Norwegian Refugee Council	Context
Feasibility Study on Employment Opportunities, Skills Development and Social Cohesion for Ukrainian Refugees and Vulnerable Moldovan Individuals in the Republic of Moldova	Helvetas	Context

Perspectives for Development of Social Entrepreneurship in Republic of Moldova	Dumitru Stratan	Context
Entrepreneurship: Definitions, Opportunities, Challenges, and Future Directions	Vanessa Ratten	Context Definition

3.4 Primary Data Collection

Primary data will be collected through the following strategies:

Short structured surveys conducted with Moldovan and refugee entrepreneurs, including aspiring entrepreneurs from the refugee community:

Method: Short structured surveys will be conducted with 150+ Moldovan and refugee entrepreneurs, including aspiring entrepreneurs from the refugee community.

Sampling: We will use a blended convenience-purposive sampling strategy. It is proposed that this tool will be disseminated by a number of selected partners and organisations to entrepreneurs enrolled in their programmes or associations. Here, we propose conducting 150 short surveys in total, including 100 survey among established Moldovan entrepreneurs, 25 surveys among established refugee entrepreneurs, and 25 surveys among aspiring entrepreneurs from the refugee community. This disaggregation was chosen to reflect the fact that there is an unknown but anecdotally small number of refugee entrepreneurs, operating businesses in Moldova. For this reason, it was therefore decided to set a small target size for the refugee community. For the host community, the target of 100 surveys was chosen to reflect the fact that this community is larger than the former but remains unquantified and inaccessible. For this reason, in anticipation of low levels of participation and engagement, it was decided to establish 100 surveys among the host community as our target.

Tool: A short structured survey will be conducted independently by participants individually and then submitted.

This tool will evaluate the profiles of Moldovan and refugee entrepreneurs, as well as aspiring entrepreneurs from the refugee community, and will include their demographic, professional, and educational profiles as well as an assessment of their motivations for pursuing careers in the entrepreneurial sector. This tool will further profile the businesses of established entrepreneurs, including their place of operations, size, and legal structure. Lastly, it will explore the challenges and obstacles facing entrepreneurs as well as the opportunities and initiatives to support their business.

IIs conducted with Moldovan and refugee entrepreneurs:

Method: IIs will be conducted with both Moldovan and refugee entrepreneurs with the use of a semi-structured discussion guide. In total eight IIs will be done per group (8 Moldovan and 8 refugee entrepreneurs).

Sampling: Participants will be sampled purposively through partner organisations and snowballing. A question will also be included in the short structured tool which will allow those who wish to participate in a longer survey to be contacted to do so. These two groups will be further sampled according a gender stratification. 4 male and 4 female entrepreneurs will be selected from the host community and 2 male and 6 female entrepreneurs will be selected from the refugee community. These ratios were chosen to reflect the gender proportions of both populations but given that this data will not be representative, this kind of representative stratification is not strictly necessary. Nonetheless, it was decided to sample entrepreneurs in this gendered ratio so as to best capture data on the gendered experience of entrepreneurship in Moldova.

Tool: A semi-structured discussion guide will be used to moderate the interviews. The discussions will be recorded once consent is given by the interviewee. During the discussion, the interviewer will take notes to facilitate the interview and record the information when no consent is given for audio-recording. After the completion of the interview the interviewer and notetaker will fill a debrief form to assess how the discussion went. Here, they will further address difficulties during the interview.

This tool will explore in greater detail the motivations of both Moldovan and refugee entrepreneurs for establishing businesses. It will further explore perceptions around entrepreneurship as an effective tool for livelihood consultation as well as refugee integration and social cohesion. This tool will explore in greater descriptive detail the challenges and obstacles faced respectively by both sets of entrepreneurs and will identify existing business-support opportunities and initiatives for both groups. Lastly the tool will generate recommendations for enhanced participation in the entrepreneurship space of both groups and seek to evaluate the ways in which gender influences access to opportunities and resources in the entrepreneurship sector in Moldova.

FGDs conducted separately with prospective refugee entrepreneurs:

Method: FGDs will be conducted with refugee entrepreneurs with the use of semi-structured discussion guide. In total 4 FGDs will be done.

Sampling: Participants will be sampled purposively for FGDs. Here, a number of different options are available to located potential FGD participants. Firstly, contact can be established with NGO partners offering livelihood activities, related to entrepreneurship, and a request can be made for the dissemination of information, regarding FGDs, to both programme participants and those who sought to participate but, in the end, failed to, due to a lack of space, other commitments, etc. Secondly, a snowballing strategy can be used within existing entrepreneurial networks to locate participants who are interested in entrepreneurship but, to date, have not established a business through the dissemination of information about the assessment. Alternatively, participants may be located through the short structured survey if they select the option to be contacted to participate in further discussions.

Tool: A semi-structured discussion guide will be used to moderate the discussion. The discussions will be recorded once consent is given by all FGD participants. During the discussion, the interviewer will take notes to facilitate the discussion and record the information when no consent is given for audio-recording. After the completion of the discussion, the interviewer and notetaker will fill a debrief form to assess how the discussion went. Here, they will further address difficulties during the interview.

This tool will explore in greater detail the motivations of aspiring entrepreneurs from the refugee community for establishing businesses. It will further explore perceptions around entrepreneurship as an effective tool for livelihood consultation as well as refugee integration and social cohesion. This tool will explore in greater descriptive detail the challenges and obstacles faced respectively by both sets of entrepreneurs and will identify existing business-support opportunities and initiatives for both groups. Lastly the tool will generate recommendations for enhanced participation in the entrepreneurship space of both groups and seek to evaluate the ways in which gender influences access to opportunities and resources in the entrepreneurship sector in Moldova.

KIs conducted with experts in the field of entrepreneurship:

Method: KIs will be conducted with experts with the use of semi-structured discussion guide. 12 KIs will be conducted in total.

Sampling: Participant KIs will be sampled purposively through SDR and snowballing.

Tool: A semi-structured discussion guide will be used to moderate the discussion. The discussions will be recorded once consent is given by the KI. During the discussion, the interviewer will take notes to facilitate the discussion and record the information when no consent is given for audio-recording. After the completion of the discussion, the interviewer and notetaker will fill a debrief form to assess how the discussion went. Here, they will further address difficulties during the interview.

This tool will explore the challenges and obstacles faced respectively by both sets of entrepreneurs from the point of view of KIs and will identify existing business-support opportunities and initiatives for both groups. This tool will be used to assess the extent to which entrepreneurship functions as an effective tool of livelihood consolidation and refugee integration and social cohesion. Lastly, it will generate recommendations for enhanced participation in the entrepreneurship space for both the host and refugee communities and will see evaluate the ways in which gender influences access to opportunities and resources in the entrepreneurship sector in Moldova.

Timeline for data collection:

Data collection will be carried out from 1 July to 19 July 2024. Before data collection, enumerators will be trained on the questionnaires to ensure a clear understanding of all questions and how to administer these questions in IIs, FGDs and KIIs. Enumerators will be made aware of the Emergency Inter-Agency Referral Channels (general protection, gender-based violence, child protection) and referral procedures to follow if they encounter any cases of vulnerability during the interviews.

3.5 Data Processing & Analysis

The primary quantitative data for the Entrepreneurship Assessment will be collected using Kobo Platform. Once collected, the Assessment Officer will clean the raw data daily to account for any duplicates or issues during data collection, as well as to ensure that the correct methodology was followed. The data will be anonymised and cleaned in accordance with REACH's Data Cleaning Minimum Standard and the Management of Personally Identifiable Information. Following the data cleaning process, the Data Officer and the Assessment Officer will conduct statistical analysis on the cleaned data set in line with the data analysis plan created during the research design phase using relevant software such as R and Excel. The host population household survey data analysis will be conducted in compliance with REACH's Minimum Standards Checklist for Quantitative Data Analysis.

The qualitative KIIs and FGDs will be recorded (when consent is given), and interviewers will take notes during the interviews. The recordings will be transcribed by the interviewers and translated into English for data analysis. All qualitative data will be processed in accordance with REACH's Management of Personally Identifiable Information. The analysis of the qualitative data will be conducted through the construction of data saturation and analysis grids in order to identify patterns across the FGDs and KIIs. The analysis will be conducted in accordance with REACH's Minimum Standards Checklist for Semi-Structured (Qualitative) Data Processing and Analysis.

All data cleaning and analysis will be reviewed by the IMPACT HQ Africa and Europe Unit before the output production.

3.6 Limitations

It is expected that, during the course of this assessment, limitations will be encountered in relation to the methodology, context, and logistics.

In relation to methodology and context, it may be difficult to access the population of interest and, in particular, refugee entrepreneurs as it is unclear how many refugees are operating their own businesses. According to consultations with local stakeholders, there are small numbers of refugees working in the entrepreneurial space though this figure appears to be uncertain. Furthermore, in relation to Moldovan entrepreneurs, they may be difficult to access due to a lack of

publicly available information on their numbers, and critically, their contact details. For this reason, it is not possible to conduct probabilistic sampling on a representative population as no such clearly delineated population exists. Accordingly, the quantitative-data aspect of this assessment will be strictly indicative. This difficulty in accessing the target population will likely be the biggest challenge during this assessment. To minimise the issues this might cause, our methodology is reliant on partners for both the sourcing of participants and the dissemination of our quantitative tool. Though this may present a limitation in itself, it is intended to disseminate the quantitative tool a week in advance of the formal commencement of data collection to assess whether this strategy is successful in capturing data from entrepreneurs. If this strategy does not yield results as is expected, adequate time will remain to administer the survey in a reduced capacity to a convenience sample of programme participants of a number of partner organisations. Ultimately, however, the goal is to survey as wide a possible sample of entrepreneurs as possible. Of course, to further mitigate the impact of an inaccessible sample population on our methodology, it may be difficult to explore this topic within the desired geographical area due to the potential absence of entrepreneurs, and of course refugee communities, outside major areas of settlement, such as Chişinău and Bălţi. In this particular instance, attempts will be made to purposively sample participants from smaller settlements or rural areas. Nevertheless, the potential remains that such participants may not exist.

In relation to logistics, it will also be important to ensure that data collection is conducted in a timely manner as data collection for this assessment is to be conducted in between two other field-team intensive assessments. In this regard, it will be important to ensure the FGDs and KIs are arranged well in advance and that cancellations are reorganised promptly. Otherwise, in relation to the dissemination of our survey, it will be important to communicate well in advance with partner organisations about the planned survey dissemination, via their networks and programme lists. In this regard, it will be important to establish early connections with organisations with which we don't have existing formal relations, to ensure that any reservations or misunderstandings, regarding the purpose of the assessment, can be clarified both early and quickly.

4. Key ethical considerations and related risks

The proposed research design meets / does not meet the following criteria:

<i>The proposed research design...</i>	<i>Yes/ No</i>	<i>Details if no (including mitigation)</i>
... Has been coordinated with relevant stakeholders to avoid unnecessary duplication of data collection efforts?	Yes	
... Respects respondents, their rights and dignity (<i>specifically by: seeking informed consent, designing length of survey/ discussion while being considerate of participants' time, ensuring accurate reporting of information provided</i>)?	Yes	
... Does not expose data collectors to any risks as a direct result of participation in data collection?	Yes	
... Does not expose respondents / their communities to any risks as a direct result of participation in data collection?	Yes	
... Does not involve collecting information on specific topics which may be stressful and/ or re-traumatising for research participants (both respondents and data collectors)?	Yes	

... Does not involve data collection with minors i.e. anyone less than 18 years old?	Yes	
... Does not involve data collection with other vulnerable groups e.g. persons with disabilities, victims/ survivors of protection incidents, etc.?	Yes	
... Follows IMPACT SOPs for management of personally identifiable information ?	Yes	

5. Roles and responsibilities

Task Description	Responsible	Accountable	Consulted	Informed
<i>Research design</i>	Junior Assessment Officers/Senior Assessment Officer	Associate Research Manager	Data Officer Field Team Africa and Europe Unit	Country Coordinator UNHCR Livelihoods WG
<i>Supervising data collection</i>	Senior Assessment Officer	Field Manager	Associate Research Manager	Country Coordinator UNHCR
<i>Data processing (checking, cleaning)</i>	Junior Assessment Officers/Senior Assessment Officer	Associate Research Manager	Africa and Europe Unit	Country Coordinator UNHCR
<i>Data analysis</i>	Junior Assessment Officers/Senior Assessment Officer	Associate Research Manager	Africa and Europe Unit	Country Coordinator UNHCR
<i>Output production</i>	Junior Assessment Officers/Senior Assessment Officer	Associate Research Manager	Africa and Europe Unit	Country Coordinator UNHCR
<i>Dissemination</i>	Junior Assessment Officers/Senior Assessment Officer	Associate Research Manager	Africa and Europe Unit Communication Department	Country Coordinator UNHCR Livelihood WG
<i>Monitoring & Evaluation</i>	Junior Assessment Officers/Senior Assessment Officer	Associate Research Manager	Projects and Funding Officer Africa and Europe Unit	Country Coordinator UNHCR
<i>Lessons learned</i>	Junior Assessment Officers/Senior Assessment Officer	Associate Research Manager	Moldova Research Team Africa and Europe Unit	Country Coordinator UNHCR

Responsible: the person(s) who executes the task

Accountable: the person who validates the completion of the task and is accountable of the final output or milestone

Consulted: the person(s) who must be consulted when the task is implemented

Informed: the person(s) who need to be informed when the task is completed

6. Data Analysis Plan

The Data Analysis Plan (DAP) is separately published, please click [here](#) to view.

7. Data Management Plan

The data management plan is available upon request.

8. Monitoring & Evaluation Plan

IMPACT Objective	External M&E Indicator	Internal M&E Indicator	Focal point	Tool	Will indicator be tracked?
Humanitarian stakeholders are accessing IMPACT products	Number of humanitarian organisations accessing IMPACT services/products	# of downloads of x product from Resource Center	Country request to HQ	User_log	X Yes
		# of downloads of x product from Relief Web	Country request to HQ		<input type="checkbox"/> Yes
		# of downloads of x product from Country level platforms	Country team		<input type="checkbox"/> Yes
	Number of individuals accessing IMPACT services/products	# of page clicks on x product from REACH global newsletter	Country request to HQ		<input type="checkbox"/> Yes
		# of page clicks on x product from country newsletter, sending Blue, bit.ly	Country team		X Yes
		# of visits to x web map/x dashboard	Country request to HQ		<input type="checkbox"/> Yes
IMPACT activities contribute to better program implementation and coordination of the humanitarian response	Number of humanitarian organisations utilizing IMPACT services/products	# references in HPC documents (HNO, SRP, Flash appeals, Cluster/sector strategies)	Country team	Reference_log	# stakeholders who received the output (UNHCR, UNDP, & Livelihoods and Inclusion WG)
		# references in single agency documents			
Humanitarian stakeholders are using IMPACT products	Humanitarian actors use IMPACT evidence/products as a basis for decision making, aid planning and delivery	Perceived relevance of IMPACT country-programs	Country team	Usage_Feedback and Usage_Survey template	Usage survey to be conducted at the end of the research cycle related to all outputs, targeting at partners to whom the outputs have been disseminated.
	Number of humanitarian documents (HNO, HRP, cluster/agency	Perceived usefulness and influence of IMPACT outputs			
		Recommendations to strengthen IMPACT programs			
		Perceived capacity of IMPACT staff			

	strategic plans, etc.) directly informed by IMPACT products	Perceived quality of outputs/programs			
		Recommendations to strengthen IMPACT programs			
Humanitarian stakeholders are engaged in IMPACT programs throughout the research cycle	Number and/or percentage of humanitarian organizations directly contributing to IMPACT programs (<i>providing resources, participating to presentations, etc.</i>)	# of organisations providing resources (i.e. staff, vehicles, meeting space, budget, etc.) for activity implementation	Country team	Engagement_log	<input type="checkbox"/> Yes
		# of organisations/clusters inputting in research design and joint analysis			X Yes
		# of organisations/clusters attending briefings on findings;			X Yes