



**DEVELOPMENT THROUGH
SUSTAINABLE PEACE**

Terms of Reference

**CONSULTANCY FOR FEASIBILITY STUDY FOR ESTABLISHING A SOCIAL
ENTERPRISE**

AUGUST, 2025

1. BACKGROUND

The Young Peace Ambassadors (YPA) is a Non-Profit Organization (NPO) in Ghana that promotes building sustainable peace among people of different backgrounds, care for the vulnerable, and empower women and young people to become economically independent as well as respond to holistic human needs including social, physical, economic, cultural, and emotional well-being of marginalized segments of the hard-to-reach society; particularly women, children, youth, minority groups and marginalized groups through comprehensive, standard, equitable easily accessible and participatory social services.

To strengthen its sustainability and impact, YPA seeks to establish a social enterprise that will provide economic opportunities, promote entrepreneurship, and support peace-building efforts. A feasibility study is required to assess the viability of this proposed social enterprise.

This would be made possible with support from Star Ghana Foundation and WACSI as part of an eight-year Civil Society Strengthening Programme – Shift the Power (CSSP – StP) with funding from Comic Relief and FCDO. The purpose of the Civil Society Strengthening Programme – Shift the Power (CSSP – StP) is to strengthen organizations to make them more effective and sustainable at delivering their mandate.

2. OBJECTIVES

- i. Assess the demand, market potential, and sustainability of a social enterprise linked to peace promotion.
- ii. Evaluate existing models and best practices relevant to youth-led social enterprises.
- iii. Identify key success factors, potential risks, and mitigation strategies.
- iv. Recommend a practical business model aligned with the mission of Young Peace Ambassadors.
- v. Provide a comprehensive feasibility report with strategic and operational recommendations.

3. SCOPE

The consultant will:

- i. Conduct stakeholder consultations with young peace ambassadors, community leaders, donors, and policymakers.
- ii. Map out potential products/services for the social enterprise.
- iii. Analyze the legal, financial, operational, and governance structures required.
- iv. Perform market analysis, including competitor benchmarking and consumer demand.
- v. Assess organizational capacity and readiness.
- vi. Develop a draft business plan and sustainability strategy.

4. DELIVERABLES

- i. Inception Report with detailed methodology and work plan.
- ii. Mid-term Progress Brief highlighting preliminary findings.
- iii. Final Feasibility Study Report including:
 - Market analysis
 - Risk and opportunity assessment
 - Proposed business models
 - Implementation roadmap
- iv. Executive Presentation to stakeholders.

5. DURATION

This assignment is expected to be completed by August 31, 2025

- Week 1: Inception and stakeholder consultations
- Weeks 2–3: Data collection, analysis, and drafting
- Week 4: Final report and presentation

6. QUALIFICATIONS OF CONSULTANT

- i. Advanced degree in business development, social enterprise, or development studies.
- ii. Experience with youth empowerment, peacebuilding, and social entrepreneurship.
- iii. Demonstrated expertise in market research and business modeling.
- iv. Strong facilitation, analytical, and writing skills.

7. BUDGET

Competitive fee to be agreed upon based on experience and scope of work.

8. APPLICATION PROCESS

Interested consultants should submit:

- i. A technical proposal and work plan
- ii. CV with relevant experience
- iii. Financial proposal
- iv. References from past clients to:

THE EXECUTIVE DIRECTOR
YOUNG PEACE AMBASSADORS
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