



Feasibility and Business Plan Consultant for the launch of 'Courage Chocolate' Social Enterprise

Gaia Education is a leading provider of sustainability education that promotes thriving communities within planetary boundaries. Drawing from the experience and expertise of a network of some of the most successful transition settings, ecovillages, and community projects across Earth, Gaia Education works in 50 countries with over 110 partners, including intergovernmental agencies, academic institutions, ethical businesses and the United Nations, in the creation of educational programmes for the implementation of international sustainability conventions.

L'Arcolaio is an Italian social cooperative, founded in 2003 and based in Siracusa (Italy). The key goal of the cooperative is the social and occupational integration of disadvantaged people. The main activity of the cooperative is the production of organic and traditional Sicilian sweets, pastries and snacks inside the Siracusa's prison, where convicted people are involved in the manufacturing. L'Arcolaio manages the project Frutti degli Iblei which aims to create collaborative networks in South-Eastern Sicily to promote economic development, social cohesion and socio-economic integration of disadvantaged people, especially young migrants.

Gaia Education and L'Arcolaio want to further develop on our work supporting the socio-economic integration of young migrants (80% female) in Sicily, whilst also supporting small-scale producers of organic, medicinal and aromatic herbs, through local enterprise and the enrichment of biodiversity in the Iblei region.

The project is looking for a consultant to prepare a **feasibility study** for the potential launch of a social enterprise 'Courage Chocolate'. The social enterprise aims to sell organic herbal chocolates in Italian and European markets, using local organic produce and supporting local small-scale growers as well as employing young migrants. The individual will also develop and write a business plan.

While the feasibility study will identify the viability of the social enterprise, the **business plan** projected for 3 years would present the road map of the social enterprise in terms of growth and sustainability.

Responsibilities

Feasibility Study

Devise and conduct a feasibility study to identify European market demand for 'Courage Chocolates' - organic herbal chocolates social enterprise, using Sicilian produce and chocolate-making techniques and employing young migrants.

The feasibility study would need to define dimensions of the social enterprise viability including market viability, technical viability, business model viability, management model viability, economic and financial model viability and exit strategy viability.

A potential outline for the feasibility study would include

- Introduction
- Product
- Market Environment
- Competition and partnerships
- Industry
- Business Model
- Market and Sales Strategy
- Production Operations Requirements
- Management and Personnel Requirements
- Regulations and Environmental Issues
- Critical Risk Factors
- Financial Predictions Including Break Even Analysis, and Capital Requirements
- Conclusion

Business Plan

Develop a business plan for a Courage Chocolate' social enterprise, including financial cash flow forecasts, profit and loss accounts and balance sheets for the first 3 years of operations.

Requirements

- Relevant experience in developing and writing Feasibility Studies
- Relevant experience in developing and writing Business Plans
- Experience in conduct a market analysis and ability to translate this in to a marketing strategy
- Extensive knowledge of legislation and guidelines regarding the production and sales of chocolate as well as international trade, import and export legislation
- Prior experience of setting up successful social enterprise
- Knowledge of packaging requirements
- Excellent analytical skills with demonstrated ability to undertake field research
- Very good knowledge of English and Italian.

Outputs and timeline

The consultant would start on **1st May** and deliver a draft feasibility study and business plans on 1st June for comments. Documents must be released in English and Italian.

Final deliverable of the two documents 21 June.

If you are interested in applying, please send a motivation letter in English and Italian, and Curriculum Vitae to **info@gaiameducation.org** by 10 April 2019

Consultant Fees: **€2,200**

Indicative starting date: **1 May 2019**