

Market assessment of bio-detergent production in the Phú Yên province

Terms of Reference

I. Project background

The proposed mission is part of the “Phu Yen for Zero Waste” Project. The Project is aimed to support the Province of Phu Yen in drastically reducing and effectively managing solid waste. More specifically, its goal is **(A)** to pave the way for the reduction and progressive **elimination** of single-use plastics in Phu Yen, by developing viable alternative packaging solutions, and an enabling policy framework; **(B) reducing** the amounts of waste produced and dumped into the landfill, by optimising the waste pre-collection system in Tuy Hoa City, including waste segregation and the separate collection of organic waste in particular; and **(C)** to support and develop viable **recycling** solutions for organic and other recyclable waste.

The Project is led by a consortium of Vietnamese (GreenHub), Swiss (IDE-E, EAWAG/ Sandec, Urbaplan.) and French (IRD) partners and supported by the Swiss and French Governments, including the Cities of Basel and Paris. In Phu Yen, the main institutional partners are the Provincial Government, the Tuy Hoa City Government, the DONRE, and the local waste management company (URENCO). To achieve its goals, the Project team is coordinating activities with a variety of other partners from civil society and academia, especially the WWF, the Plastic Partnership Alliance, the Plastic Innovation Hub, and the Swiss AWARE initiative, among others, who are active in the region.

II. Context of the assignment

One of the organic recovery solution identified under work package C is the production of bio-detergent from fruit peels. With the support of Green Hub and the provincial Department of Natural Resources and Environment (DONRE), two Women’s Union groups launched their production of bio-detergent in Tuy Hoa with the objective to recycle organic waste to produce environmental friendly and healthy bio-detergent products while generating local revenue and employments.

- The **Women’s Union of Binh Ngoc commune** started their production in 2020. They have developed two bio-detergent products: a dishwashing liquid and a floor cleaning solution. They produce about 700 L of bio-detergent per months which they sell and distribute through a network of 8 retailers located in Tuy Hoa and in neighbouring provinces, as well as through online delivery. Their initiative is certified by the national label OCOP (One Commune One Product).
- The **Chop Chai Cooperative** started their production in 2022. It has been focused on a single product: a dishwashing liquid made from orange peels. Given the youthfulness of this initiative, the production and sale volume remain low.

III. Aim and Objectives

The aim of this assignment is to identify actionable recommendations to support the growth of the two initiatives targeted through the completion of a market assessment analysis for bio-detergent in Phú Yên Province. The objectives of this study are to:

- A. Provide an in-depth characterization and analysis of the 2 organizations, including:**
- Raw material suppliers
 - Production process and capacity
 - Marketing and distribution
 - Incomes and profits

- B. Assessment of the current household cleaning products market in Phú Yên, looking at specifically :**
- Estimation of the market size
 - Existing and potential suppliers of raw materials
 - Analysis of retailers
 - Consumer preferences
 - Emerging trends
 - Opportunities for bio-detergent
- C. Identification and characterization of the main competitors, including:**
- Traditional detergent producers
 - Bio-detergent producers in Phú Yên
 - Other Vietnamese bio-detergent producers (e.g. Minh Hong, or Bio Clean)
- D. Identify key factors that are currently enabling and inhibiting bio-detergent production and access to markets.**
- E. Provide concrete recommendations for increasing bio-detergent's share of the household cleaning products market and improving the viability of bio-detergent businesses, by answering the following key questions:**
- How to increase the supply of raw materials?
 - How to increase the production of bio-detergent?
 - How to improve the production process to match consumer preferences?
 - How to access new markets to increase product sales?

IV. Tasks

Working closely with and under the direction of the IDE-E International Project Manager (based in Hanoi), and GreenHub's Zero Waste Technical Advisor (based in Phú Yên), the consultant will perform the following tasks:

- Conduct a literature review of all relevant project and external documentation.
- Draft an inception report, including literature review of secondary sources, work plan and timeline for the completion of the market assessment, approach and methodology, stakeholders to be consulted and sampling framework, data collection and analysis tools, and qualitative and quantitative protocols for data collection (report template to be provided).
- Finalise the inception report, incorporating any relevant feedback from IDE-E, GreenHub and other project partners.
- Conduct primary data collection, including surveys and in-depth interviews with key stakeholders, and analysis.
- Provide a debrief to IDE-E, GreenHub and other project partners using either a draft set of results or PowerPoint presentation to summarise preliminary findings and recommendations.
- Draft a final report, detailing the results of the market assessment, conclusions and recommendations (report template to be provided)
- Finalise the Market Assessment Report, incorporating any relevant feedback from IDE-E, GreenHub and other project partners.

The entire assignment (including data collection, analysis, reporting, etc.) must be carried out by the Consultant and cannot be subcontracted to a third party.

V. Timeframe

This assignment is expected to commence **as soon as possible** and take **25 working days**.

VI. Deliverables

The deliverables for the assignment are to be provided in Vietnamese and English and include:

- Inception Report
- Market Assessment Report

VII. Price

The price offered by the Consultant must be exonerated of Value-Added Tax (VAT) (the service being intended for export, is exempt from VAT). The price must be firm and definitive.

VIII. Payment method

The full payment will be made at the end of the assignment and following the validation of the deliverables mentioned under section VI by all the project partners.

IX. Qualifications and Experience

The qualifications and experience required by the consultant are:

- A university degree in a related field (economics, business, social science, etc.).
- In-depth knowledge of data collection tools and methods and proven experience conducting primary data collection.
- Strong qualitative and quantitative data analysis skills.
- Demonstrated understanding of the Phú Yên business environment.
- Established links and networks with key stakeholders, including relevant government agencies, research institutions and the business community.
- Excellent time management skills, with the ability to work independently and deliver high-quality outputs on time.
- Ability to produce well written, analytical reports in Vietnamese and English.
- Fluency in Vietnamese and working proficiency in English.

X. Application Guidelines

Interested and qualified **Vietnamese nationals** are invited to submit their application, including their:

- Letter of interest including indication of the earliest they can commence the assignment.
- Curriculum vitae (CV) detailing their qualifications and relevant previous experience.
- Contact details of two professional references.
- Proposed approach and methodology for the assignment.
- Proposed budget for the completion of the assignment, which incorporates their daily rate

in English via email to IDE-E's International Project Manager, Vincent Decroocq, at vdecroocq@ide-e.org.

Deadline for applications is 20th June 2023