

TERMS OF REFERENCE (TOR)

Consultancy Service for

Facilitating the development of marketing strategy and execution plan for

The project “Biomass Gasification Technology – Sustainable Energy Solution for Agri-Food Processing and Waste Management in Rural Areas of Vietnam” (short title: BEST)

1. BACKGROUND

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. There are currently 21 member organizations working in 87 countries. We have a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and responsible private sector and that it is fundamental to Vietnam’s development. Oxfam in Vietnam aims to influence the current growth-based development model to shift to a Human Economy Development Model, putting people and the planet before profits.

In Vietnam, agri-food processing as practised by micro and small enterprises (MSEs) is not sustainable due to their inefficient direct burning of coal and wood for drying and processing agricultural products. The practice is costly for fuel and polluting the production sites and the surrounding environment. There is an urgent need for agri-MSEs to shift to a cleaner and cheaper source of energy. Meanwhile, the huge agricultural and forestry residues in Vietnam is being dumped and burned as wastes, causing environmental pollution. According to the Ministry of Industry and Trade in 2017 Vietnam had 118 million tons of biomass available, but only 11% out of that was being used efficiently (DANIDA 2017). Although several biomass energy equipment models have been introduced to the Vietnam market, none of them have been widely adopted by businesses. Though the government has policies to encourage investments in biomass energy, they have not achieved strong buy-in from investors.

In this context, Oxfam in Vietnam in partnership with the Center for Creativity and Sustainability Study and Consultancy (CCS) has been implementing a 4-year project titled “Biomass Gasification Technology – Sustainable Energy Solution for Agri-Food Processing and Waste Management in Rural Areas of Vietnam” (short title: BEST), period October 2020 – 30 September 2024. The project is being implemented in 04 provinces: Thai Nguyen, Tuyen Quang, Yen Bai and Lao Cai.

The project aims to promote sustainable agri-food processing and contribute to enhancing waste management in Vietnam by facilitating the adoption of volumetric continuous biomass gasification (VCBG) technology as renewable energy among agri-MSEs through supporting 2,500 agri-MSEs to adopt VCBG, 100 mechanical enterprises and 400 biomass suppliers to join the market by providing services to MSEs in four provinces.

The project has been developing a number of technology demonstrations in the field aiming at raising awareness and understanding among agri-processing MSEs, mechanics and biomass suppliers, and expecting more MSEs to shift to and adopt the technology as an alternative. Even though the technology is highly regarded with various advantages in terms of improved economic benefit and processed product quality, the adoption is slowly progressing due to strong resistance of shifting to a new technology. **A strategy for promoting the technology to a large population of agri-processing MSEs and other stakeholders is in need.**

The BEST project is looking for a team of consultants to facilitate the development of a VCBG marketing strategy and its execution plan.

2. OBJECTIVES OF THE ASSIGNMENT

The primary aim of the assignment is to facilitate the development of an effective and practical marketing strategy and execution plan for the BEST project that can promote the adoption of VCBG technology in the project areas.

The specific objectives of the assignment are to:

- To conduct secondary and primary studies and provide an analysis report of insights (e.g. advantages of VCBG, cost-benefits of VCBG application, consumer’s opinion and demands, etc)

- To facilitate the development of a marketing strategy and a practical execution plan for the BEST project.

3. ASSIGNMENT SCOPE AND MAIN TASKS

3.1. Assignment scope

- Location of market: Thai Nguyen, Tuyen Quang, Yen Bai, Lao Cai
- Duration: 20 July 2023 to 31 Aug 2023, including maximum 10 days working in the field

3.2. Main tasks

- Desk study the project's existing documents.
- Conduct primary study (survey/group discussion/in-depth interview to be discussed and agreed with Oxfam and CCS) for insights from target groups and relevant stakeholders, specifically representatives of agri-processing MSEs, mechanics, biomass suppliers, and key local implementing partners.
- Facilitate a brainstorming workshop discussing the findings, analysis results from the studies and ideating a marketing strategy and its execution plan with the project team, local partners, representatives of target groups and relevant stakeholders (expected in the field), including preparatory work of a workshop plan and necessary materials/inputs.
- Synthesize into a short report of the workshop results from discussions, insights, agreements... and develop a marketing strategy and an execution plan for the BEST project.
- Finalize the marketing strategy and execution plan in consultation with Oxfam and CCS.

4. Expected Deliverables

- A plan for primary study of the target audience and other stakeholders
- An analysis of insights generated from primary and secondary studies on the advantage of VCBG, cost-benefit of VCBG application, consumer's demand, etc
- A highly participatory facilitation plan for the marketing strategy brainstorming workshop
- A short report on the marketing strategy workshop
- A marketing strategy for the BEST project
- A strategy execution plan accompanied by a budget plan

5. REQUIREMENTS FOR CONSULTANTS

- Master's degree in marketing, commerce, business management and relevant fields;
- At least 10 years in commercial marketing, social marketing, sales management, business management, product and market development, business coaching or other relevant fields;
- Track record of success in marketing strategy development and execution, or business mentoring and coaching;
- Understand sustainable development and inclusive business models is an advantage;
- Good facilitation and coaching skills
- Proven records of critical analysis and marketing strategies in previous assignments;
- Strong leadership and accountability in conducting the consultancy and delivering expected results timely;

6. PROPOSAL SUBMISSION

Proposal should include:

- Introduction of the Consultant team's members profile and related experience;
- Technical proposal in achieving all expected objectives within mentioned timeframe (including methodology, framework, sampling strategy, data collection tools, detailed workplan, team structure, etc ...);
- Financial proposal that specifies number of working days required and consultancy rate;
- Sample(s) of successful marketing campaigns that were led by the consultant team.

How to Apply: An application, CVs and proposal should be submitted in English by email with subject mentioning **"BEST project Marketing Strategy"** to HR.Vietnam@oxfam.org.

The closing date for application: **17.00pm, 19th July 2023.**

Only short-listed applicants will be contacted for an interview.



All our work is led by three core values: Empowerment, Accountability, Inclusiveness. To read more about our values please click [here](#).

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.