

**TERMS OF REFERENCE**  
**Consultancy for social studies to develop biodiversity fund**  
**in Nui Chua National Park, Ninh Thuan Province**

**Expected man days:** 24 days in March 2024

**Location:** Ninh Thuan

**Reporting to:** Marine Coordination Officer / Country Director

## **I. BACKGROUND**

### **1. Fauna and Flora International, Vietnam Programme**

Fauna & Flora protects threatened species and ecosystems worldwide, choosing solutions that are sustainable, based on sound science and take account of human needs. Operating in more than 40 countries worldwide, Fauna & Flora saves species from extinction and habitats from destruction, while improving the livelihoods of local people. Founded in 1903, Fauna & Flora is the world's longest established international conservation body and a registered charity.

Fauna & Flora's work in Nui Chua National Park focuses on improving marine resource management through building capacity for local partners and supporting species conservation and sustainable community development.

### **2. Nui Chua National Park and My Hai Biodiversity Fund project**

**Nui Chua National Park (NCNP)** contains notable marine biodiversity, particularly as one of the last marine turtle nesting beaches on the Vietnamese mainland, as well as coral reef, seagrass and mangrove ecosystems.

Fauna & Flora is implementing a pilot biodiversity microfinance fund, to promote nature-positive, climate-resilient enterprises. The Project would involve lending to such enterprises, prioritising sectors with tangible positive biodiversity and social impacts, and demonstrated demand for loan finance. Possible businesses that could benefit would include ecotourism, seaweed farming, and waste collection. The profits generated by the fund would be used to finance conservation activities such as MPA patrol costs.

## **II. OBJECTIVES**

The main objective of this research is to gather baseline data on both the market context and the social context of the proposed product within the two coastal communes around NCNP.

The studies are comprised of two components and the subsequent objectives:

### **1. Market research**

- To identify a target market for the loan product.
- Profile the potential loan clients.
- Recommend suitable design for product including interest rates, based on market opportunities and ensuring balanced economic, environmental and social impact.

### **2. Gender and social inclusion analysis:**

- To understand and identify gender-differentiated needs, risks, and power dynamics
- To understand how gender relations, social rules and hierarchies affect different groups of people's roles and access to opportunities and benefits from marine resources

- To identify vulnerable and marginalised community groups to be targeted by the project
- To provide recommendations on project design and implementation needs to address these issues

### III. DELIVERABLES

It is expected that the consultant team deliver the following outputs:

- A workplan with proposed timeframe, and research outputs approved by Fauna & Flora technical team
- Data collection tools (questionnaires, framework, tools, etc) designed for the research
- A market analysis using mixed methods (Desk based research, Surveys, Interviews, Focus groups, Customer observations, etc). The analysis will include:
  - o Report on:
    - Market information (including analysis of existing products)
    - Market segmentation (including potential customer profile)
    - Market trends (considering impact of expected social/ political developments)
  - o SWOT analysis
    - Strengths of proposed business model e.g. competitiveness with other products
    - Weaknesses of proposed business model e.g. potentially complex loan criteria
    - Opportunities e.g. unaddressed needs of potential clients
    - Threats e.g. market competitors
  - o PESTEL analysis
    - Tool to structure thorough analysis of external environment
- A report on gender and social inclusion that examines the different roles, rights, and opportunities of these groups, the socio-cultural and legal contexts which causes disparities, and provide recommendations for inclusion of vulnerable and marginalised groups in the project implementation. The report will be conducted using recommended methods: participatory mapping in separate groups, key informant interviews, and focus group discussions.
- Completed attendance lists for each day of activities Field trip/ Activity report after the field surveys have been completed.
- All relevant raw data, photos, videos

All reports and recommendations will need to be reviewed and approved by Fauna & Flora's technical team.

### IV. EXPECTED IMPLEMENTATION TIME

The field work of the research will be conducted in March 2024. Proposed man days for the research is detailed below for a group of two consultants:

- Step 1: Planning – 2 days
- Step 2: Data collection – 10 days
- Step 3: Data analysis – 10 days
- Step 4: Action plan – 2 days

Total: 24 days

### V. CONSULTANT PROFILE

Fauna & Flora looks forward to collaborating with a consultant team that meet the following criteria:

**Qualifications and experience**

- Background degree in natural resources management, finance, or social development
- Familiarity with gender analysis tools and methodologies
- At least 3 years of directly relevant experience with coastal communities' development, demonstrated experience in gender analysis, gender mainstreaming, and market research
- Good understanding about Nui Chua MPA and marine conservation in Vietnam is a plus

**Skills and competencies**

- Survey design, facilitating, and interviewing skills
- Strong analytical and report writing skills
- English translation

**V. ADMINISTRATIVE SUPPORT**

Fauna & Flora will provide consultants with the following support:

- Access to Fauna & Flora's library to collect reports, papers relating to study sites;
- Administrative procedures to work in the field and work with Fauna & Flora's local partners;
- Templates for attendance lists, field trip/activity report
- All related costs for field trip following Fauna & Flora's cost norms.

**VI. REMUNERATION CONDITIONS**

- Remuneration will correspond with the qualifications and work experience required for the post as referred to in Part VII of this TOR and Fauna & Flora's cost norms.
- Payment of other related expenses including travel, fieldwork and per diem of the consultants and local guide(s) will follow Fauna & Flora's financial regulations and cost norms.

Interested candidates are invited to send letters of interest, CVs, and quotation of daily rate to [viet.hong.le@fauna-flora.org](mailto:viet.hong.le@fauna-flora.org) no later than 14<sup>th</sup> March 2024. Only shortlisted candidates will be contacted for interview.