

Terms of Reference

Title	: Tiktok Shop and Livestream Training for Youth
Client	: LACO and EKC
Country	: Vietnam
Project number	: 23ATVN-9260
Assignment number	: TRA. 20044
Period	: 07 October to 07 December 2024
Cooperative advisor (CA)	: Hoang Hao Tra My
Mode of Agripool involvement	: <input type="checkbox"/> Remote (Online) only <input checked="" type="checkbox"/> Field visit included

Introduction cooperative

Maximum 08 participants from 02 cooperatives (01 member of BoD/ BoM and 02-03 young members who is in charge of sales and marketing), 01 local consultant, and 01 Agriterra VN Cooperative Advisor

- Lien Son Cooperative (Tea)
- Eakiet Cooperative (Coffee)

Lien Son Agricultural Services Cooperative (Thai Nguyen)

Lien Son Agricultural and Service Cooperative was founded in the year 1976 as an old-model cooperative. During the "subsidy" era, the cooperative was granted land by the government and built headquarters and warehouses to cater to their members. The cooperative has undergone two model transformations under the Cooperative Laws of 1996 and the Cooperative Law of 2012, having experienced several historical upheavals. Lien Son is also a cooperative with a significant number of members compared to other cooperatives in the locality.

The cooperative has 1226 members, in which it advocated mobilizing the participation of children of former members of the cooperative to increase its size and inheritance. Lien Son Cooperative is evaluated as one of the top cooperatives of Thai Nguyen province in terms of providing good services to members, with its internal credit activities being outstanding. In 2022, the cooperative decided to construct a tea processing factory with a total investment of 1.7 billion VND (70,000 EURO) with the primary intention of consuming fresh tea for members and adding value to local tea products. From 2023 onwards, the cooperative focus their business on tea production and sales. Along with the senior management board, LACO have young and ambitious staff to involve in their sales and marketing.

Eakiet Coffee Cooperative (Dak Lak)

Ea Kiet coffee cooperative (EKC) - with 413 ha production land and 350 members - is situated in Dak Lak province (the Central Highlands) producing and processing roasted coffee. The cooperative is currently known as possessing a well-organised business model after going through comprehensive improvements for years now, that is, a significant upgrade of governance, marketing, financial management, market linkage, etc... Thanks to Agriterra support. In 2022, its turnover is above VND 24 billion, generated mainly from the sale of coffee beans. These achievements represent a great opportunity for and prepare this cooperative for its ambitious shift to a completely new development

strategy - Shifting to more sustainable coffee farming practices in the coming period 2024 -2027 where it can boost a green transition.

For this new growth milestone, whatever circumstance, EKC will be focusing on 03 key objectives - Digital transformation in coffee production - Transform to new climate-resilient coffee farming practices - Increase in the level of member commitment

To help EKC achieve these expectations, Agriterra will provide advice to formulate a strategic business plan to realize its major business activities in 2024 and reinforce its member commitment as well as facilitate the expansion of ECK's market network to back up the sale of coffee beans.

Background of the assignment

In 2023 and 2024, Agriterra's team in Vietnam organized two Youth Kick-off workshops, bringing together approximately 35 participants from eight cooperatives cultivating rice, tea, coffee, mangoes, and vegetables across the country. The workshops created an open environment where each participant's voice was heard and valued. Innovative ideas from young participants, insights from senior leaders, and knowledge shared by Dutch experts were collectively discussed.

Throughout these workshops, it became clear that all cooperatives faced challenges due to a shortage of young farmers and successors for future growth. This lack of youth involvement has also contributed to limited engagement with current trends in e-commerce and digital marketing. While most cooperatives aspire to establish youth clubs focused on sales and marketing, they currently lack concrete strategies to attract youth participation, including capacity-building training, competitive commissions, salaries, and benefits.

Agriterra's Cooperative Advisors in Vietnam, in collaboration with their respective cooperatives, will continue to support and follow up on initiatives aimed at fostering youth development. Together, we aim to build a promising future for our youth, empowering them to contribute meaningfully to their cooperatives and communities.

Moving forward, we plan to execute a Digital Training for Youth designed to engage young farmers and senior leaders in a three-day tailor-made training. Each group will consist of two young members and one senior leader from a cooperative. They will participate in a three-day tailored digital marketing training led by a consultant. On the final day, both groups will finalize by addressing their real-life business cases from their respective cooperatives. The training will be organized in the office of 01 cooperative, and the rest of the participants will travel to that location.

The primary objective of this initiative is not only to enhance cooperatives through digitalization but also to promote youth participation in cooperative development. The young member represents a new generation, while senior board senior leaders serve as decision-makers and inspirational figures guiding the youth.

"To remain relevant, organizations must develop strategies to recruit and train a new generation of leaders and members. Young people introduce fresh ideas, new networks, and innovative methods that can strengthen themselves and those around them. However, fostering youth participation is a gradual process, integral to the broader strategy and policy for youth engagement. It is not merely a goal but an essential component of any organization's succession planning." – Agriterra Youth in Agribusiness Program.

Main objective

To provide an opportunity for the youth, as well as senior cooperative leaders, to learn and implement digital marketing strategies for the development of their cooperatives.

Expected deliverables.

Ord	Deliverables	Key responsible	Support
1	A detailed working plan for training on setting up and operating the TikTok shop.	The consultant	CA and Coop staff
2	<p>Training on setting up and operate the TikTok shop for participants. Include in, but not limited to <i>(the final training agenda will be confirmed later)</i></p> <ul style="list-style-type: none"> - Introduction about TikTok and TikTok Shop - How to build a TikTok Shop - TikTok marketing, TikTok ads - Taking photos & making video for TikTok Shop - TikTok Livestream - Tik Tok Shop set up and operate (tailor made for each Cooperative, around 02 TikTok Shop) <p>Training will be held for 6-8 participants from two cooperatives specializing in tea and coffee. The tentative schedule is set for approximately 2.5 days (not including travel time to the training location). By the end of the training, two TikTok shops will be established and the participants is equipped with the skills to operate their shops effectively.</p>	The consultant	CA and Coop staff
4	<p>Follows up</p> <ul style="list-style-type: none"> - Any questions that arise from participants within the next 6 months regarding the operation of their TikTok shops. - 01 Assignment report summarizing key findings and recommendations. 	The consultant	CA and Coop staff

Assignment details:

- Composition of the Agriterra assignment team and roles:
 - **Agriterra cooperative advisor: Hoang Hao Tra My (CA) – lead**
 - As the focal point of Agriterra to provide orientation and management toward the objectives and deliverables of the assignment.
 - Assist the coop in communicating with consultant/ service provider with a clear message.
 - Participate in milestones of the assignment (planning, training, and final evaluation).
 - Review the outcomes and deliverables of the assignment.
 - **The director/ The sales and marketing staff of the Coop**
 - Closely working with the consultant/ service provider with any tasks arising.
 - Collaborate with the focal point of Agriterra and consultant in preparation, assessment, planning implementation, and evaluation of the assignment.
 - **Consultant/ service provider**
 - The consultant will be the facilitator of the training. Their main task is to provide the participants with all knowledge to set-up an e-shop in Tik Tok, how to operate it effectively and legally, how to understand their products and target right customer/ market, then tips and tricks to increase the sales. The consultant also expects to provide livestream training for all participants.

- Duration of the assignment: The time frame of the assignment is from April to May 2024.
- Location: Eakiet Coffee Cooperative (Daklak)
- Arrangements: (alternative options)
 - Agriterra will arrange and cater for flight, hotel, transportation, programme for the Agriterra assignment team (if any)
- Responsibilities Agriterra: Hoang Hao Tra My (CA), and Nguyen Thi Thu Phuong (logistic)
- Responsibilities client: Eakiet Coop and Lien Son Coop

Tentative plan in 2024

Day	Date	Programme	Key responsible	Supporter
	Oct/ Nov	1. Local consultant/ service provider recruitment	CA	CA and Phuong
	Nov	1. Planning meeting with all stakeholders 2. Survey and analyse on level of digitalization of the coop	Consultant and the Coop	CA
	Nov/ Early Dec	1. Provide training for key staff and members 2. Provide coaching and guidance for and members to implement e-shop	Consultant and the Coop	CA
	Nov/ Dec	3. Reporting	Consultant	CA

Knowledge and Experience

- Work experience with e-commerce platforms (i.e. Prefer TikTok and Shopee.)
- Experience in training and hands-on coaching for customers.
- Strong oral and written communication skills.
- Good command of English and Vietnamese. In special cases, basic English could be considered.
- Experience in working with NGOs sector is an advantage.
- Experience in working with farmers and promoting agricultural products is an advantage.
- Experience in delivering similar training to farmer groups/ SMEs is an advantage.

Proposal submission

The proposal should include:

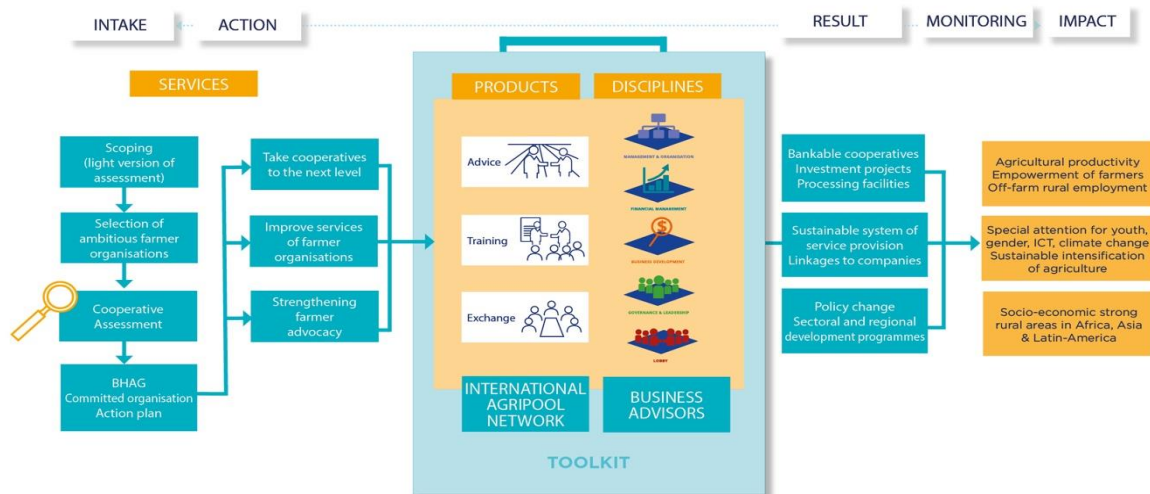
- Company profile and/ or CV of consultant
- Technical proposal (include in proposed training agenda) (max. 2 pages)
- Financial proposal (with total no. of working days)
- The application, should be submitted by email with the subject mentioning "[TikTok training] _[Name of the consultant]" to vietnam@agriterra.org. cc my@agriterra.org

The closing date for application: 17.00, 31 October 2024

Only short-listed applicants will be contacted.

Agriterra, for cooperatives

HOW DOES AGRITERRA WORK



Agriterra provides high-quality, and hands-on advice, training and exchange services, to cooperatives and farmer organizations with maximum impact for socio-economically strong and productive rural areas. In 2019, with 163 employees, Agriterra advised 291 cooperatives in 21 countries. With our programme we reach more than 850.000 farmers. Over the past few years, we have already mobilized more than 50 million euro made available through policy changes. More than 129 cooperatives are linked to banks with a mobilized loan for working capital and investments of more than 75 million euros, while 51 clients have a processing facility with increased production.

Through professionalizing and strengthening cooperatives in Latin America, Africa and Asia, Agriterra contributes to positive economic development and better income distribution. Farmers organized in strong, competitive and trustworthy cooperatives are indispensable for a vibrant rural economy, fostering agricultural development and off-farm employment in rural areas.

Agriterra draws on a century of cooperative knowledge in the Netherlands disclosed via its extensive network in the Dutch agri-food sector. These experts and Agripool experts from farmers organizations all over the world, work together with business advisors from the Netherlands and national business advisors in the countries where Agriterra staff is based.