

## Terms of Reference

<b>Title</b>	<b>: Communication Consultant for the MACIB Project</b>
<b>Client</b>	<b>:</b>
<b>Country</b>	<b>: Vietnam</b>
<b>Project number</b>	<b>: 24ATVN-9764</b>
<b>Assignment number</b>	<b>: ADV.20106</b>
<b>Period</b>	<b>: November to December 2024</b>
<b>Cooperative advisor (CA)</b>	<b>: Tran Quang Dieu</b>

### *Background of this assignment*

The MACIB project, funded by the Dutch Government, aims to transform aquaculture cooperatives in the Mekong Delta into sustainable, inclusive, and professional entities. It focuses on shrimp farming cooperatives, building their business models, improving sustainability, and promoting the inclusion of women and youth. The project operates in Tra Vinh, Soc Trang, Ca Mau, and Bac Lieu provinces, aligning with Vietnam's master plan for sustainable agricultural value chains.

The project supports cooperatives in overcoming challenges such as fragmented production, limited access to technology and financial services, and inconsistent farming practices. Through this effort, MACIB seeks to professionalize cooperatives, enhance their role in the aquaculture supply chain, and ensure inclusivity, particularly for underrepresented groups.

To highlight the key achievements of the project upon its completion in 2026, Agriterra intends to undertake a communication assignment to assess the current state of the cooperatives. This initiative will establish a baseline for comparing future positive changes and documenting these achievements to scale up successful outcomes.

Since communication is not Agriterra's core expertise, we plan to look for a consultancy service to perform this assignment professionally.

### *Introduction Cooperatives*

#### **Toan Thang Cooperative (Soc Trang)**

- Established in 2016 with 24 members, now grown to 72 members.
- Toan Thang coop (Vinh Hiep commune), focuses on sustainable shrimp farming.
- It faces challenges in scaling operations and accessing modern farming technologies. Many members use partial PE pond liners or earthen ponds, resulting in lower yields and higher disease risks.
- The cooperative aims to adopt modern technology, improve governance, and strengthen its financial management to become more competitive.

#### **Hoa Nho Cooperative (Soc Trang)**

- Operated since 2016, Hoa Nho has 53 ha of shrimp farms with 25 members.
- Producing 3,012 metric tons of shrimp annually, the cooperative primarily exports to high-value markets such as the EU, USA, Japan, and South Korea.
- Growth is constrained by a small membership base, limited financial resources, and a lack of youth and gender participation. The cooperative seeks to improve operational efficiency and inclusiveness for long-term sustainability.

#### **Phuoc Binh Cooperative (Tra Vinh)**

- Founded in 2020, Phuoc Binh has 18 members and emphasizes youth inclusion.
- It faces challenges related to access to financial resources and infrastructure modernization, especially in adopting lined PE ponds.
- With targeted support, the cooperative aims to enhance participation, improve productivity, and ensure sustainable growth.

#### **Tai Thinh Phat Farm Cooperative (Ca Mau)**

- Located in Tam Giang commune, Nam Can district, Ca Mau province, the cooperative focuses on semi-intensive shrimp farming.
- It faces challenges such as low productivity, inconsistent farming practices, and limited access to affordable inputs and advanced technologies.
- Tai Thinh Phat seeks to adopt aeration systems, biosecurity measures, and other modern farming techniques to improve yields and reduce disease risks.
- Strengthening market linkages with exporters and buyers is a priority to secure better prices and enhance financial stability for cooperative members.

#### **Tan Phat Loi Cooperative (Ca Mau)**

- Based in Tan An Tay commune, Ngoc Hien district, Ca Mau province, Tan Phat Loi engages in both shrimp production and processing.
- The cooperative faces operational challenges in financial management and scaling its production efficiently.
- It aims to adopt modern aqua practices and enhance value-added processing (e.g., shrimp crackers, dried shrimp) to penetrate high-value markets.
- With targeted technical support, Tan Phat Loi plans to streamline its operations, adopt sustainable practices, and improve access to export markets through certifications and stronger business partnerships.

### **Objective of the assignment**

The consultant will:

- Capture high-quality photographs reflecting shrimp farming activities across MACIB-supported cooperatives.
- Collect meaningful quotes and testimonials from farmers, cooperative members, and leaders.
- Develop engaging stories for each cooperative, aligning with MACIB's communication strategy and targeting key stakeholders, including government agencies, private sector partners, and donors.

### **Scope of Work**

#### **1. Photography and Visual Documentation**

- Take high-resolution photos highlighting farming activities, governance processes, and cooperative development events.
- Ensure inclusivity by featuring women, youth, and underrepresented members involved in the cooperatives.

## 2. Farmer Interviews and Testimonial Collection

- Conduct interviews with cooperative members and leaders to gather insights on the challenges, experiences, and successes of shrimp farming.
- Collect quotes on key themes such as sustainability, gender inclusion, and the impact of the project on livelihoods.

## 3. Story Development and Writing

- Write well-structured, engaging stories for each cooperative, showcasing the positive impact of the MACIB project.
- Ensure alignment with MACIB's communication strategy, emphasizing sustainability, inclusivity, and cooperative governance.

## 4. Collaboration and Reporting

- Work closely with the MACIB project team to ensure consistency in messaging.
- Deliver content in formats suitable for reports, social media, and websites.

### Deliverables

- 1) **Visuals:** 20 high-quality photos/coop at minimum capturing various activities.
- 2) **Quotes and Testimonials:** At least three impactful quotes from each coop.
- 3) **Stories:** A story for each cooperative (5 in total) in both English and Vietnamese, ready for publication.

### Timeline

The assignment will run from **November to December 2024** with a total of **17 working days at maximum**, with the following key milestones:

Time	No. Day	Program
Before 11 <sup>th</sup> Nov	01 day	Preparations (desk study, development of interview tools, preparations of props for photographing, etc...)
11 <sup>th</sup> Nov	0.5 days	Travel to Soc Trang city
12 - 14 Nov	03 days	- Capture visuals and conduct interviews during cooperative events/training sessions: Toan Thang Cooperative (Vinh Hiep commune, Vinh Chau town, Soc Trang province)
15 <sup>th</sup> -17 <sup>th</sup> Nov	03 days	- Capture visuals and conduct interviews during cooperative events/training sessions in Hoa Nho (Hoa Tu 2 commune, My Xuyen dist., Soc Trang)
14 & 17 Nov	3.5 days	- Travel to Tra Vinh province - Capture visuals, conduct interviews during cooperative events/training sessions in Phuoc Binh coop
06 Dec 2024	02 days	- Submit the contents for Hoa Nho, Toan Thang, and Phuoc Binh
13 Dec 2024	4 days	- Submit the final deliverables - Submit consultancy report (English)

### Consultant Qualifications

- Proven experience in communication, journalism, or storytelling for development projects.
- Strong photography skills with a portfolio of high-quality images.
- Experience conducting interviews and collecting testimonials in rural settings.
- Ability to develop engaging content for multiple platforms in both English and Vietnamese.
- Familiarity with sustainable aquaculture or cooperative development is preferred.

## **Reporting and Management**

The consultant will report to the MACIB project manager and collaborate closely with Agriterra's communication team to align with the project's communication strategy.

## **Logistics and Support**

Agriterra will provide logistical support, including travel arrangements for site visits to Tra Vinh, Soc Trang provinces.

## **Application Process**

Interested candidates should submit the following documents:

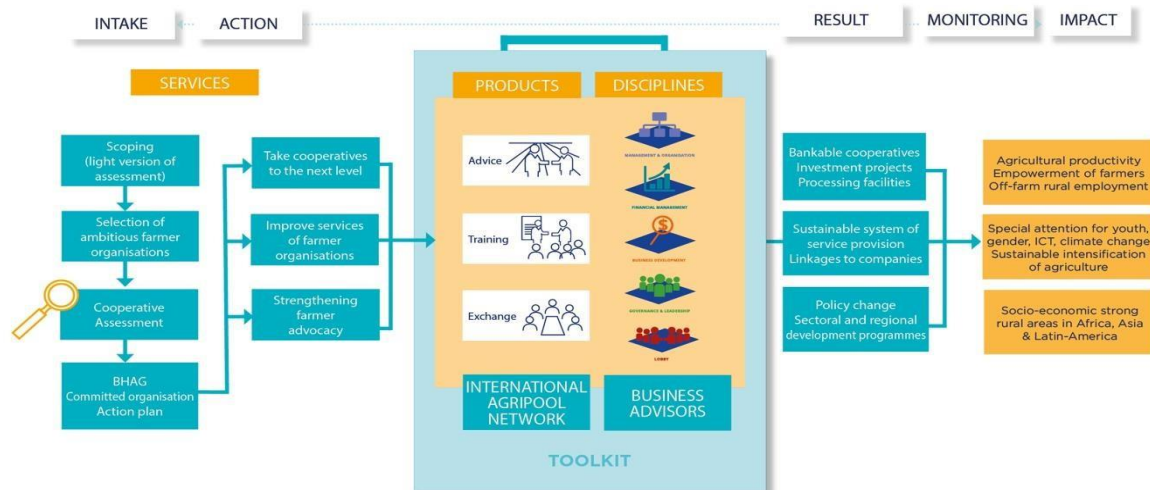
1. CV and portfolio showcasing relevant experience.
2. A brief proposal outlining the approach to the assignment.
3. Daily consultancy rate and estimated total cost.

An application should be submitted in English by email with the subject mentioning "Name, communication consultancy" to [vietnam@agriterra.org](mailto:vietnam@agriterra.org)

The closing date for application: 17.00, 31 October 2024

**Only shortlisted candidates are contacted for interview**

## 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.