

Habitat for Humanity International is an International NGO working in Vietnam and about 88 other countries around the world to eliminate poverty housing. Habitat is dedicated to eradicating substandard housing and homelessness worldwide with the vision "A world where everyone has a decent place to live".

## Consultant

Habitat for Humanity Vietnam seeks for a **Local Researcher Consultant** to map and assess the house industry in the country through analyzing the value chain for sustainable BOP (base of the pyramid) housing solutions, including the relation among different market actors and using the Affordable Housing Market System Analysis tool and the Global Housing Indicators (<http://globalhousingindicators.org>). Thus, we are currently looking for interested and qualified consultant(s) or agency (s) to conduct this market mapping in Vietnam.

### 1. Objectives

Through this assignment, HFH Vietnam will:

1. Understand the affordable housing ecosystem in each country.
2. Understand the relationship between actors in the value chain, including their strengths and weaknesses.
3. Understand the gaps in the value chain that lead to inefficiencies and how these might be overcome.

### 2. Methodology

The engagement will follow the Habitat's Center for Innovation in Shelter and Finance (CISF) methodology:

- Use **secondary sources**, such as housing studies performed by third parties, journal articles and web pages, to identify key sustainable affordable housing market actors;
- Use the **Affordable Housing Market System Analysis tool** (developing a market map of actors, identifying on the map the gaps in the value system, and identifying the main opportunities and threats to close the gaps) and use of Global Housing Indicators (<http://globalhousingindicators.org>);
- Conduct **interviews** (group or individual) with the target population, existing and potential partners, and other housing experts within the country.

### 3. Deliverables

The **local researcher consultant for Vietnam** will collect the necessary information to prepare the final market analysis report. The necessary information towards the final deliverable will be, but not limited to:

- Research findings on identified key housing market actors of Vietnam
- GHI rating tool.
- A market map of actors identifying the gaps in the value system and the main opportunities and threats to close the gaps
- Outcomes of the interviews (group or individual) with the target population, existing and potential partners, and other housing experts within the country.

The final report will include the following:

- Executive Summary
- General & Specific Objectives
- Methodological approach
- Description of the housing environment, demand and supply Vietnam.
- Results of the market mapping exercise on the housing value system in Viet Nam including:
  - Market map of actors
  - Gaps identified
  - Opportunities and Threats to fill the gaps
  - Role of Habitat for Humanity Vietnam to fill the gaps
  - Recommendations
- Conclusions

#### 4. Place and dates for the consulting assignment

- The consulting job will combine off-site and on-site work.
- The duration of the consulting assignment will be a maximum of 20 working days and another 10 days for completing the report, and will be performed between 30 July 2014 and 8 September 2014.
- The consulting will be considered finished when the document is turned in and approved according to the objectives described above.

#### 5. Qualifications Required:

- A post graduate degree in Economics, Finance, or Social Sciences
- Microfinance experience either as an implementer and/or consultant, exposure to housing microfinance preferred.
- Experience in market research, mapping surveys, urban programming and housing financial services delivery processes in Asia-Pacific.
- Good understanding of the low income financial landscape in Asia-Pacific.
- Key insights into BOP housing solutions in Vietnam.
- Familiarity with the Affordable Housing Market System Analysis tool would be an advantage.

#### Submission of Proposal:

Interested Consultant (s) / Agency (s) may submit their technical and financial proposal along with CVs of key staffs/agency profile and cover letter in a sealed envelope separately. Envelop must be marked with the title of the assignment. Proposals must be submitted to: **Human Resource Department, Habitat for Humanity International - Vietnam, 53/10 Tran Khanh Du, Tan Dinh Ward, District Ho Chi Minh, Vietnam and/or email [application@habitatvietnam.org](mailto:application@habitatvietnam.org)** by COB July 20, 2014

*\*\* Only short-listed consultant will be contacted for further discussion.*