

Terms of Reference:

**Analysis of Ha Giang Bamboo Sector and Feasibility
for
Caritas Interventions in the Bamboo Value Chain**

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| Project Title: | Analysis of Ha Giang Bamboo Sector and Feasibility for Caritas Interventions in the Bamboo Value Chain |
| Project Number: | N/A |
| Project Budget Line: | N/A |
| Proposal submission deadline: | 23 June 2013 |
| Contracted duration: | 27 June-15 August 2013 |

1. Project Background

Vietnam has been one of the fastest growing economies in the Mekong Region. Since 2010, the country has graduated as a lower-middle income country with an average GDP/capita USD 1,000. It is regarded as a success of economy transforming from centrally planned into market oriented economy over the last two decades. In parallel with economic growth, the country has achieved impressive poverty reduction results. The poverty rate has dropped from 59.3% in 1993 down to 11.4% in 2012.

Nevertheless, poverty remains condensed among ethnic minority groups living in remote and mountainous regions. The poverty rates among north-west mountainous provinces range between 30-35%. It creates a great challenge for poverty reduction in this area in the context of market oriented economy. It is proven that through making market work for the poor (M4P) approach, the poor could be included and benefit from the global value chain and in turn escape from poverty. Through its Market Access for the Rural Poor (MARF) Program (2012-2016), Swiss Development Cooperation (SDC) Office in Vietnam supports value chain and market access interventions that stimulate pro-poor changes in the market systems.

Ha Giang is located in the Northern Mountainous Region of Vietnam, where Caritas Switzerland has a long development cooperation history. With the total population of 746,000 inhabitants, 87.6% are of ethnic minority groups and 35.0% are poor. The

topography is featured by lime-stone (Dong Van, Meo Vac, Quan Ba, Yen Minh, Xin Man districts) and hilly (Quang Binh, Bac Quang, Vi Xuyen and Hoang Su Phi districts) mountains. The livelihood of the people is highly dependent on forestry and terrace field farming. The total bamboo forest is estimated at least 20,000 hectares, concentrated in the four hilly land districts.

In response to SDC call for proposal under MARP, Caritas Switzerland in Vietnam submitted a project proposal entitled: “Bamboo Value Change Development: using market economy to reduce poverty”. The project aims to combat poverty among male and female ethnic minority people living in the mountainous province of Ha Giang through market oriented approach. However, given limited update information and analysis in bamboo sector and market, instead of funding the project SDC decided to fund a bamboo sector study to help Caritas gaining more comprehensive and in-depth understanding of the bamboo sector so that it can guide Caritas interventions in order to address more accurately Ha Giang bamboo situation and in current market context.

The study should provide a comprehensive analysis of Ha Giang Bamboo sector in the current context of national and global market. That should include analysis from material production and supplies, processing (with special focus on culms processing) and market components.

2. Objectives and Scope of Work

Objectives

The objective of the study is twofold:

- 1) To provide a comprehensive analysis of the bamboo sector in Ha Giang with special attention to the market of bamboo culms processing.
- 2) To recommend Caritas’ interventions to develop bamboo value chain in Ha Giang province, including areas and strategy of interventions based on feasibility analysis.

Scope of work

The study aims to provide an in-depth and comprehensive analysis of the bamboo sector in Ha Giang and its marketability with special focus on bamboo culms products.

A. An analysis of bamboo market

Analysis of international market

- An overview of bamboo culms production, processing and sales in global market
- A quantitative and qualitative analysis of the current status of global bamboo market: amount and dynamic of demand and supply of global market.

- Comparative advantages of bamboo products comparing to others which share the same lines (such as timber, metal and plastic, etc.)
- Market potential and market trend for bamboo culms products based on the analysis of global bamboo market in the recent years.
- Potential contribution to carbon storage and possibility to join carbon finance market
- An overview of Bamboo sector (value chain) in Vietnam (products and amounts; exporting products; exporting markets and exporting lines and market actors, etc.)
- Current share and trend of Vietnamese bamboo culms products in global market
- A SWOT analysis of Vietnam bamboo sector comparing to main bamboo exporting countries (e.g. China).
- Potentials and challenges for Vietnamese bamboo culms products in global market (including carbon finance market)

Analysis of domestic market

- An overview of bamboo culms production, processing and sales in Vietnam (with a diagram of value chain)
- A quantitative and qualitative analysis of the current status of domestic bamboo market: amount and dynamic of demand and supply of domestic market – amount of consumption, product lines and qualities, etc.
- Comparative advantages of bamboo products comparing to others which share the same lines (such as timber, metal and plastic, etc.)
- An overview of policy environment that influence the development of bamboo culms production (forest), harvesting, processing and sales.
- Domestic market potential and market trend for bamboo culms products based on the analysis of bamboo market in the recent years.
- A SWOT analysis of domestic bamboo products comparing to imported products from other elected countries (e.g. China).
- Potential and challenges for bamboo culms products in Vietnam market (including joining global carbon finance market)

B. An analysis of bamboo sector in Ha Giang and its marketability

- An overview of bamboo forests and plantation: bamboo area (natural and planted forests), species, distribution and richness of forests.
- An overview of production, processing, sales and market of Ha Giang Bamboo culms products (including market players; market mechanism; benefit sharing and income of bamboo farmers – with a value chain diagram)
- A SWOT analysis of bamboo sector in Ha Giang with special attention in bamboo culms production, processing and market
- Potentials and challenges for processing and market access to Ha Giang bamboo-culms processing products (including joining global carbon finance market)
- Analysis of options for the bamboo culms production and processing in Ha Giang taking into account the SWOT, potentials and challenges of Ha Giang bamboo sectors
- Recommendations for interventions (by governments; private sector and NGOs) in order to upgrade the Ha Giang bamboo value chain.

C. Recommendations for Caritas interventions in bamboo value chain in Ha Giang based on feasibility analysis

- An analysis for the needs of external support in order to upgrade the bamboo value chain in Ha Giang which can benefit the poor and ethnic minorities.
- Feasibility analysis of possible interventions that Caritas can provide to help upgrade the bamboo culms value chain that can benefit the poor and ethnic minority people
- Concrete recommendations on Caritas interventions to stimulate the development of the bamboo culms value chain that includes expected goals, areas of intervention, intervention strategy and estimated level of effort.
- Recommendations on the way to address challenges advantages, potentials and challenges (including measure to manage risks) in order to secure impacts of caritas interventions on the development of bamboo sector in Ha Giang, and that would benefit the poor and ethnic minority people.

3. Deliverables and deadlines

The study is proposed to be completed in between 27 June and 15 August. The final report is expected to be submitted by 15 August 2013. The table below shows the main deliverables and respective deadlines:

| Activities | Deliverables | Deadlines |
|------------------------------------|---|------------------|
| Recruitment of consultant team and | A technical and financial proposals submitted by consultants describing their | 23 June |

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| contracting | understanding of assignment, their capacity to conduct the study, proposed methodology, work plan, team formation and task assignment among team members, and budget. | |
| | A contract signed between Caritas and the consultants | 27 June |
| Study planning | An inception report submitted by the consultants and approved by Caritas, that specify study questions, methodology, tools, work plan with task assignment and timelines, and report outlines | 1 July |
| Conducting study | A debriefing report on preliminary is held between the consultants and Caritas team | 27 July |
| Draft report | A draft report is submitted to Caritas (in English) | 7 July |
| Finalization of the report | A final report is submitted in English addressing all research questions as indicated in the TORs and approved inception report | 15 August |

4. Consultant team

It is proposed that the team includes an international (Team Leader) and a national consultant (Team Member) with the following designated tasks.

4.1. Responsibilities of the International Team Leader

- Lead the consultant team to conduct the whole assignment and be fully responsible to Caritas for timely and quality deliverables to Caritas
- In consultation with the national consultant, prepare and present the study proposal and inception report (including specific study questions, methodology, tools, work plan and report outlines) and submitted to Caritas for approval
- Together with national consultant, conduct the desk study to collect and analyze necessary secondary data and information
- Together with the national consultant, conduct field studies to Ha Giang and other provinces within the country (if necessary)
- Analyze the data and information, preparation and ensure the quality of the study report.
- Lead the consultant team in discussion with Caritas staff on its feedbacks and finalize the report.

4.2. Responsibilities of the national team member

- Assist and contribute to the design of the study and preparation of the inception report

- Together with the International Consultant conduct desk study
- Together with the International Consultant conduct field studies to Ha Giang and other provinces in Vietnam
- Analyze data and preparation of the draft report together with the International Consultant
- Contribute to finalization of the report.

4.3. Qualification of consultants

An International and a national consultant should possess complementary qualifications and experience which cover not least the following areas:

- MBA or Masters Degree in Business, Development Economics or related fields
- Minimum 7 years of experience in value chain development, market development and related fields
- Strong record in value chain or market analysis, market development and related fields
- Understanding and experience in bamboo sector is a must with a preference for those who have proved understanding of bamboo sector in Vietnam
- Excellent report writing skills
- Experience in leading a team (International Consultant)
- Advanced English proficiency

5. Contract Duration

From 27 June 2013 to 15 August 2013

6. Budget

Budget should be proposed by consultants. The total budget (including all expenses items e.g. fee, foods, accommodation, transport, and others) should **not exceed USD 19,000**

7. Payment and Reimbursement

Consultant fee: based on contracted/actual working days*contracted unit price with approved timesheets

Reimbursables: based on actual expenses with Caritas cost norms and accepted invoices

8. Application

Interested consultants are requested to submit a detailed proposal which include the following sections:

1. Technical sections which specify consultants' understanding of the assignment; proposed methodology which address the above mentioned study objectives and scope; study plan; and profile of consultants (including CVs) with explanation why the team is able to address the study questions and requirements
2. A financial section which specifies break-down costs with consultant fee and all associated expenses. Total budget should not exceed the budget threshold

Application deadline: 23 June 2013

Applications should be sent by mail to:

Caritas Switzerland in Vietnam
Room 120, Block A, La Thanh hotel,
218 Doi Can, Ba Dinh, Hanoi

Or email to: vietnam@caritas.ch

9. Contact person

For information and clarifications please contact Nguyen Huu Tien (Mr.), project officer at email: thuu@caritas.ch; or telephone: +84-985152998