

# SUPPORT S FOR CERTIFIED COCOA VALUE CHAINS IN VIETNAM

## Final Evaluation

### Terms of Reference

#### 1. Background

HELVETAS Swiss Intercooperation started a five-year project to develop and support Certified Cocoa Value Chains in Vietnam in 2010. The project aims to increase the living standards of the rural population in the southern regions via improved social, economic and environmental conditions related to agriculture. The project is coordinated by HELVETAS and implemented by three project partners: the Nong Lam University (NLU), Ben Tre Province's Agricultural Extension Center (PAEC) and Tien Giang Province's Department of Science and Technology (DOST). The primary target groups are 4,000 small-scale cocoa farmers in the two selected provinces. For achieving the development objective, the project is designed to achieve four outcomes, namely: (1) development of sustainable certified cocoa production systems (intercropped with coconut); (2) strengthening processing and quality management of certified cocoa; (3) development of certified cocoa value chain and markets; and (4) setting up effectively and sustainably internal control systems for different standards. A specific component on gender empowerment is also integrated.

This Term of Reference is to provide a final evaluation on the project performance. The details of the evaluation are specified out in the following sections.

#### 2. Purposes of the evaluation

The Evaluation is planned to be happening in 2014 to systematically analyze the project achievement up to now and the accompanied strategies. In the light of the project's objective and what has been delivered so far, lessons on development model, implementation mechanism and management efficiency, are to be identified to provide recommendations of potential actions and replication to enhance cocoa sector's performance in the coming years.

The Evaluation therefore has four main objectives:

- 1) Review and assess **the relevance** of the certification program in the concrete development context of the project localities and other enabling factors, including market situation and participation by international players;
- 2) Review **the effectiveness and efficiency** of program regarding to its investment, the mechanism to partner with local governments for delivery of interventions;
- 3) Assess **the impact** of the project on the communities, especially in wealth creation for cocoa producers;
- 4) Assess **the sustainability** of the project in terms of (a) poverty reduction, (b) methodology adoption/application by government partners and other partners. Assess the potential for replication in Mekong delta and High Land region of Vietnam

### **3. Scope and Methodology**

#### **3.1 Scope**

In general, the consultant will look at the achievement of the project to date, identify the drivers behind such achievements in consideration of local contexts and international market developments; propose clear recommendations for possible interventions as well as for replication of successes in future. Special attention should be paid on the relationship between the project's objective, which is to increase income for cocoa households, and the interventions having been implemented in the project.

To achieve the above, the evaluation should offer answers to the following key questions and not only restricted on them:

#### **Relevance:**

- Does the project respond to the local people's needs (in relation to cocoa production) and contribute to sustainable improvement of income and poverty alleviation?
- Is the approach and strategy used appropriate to local and market context? Are any significant changes in the context during the project implementation? And if the project has adjusted its approach and strategy accordingly?
- Has the project worked with the right partners and target groups? How is the collaboration between the project team and the partners?
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#### **Effectiveness and efficiency**

- Have the project activities and work plans led to planned results and reached objectives? And to what extent the objectives have been achieved in terms of depth and scope?
- Were the activities implemented accordingly to the planned timescale? Was the timescale appropriate?
- Are there unforeseen effects? Were these rapidly identified and responded? What are the reasons behind these?
- Were the planned resources (human and financial) appropriate for the project implementation?
- How efficient were the human, material, financial resources used in accordance to the achieved results?

#### **Impact**

- How has the implementation of the project contributed to the achievement of its goals?
- Which unforeseen impacts (positive or negative) have occurred during the implementation of the project?

#### **Sustainability**

- Do the beneficiaries have enough capacity (management and financial) to keep working with the obtained results in the project once the financial support has finished?

- Has the project introduced new technologies/knowledge for the beneficiaries? If so, are these technologies appropriate to the needs and requisites of the beneficiaries; be social inclusive (men and women)?
- Has the technical and analytical capacity the extension staff improved?
- How would be the results integrated in the future policies of the government?
- What is the potential of replication of those results in other places in Vietnam?

### 3.2 Methodology

The consultant will work in close collaboration with Helvetas's Project Manager. The detailed methodology will be developed and agreed in due course but with consideration of the following guidance:

- Methodology will be developed based on availability of resources, time availability of Helvetas's local partner. Meetings and questionnaires should be adapted to facilitate effective information gathering and analysis with beneficiaries and key staff;
- Discussion and interviews should be well planned in advance for the sake of efficiency on the field;
- Ensure that all analysis is based as far as possible on available records and evidences.

### **4. Consultant**

The consultant should meet following requirement:

- Holding master Degree in Project Management/International Studies
- Proven experiences in Monitoring and Evaluation of development projects
- Having good understanding on value chain development approach for agriculture products
- Having good understanding on cross-cutting issues (gender mainstreaming, social inclusion, etc.)
- Being able to deliver the committed outputs on time
- Having excellent analytical skills and reporting skill in English

### **5. Outputs**

- An oral debriefing after field trip mission and data analysis at the end of Sep in the form of synthesis Powerpoint presentation that sum up the main findings, conclusions, and issues for discussion;
- A draft report in English submitted to Helvetas by 30 Oct. Annexes will contain detailed info;
- A final report in English with critical and analytical view and clear recommendation and an executive summary submitted to Helvetas by 15 Nov.

Non- compliance with the outputs as defined above or with the objectives as stated in the present TOR might lead to retention of final payment.

Interested candidates are invited to submit technical and financial proposal and CVs by 22 Aug 2014 and to this email [Nguyen.Vuong@helvetas.org](mailto:Nguyen.Vuong@helvetas.org). Only short-listed candidates will be contacted then.