



TERMS OF REFERENCE

SURVEY OF SAFE AND ORGANIC VEGETABLE STORES IN HANOI

VECO Vietnam is seeking a consultant to conduct a survey of stores in six Hanoi districts that sell safe and organic vegetables (S/OV).

1. Background

VECO Vietnam is the Vietnamese country office of the Belgian INGO Vredeseilanden. VECO Vietnam's main focus lies in sustainable agriculture and food safety. VECO Vietnam's current program aims to, among other things, raise consumer awareness on these issues to better inform Vietnamese consumers on food safety and sustainability issues.

Food safety is a pressing issue in the mind of the Vietnamese consumer, but sales of S/OV in Hanoi are still relatively low. Research shows that many consumers are not yet buying S/OV because of a lack of information with regards to the supply: consumers are unsure of where they can purchase S/OV. VECO Vietnam aims to improve the ability of consumers to find reliable shops that sell S/OV in Hanoi. This should result in an increase of S/OV sales in these shops.

To make S/OV stores in Hanoi easier to locate, VECO Vietnam will build a website and smartphone app that feature, among other elements, a regularly updated, interactive map showing all S/OV stores in Hanoi. This platform will allow consumers and store owners to interact with one another, evaluate and review stores, arrange for deliveries and participate in awareness-raising activities and events.

2. Objective

The aforementioned interactive map will be informed by a database containing information on all S/OV stores in Hanoi, gathered through a survey. The goal is to create an up-to-date list of all S/OV stores in Hanoi and to gather in-depth information on these stores.

VECO Vietnam is seeking to engage a consultant to develop the survey methodology, undertake the surveys, enter the generated data into a database and write a set of procedures that will allow the survey to be replicated every six months.

3. Methodology

The data populating the database will be gathered through a survey of all S/OV stores in six urban districts of Hanoi. This survey will generate two types of data:



1. Basic data: a list of all S/OV shops in Hanoi including address, contact details, website, GPS coordinates, picture of the storefront and other superficial data that is easily collected without interacting with store owners or staff;
2. In-depth profile: after obtaining consent to be interviewed, information on sales, sourcing practices, evidence of safety claims, their consent to be featured on the website, and other types of data will be collected from store owners.

The specifics of the survey questionnaire and the other data to be collected will be developed by the consultant in consultation with VECO Vietnam.

Since the survey will be repeated every six months to keep the data up-to-date and to develop a longitudinal dataset, the consultant will develop a user-friendly and thorough methodology so the survey can be carried out by VECO staff and partners themselves.

While the survey is underway, VECO Vietnam will contract another consultant to build the website and smartphone app. The interactive map will draw on data from the database developed through the survey. If necessary, the survey consultant will coordinate on the database's technical requirements with the website and smartphone app consultant.

4. Geographic scope of work

Taking into account previous research on Hanoi's S/OV store sector, cost-efficiency in managing the project and the population density of Hanoi's urban districts, VECO Vietnam has selected six districts to be included in the survey: Ba Đình, Cầu Giấy, Đống Đa, Hai Bà Trưng, Hoàn Kiếm and Tây Hồ.

5. Period of consultancy engagement

The deadline for submission of the proposal is 06 August 2015 and the planned starting date of the engagement is the signing date of the contract, around 11 August. About 25 person-days are foreseen for this consultancy, estimated as follows:

- a. Methodological design: 1-2 days;
- b. Execution of the survey/field work: 15-18 days;
- c. Report write-up (drafting and finalization): 2-3 days;
- d. Presentation of preliminary results to VECO: 0.5 days;
- e. Finalization of report after preliminary presentation: 2 days

Subject to satisfaction of VECO Vietnam, the final report (containing the deliverables)'s deadline is **close of business, Monday 21 September 2015**.



6. Deliverables

The consultant will provide VECO Vietnam with the following deliverables, in both English and Vietnamese:

- a. A database, containing the following:
 - i. A comprehensive list of safe and organic vegetable stores in Hanoi's selected districts with their superficial data;
 - ii. In-depth data generated through a survey of consenting stores;
- b. User-friendly methodology to allow VECO Vietnam staff to periodically repeat the same survey and analyze the information generated;
- c. A presentation to VECO Vietnam on preliminary findings for comments and inputs before preparation of the final report;
- d. A final report that presents the survey's main findings.

VECO Vietnam will be the sole owner of all the deliverables and the data generated through this survey.

7. Selection criteria

- Relevant Master's degree;
- Extensive experience in data collection, consumer engagement, survey research, data entry;
- Excellent written and spoken Vietnamese and English;
- Experience in project management;
- Computer-proficiency;
- Experience managing large groups of volunteers;
- Willingness to work with university research institutes is an asset;
- Experience with 'safe' and organic agriculture is an asset;
- Excellent communication skills;
- Ability to relay information and give direction to staff;
- Flexibility and adaptability

8. Fees and payment

The consultant will be paid in the following way:

- a. 50% at the signing of the contract;
- b. 50% following the submission of the qualitative final report to VECO Vietnam



9. Submission of proposal

Candidates shall submit the following documents in English:

- a. A proposal that sets out the work plan containing both technical and financial aspects;
- b. An up-to-date CV of the consultant. In case the applicant is an organization, add an up-to-date portfolio of the organization;
- c. Examples of previous work undertaken that relates to this project

Deadline for submission of applications: close of business, Thursday 6 August 2015. VECO Vietnam will contact shortlisted candidates for personal interviews. Proposals must be addressed to VegMap Project Coordinator, Mr. Leandro Rossi, leandro@veco.org.vn.