

SCALING UP OF ETHICAL BIOTRADE INITIATIVES WITHIN PHYTO-PHARMACEUTICAL SECTOR IN VIETNAM

BACKGROUNDS

The context

HELVETAS is an international NGO with focus on agriculture, rural development, value chains development, and sustainability. For more than 20 years, it has dedicated to improving livelihoods of people from remote areas and promoting development with respects to environment and local societies.

Since 2013 to 2015, HELVETAS Vietnam had been running a Swiss-funded project to promote BioTrade initiatives in Vietnam's phyto-pharmaceutical sector. BioTrade is a concept of ethical and sustainable production practice, in which four core values are embrace: conservation of natural resources, sustainable business model, fairness for all players, and transparency in the process.

Phyto-pharmaceutical is an emerging sector in Vietnam due to the increasing demand, appealing to enterprises of all sizes. However, certain linkages in the sector are sometimes missing, namely between farmers and manufacturers, between manufacturers and market, and between the sector and policy makers. As a consequence, enterprises with long-term vision, abundant resources, and clear strategy are making good profits while others are struggling with blindly made decisions and unmanaged risks.

The Project

Project 'Scaling up of Ethical Biotrade initiatives within phyto-pharmaceutical sector in Vietnam' is the upscale phase of the 2013-2015 project, and has been launched in April 2016. The project is funded by the European Union, implemented by HELVETAS Vietnam, and will take place from 2016 to 2020. The project is composed of four components:

- Component 1: Promote the application of production practices that comply with ethical BioTrade standards. These standards are seen as a fundamental ground for sustainable production and exploitation of materials from natural resources;
- Component 2: Increase consumers' awareness as to the need for, and the value of, products that have been made as per ethical BioTrade standards;
- Component 3: Support for performance improvement of value chains that uses natural ingredients as raw materials
- Component 4: Facilitate for improvement of enabling policy environment.

Lao Cai province, one of the key sites of the project is located in the northwest of Vietnam. Rich in biodiversity resources, a large portion of the population is ethnic with traditional knowledge of herbal uses, the province has potentials to become a hotspot for medicinal plants. At the moment, the project is working with Lao Cai province to promote the province as a BioTrade destination.

As we defined, a BioTrade destination is a geographical area where BioTrade principles are understood embraced by local government, by local enterprises, by traders, and also by farmers. Such area is the supplier of natural ingredients, like medicinal plants, sourced and commercialized with respect to biodiversity. With Lao Cai becoming a BioTrade destination, it will set an example for other provinces, laying the ground for Vietnam to become an internationally recognized supplier of natural ingredients.

The assignment

In order to promote Lao Cai as a BioTrade destination, the province and the project have set up an overall long-term plan. One part of the plan requires for a communication strategy, to make sure that this goal reaches the broad public, attract tourism flow, and potentially, investment.

OBJECTIVES

The following objectives are set for the assignment:

- Identify potential and relevant target group(s) for the strategy and their media behavior;
- Formulation of message(s) that will be appealing to the target group(s);
- Come up with SMART objectives for the strategy;
- Provide recommendations on how to reach the target group(s) and send the message(s);
- Suggest timeline and budget for realizing such strategy.

SCOPE OF WORK

Key activities:

- Discussions with project team and relevant stakeholders to obtain a big picture about the situation in Lao Cai;
- Validating and updating information when necessary;
- Analyzing findings and sharing with the project team;
- Providing recommendations to the province and project team;
- Working and coordinating with the project's staff throughout the consultancy to ensure the activities are in line with the project's objectives.

DELIVERABLES

A report (in English or Vietnamese) is expected as a deliverable of this consultancy, structured as follow:

1. Overall situational analysis
2. Target group analysis

3. Objectives
4. Messages
5. Implementation
6. Timeline and budget

IMPLEMENTATION AND COORDINATION

The assignment will be carried out in Hanoi with possible travels to Lao Cai for interviews (when interviewing via telephone or online is not possible).

Activities	Consultant	Project team
General briefing	Prepare questions for briefing and fully participate	Guide the consultant based on the project's knowledge
Collection of data and information	Ensure all data available are acquired/retrieved	Prepare all available information
Interview with key stakeholders	Propose list of interviewees Undertake interviews	Approve list of interviewees Participate in interviews when deemed appropriate
Analysis of data and information	Fully responsible for the analysis	Team up with the consultant in analyzing of data
Presentation and report	Prepare a draft and a final version of the consultancy report, accommodating feedbacks from the project	Provide feedback for the draft of the report Approve the final version of the consultancy report

REMUNERATION

Remuneration will be subject to the qualification of the consultant and to agreement on services provided by the consultant in relations to HELVETAS's financial regulations.

The contract will be in form of lump-sum with the proposed total budget covering consultancy fee, VAT/PIT, travelling costs, and data collection fee.

SUGGESTED TIMELINE

- Negotiation and signing of contract: by July 25, 2018
- Data collection: by July 27, 2018
- Data processing: by August 2, 2018
- Report drafting: by August 5, 2018
- Final report submission: by August 10, 2018
- Liquidation of contract: one week after the final report is approved.

QUALIFICATIONS REQUIRED

The consultant should meet the following requirements:

- Bachelor Degree either in Communications or Marketing or Business Administration or other relevant majors;
- Solid and proven understanding of how communications tools and media channels work;
- Significant experience as a specialist in communications, media, PR;
- Being able to deliver the committed outputs on time;
- Excellent analytical skills and report writing skill;
- Experience or exposure with (phyto)pharmaceutical sector development will secure interest;

Interested candidates should send an updated CVs and Expression of Interest letter showing their expected consultancy rates and explaining why they fit with the above consultancy to Ms. Truong Quynh Phuong at phuong.truong@helvetas.org by July 25, 2018.

Please be kindly noted that only short-listed candidates will be contacted.