

Regional BioTrade Project in South East Asia

BACKGROUNDS

The Project

The Regional BioTrade Project in South East Asia is a four-year project funded by the Swiss Secretariat for Economic Affairs (SECO). The project operates country components in Vietnam, Laos and Myanmar with a central Project Management Unit supporting the three countries from Hanoi.

The Regional BioTrade Project focuses on developing exports, primarily to developed countries markets where companies and consumers are willing to pay premium prices for ethically and sustainably sourced products. The project builds on lessons from the 2012-2015 first phase BioTrade Project in Vietnam, extending the BioTrade concept to neighbouring countries and building a dynamic and internationally recognized BioTrade sector in the region.

The project targets *conservation of biodiversity through sustainable trade in natural ingredients in a manner that increases the competitiveness of local exporters/ producers and the livelihood benefits (income and jobs) of the rural population by taking into account ethical BioTrade principles and criteria.*

To achieve this impact, the project works on four outcomes:

- **Outcome 1:** Competitive natural ingredient companies are exporting to regional and international markets in accordance with ethical BioTrade principles and criteria
- **Outcome 2:** Value chains operating along ethical BioTrade principles value exporting companies with products in demand in international markets
- **Outcome 3:** Governments have taken steps to create a supportive environment for ethical BioTrade, in dialogue with relevant stakeholders
- **Outcome 4:** An effective and efficient knowledge management and program communication facilitates the sharing of national and international expertise and experience, supports effective communication, contributing to learning and applying lessons learned among the three countries and, finally, to achieve high program performance

The assignment

In order to achieve the Outcome 1, the project is working with 7-8 companies in Vietnam of varied levels of capacity and resources in supporting them with various export promotion activities. In that respect, one of the companies is developing a website for organic tea products to enter high-end markets such as

France, Germany and the US. Considering the fact that Vietnamese tea has no or minimal standing on international tea market, the story for Vietnamese organic tea should be made special and unique to be competitive versus Chinese, Japanese or any other Asian tea. Therefore, a content developer for the website is needed, in order to develop stories for the products of the Company and other contents in this website.

OBJECTIVES

The following objectives are set for the assignment:

- Given the target groups for high-end market of tea products, formulate the stories/messages that will be appealing to the target groups;
- Design brand structure for product groups;
- Develop other contents for the website;
- Suggest timeline and budget for the Assignment.

SCOPE OF WORK

Key activities:

- Discussions with project team and the Company to obtain a big picture about tea industry in general and the Company's products in particular;
- Participating in field trips to the tea sourcing areas in mountainous areas in Northern Vietnam;
- Analyzing findings and sharing with the project team;
- Working and coordinating with the project's staff throughout the process to ensure the activities are in line with the project's objectives.

DELIVERABLES

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

1. Brand structure for all of Company's products and identify key products
2. Stories/Messages for key products
3. Other contents for website
4. Timeline and budget

IMPLEMENTATION AND COORDINATION

The assignment will be carried out in Hanoi with multiple travels to sourcing areas for collection of information and data.

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	Approve list of interviewees

	Undertake interviews	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 August 15, 2018
- Data collection: by August 25, 2018
- Data processing: by September 10, 2018
- Report drafting: by September 15, 2018
- Final report submission: by September 20, 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 understanding about website content development;
- Significant experience as a specialist in copywriting; communication; Marketing; PR;
- Being able to deliver the committed outputs on time;
- Proven analytical skills and report writing skill;
- Excellent command of English;
- Experience or exposure with tea industry 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 August 10, 2018.

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