

## TERMS OF REFERENCE

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

## Biotrade promotion consultancy

### BACKGROUNDS

#### The context

Vietnam has a large natural resource of ingredients with more than 40,000 species which can be used as raw materials for phyto-pharmaceutical, cosmetic, and food industry. 95% of Vietnamese remedies, including over 1,760 medicinal products, rely on natural resource base. Vietnam also produces up to 40,000 tons of raw medicinal materials annually. Additionally significant amount of natural resource ingredients is being imported from overseas, China and India, most of them illegally and of low quality, though many of those plant species are available in Vietnam.

In reality, the supply of natural ingredients in Vietnam is declining due to (a) ineffective management of natural resources, (b) lack of incentives to encourage smallholders to harvest products sustainably, and (c) weak linkages between players on both of upstream and downstream of the value chain that uses natural ingredients. On the other hand, the demand for natural ingredients in national and international market is increasing, amplifying the trend towards decreasing resource base.

Since 2013 to 2015, Helvetas Vietnam had been running a SECO-funded project to promote Biotrade initiatives in Vietnam's phyto-pharmaceutical sector. As at the end of this project, four companies have successfully established 4 value chains that source supplies from EBT-complying plantation resource. However, further effort is required to lift up EBT practice to a sustainable level.

#### The Project

In the lights of above context, the Project of 'Upscaling of ethical Biotrade initiatives within phyto-pharmaceutical industry in Vietnam' has been launched since Apr 2016. The project is funded by 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.

**The project area:** will depend on the particular areas of resources, from which the participating companies source input supplies.

**The assignment:** Communication is a vital part of the Biotrade project. It is to promote consumers' awareness change toward adopting EBT products; as a result, the companies with natural resource use are encouraged to adopt production and processing practices according to EBT principles.

In order to deliver the above, the project is planned to carry a whole range of communication interventions, in which (a) Integration of EBT promotion into participating businesses, (b) facilitation

for communication of EBT practices/values to target audiences, and (c) maintaining platform to enable interaction between companies to encourage EBT production are all the important parts of the Project. The Biotrade therefore seeks for a communication consultant to implement these activities.

## **OBJECTIVES**

Specific objectives of the consultancy are:

- Provide supports for the design and implementation of the Biotrade project's communication activities to ensure that the overall objective of the project to change awareness of 10 m target consumers will be achieved;
- Participate in the project's communication management to contribute to the establishment of monitoring and evaluation system;
- Set up information platform to enable dissemination of EBT info to interested companies and also to attract businesses to participate in EBT supply chains.

## **DUTIES AND RESPONSIBILITIES**

- Provide relevant supports for the project in coordination / cooperation with communication service providers. This will include: (a) identify and assess potentially qualified service providers, (b) provide inputs for the service, (c) participate in the development of communication strategy, and in the monitoring of the strategy's implementation;
- Communicate Biotrade features/principles to participating companies and target audiences in the public to contribute to the awareness change towards supporting for development of Biotrade-principle value chains;
- Promote for use of natural ingredient in the target industries, and if required, provide trainings to companies' staff on the ethical standards;
- Cooperate with selected companies to contribute to the integration of the Biotrade project's communication objectives into the companies' marketing activities;
- Provide, when relevant, technical assistance for the target companies in EBT communication. This will cover a whole range of activities, including content development, messaging conveyance, and evaluation/monitoring;
- Support for establishment of international and public relations to (a) identify /seek possible opportunities for businesses to effectively commercialize products made in accordance with EBT standards and (2) facilitate for the implementation of communication interventions;
- Maintain relationship with the project business partners to ensure for the Project's communication-related activities to be smoothly carried out;
- Participate in design and management of evaluation and monitoring of the Project's communication campaign /activities. This will include, but not exhaustively, the identification of indicators, management of database, effectiveness/efficiency assessment of the campaign/ activities.
- Build database for association of stakeholders with interest in ethical Biotrade principles, regularly improve association's websites, helping members to search updated information easily and responsive to requests for information from the members;
- Analyze the database and feedbacks from members of the communication platform to obtain insights as inputs to assessment of the project performance in communication aspect.

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- Provide supports for market access improvement for the project's partner companies, including trade fair organization and other activities promoting the companies' capacity for marketing Biotrade products

### **DELIVERABLES**

Specific activities and according required outcomes will be agreed with Biotrade's project manager on monthly basis.

### **TIME**

The activity will be carried out from Apr 2019 to Mar 2020

### **QUALIFICATIONS OF CONSULTANT**

- Education:
  - University level education. A Degree with major in communication or business is a plus;
- Skills:
  - Proven skills in written and oral communication and marketing;
  - Knowledge on ethical Biotrade principles;
- Experience:
  - Experience/exposure to the development of communication strategy and content;
  - Experience/exposure of working with phyto-pharmaceutical companies will be plus.
  - Experience in providing consultancy.
- Language: - High level of written and spoken English and Vietnamese is a must.

Interest candidates please send updated CV and an Expression of Interest letter to [Helvetas.vietnam@helvetas.org](mailto:Helvetas.vietnam@helvetas.org) and [cuong.vien@helvetas.org](mailto:cuong.vien@helvetas.org) by 22 Mar 2019. Only short-listed candidates will be contacted.