

## **ToR for external consultants to support the Social Network Analysis (SNA)**

### **VIETNAM**

#### **A. About HELVETAS/SIPPO**

HELVETAS is a co-implementing partner with SwissContact to implement the Swiss Import and Export Program. Out of the 11 countries globally, the component in Vietnam will enhance the performance of associations, trade promotion offices and trade promotion management agencies (which are considered as BSOs) in Vietnam in order to enable them to provide export promotion services in two main sectors of Technical Wood (TW) and Outdoor Furniture and Value Added Textiles (VAT) in an effective, efficient and sustainable way. 1st phase of 2016-2021 is approaching the last few months to transit into the new phase.

#### **B. About the Social Network Analysis (SNA)**

**Social Network Analysis (SNA) is an instrument to map and visualize connections and knowledge flows between the different actors including BSOs partner**

##### **Project Objectives**

Our overall goal is to strengthen the BSO's organisational performance and the collaboration between the BSOs, that they will be able to provide professional export promotion services independently from SIPPO in the future. To realize our goal, we want to improve our facilitation activities for the existing BSOs.

##### **Project Approach**

For the development of our understanding, we take two major steps:

- Research 1: We interview exporting businesses and ask them about BSOs from which they receive support.
- Research 2: We share a survey with all the identified BSOs to learn more about their organizations as well as their interaction with other BSOs.

The results from these steps are analyzed with a Social Network Analysis (SNA), which is a tool that helps to show the status of an existing network between people and organizations.

#### **C We look for an expert consultant**

- with expertise in conducting standardized telephone interviews
- with expertise in data collection (xls based)
- who is familiar with the sector Value added textile
- applied language is English (for the interview itself you may use your local language)

##### **Your support and deliverables**

###### **1. These are the sectors we like to conduct the survey:**

- Value added textile
- 

###### **2. Companies'sample**

The companies to be interview are listed in the xls sector template.

###### **3. Interview companies**

- Use the interview guide attached to conduct 10 interviews per sector according to the agreed list of companies in the xls template

**4. Data Collection from interviews with companies:**

- Please use the attached xls templates to collect the information from the interviews per sector

**D Timing**

The survey needs to be conducted until **27th May 2021**. Once a sector template is completed, please share it immediately without waiting for other sectors.

**E Workload (please put an estimate depending on the work split with the local SIPPO team):**

- Preparing for the survey: 0.5 working day
  - Preparing for the list of interviewees and making appointment : 01 working day
  - Conducting the interviews: 01 working day
  - Following up after the interviews, data cleaning according to the interview guide : 0.5 working day
- Total : 03 working days

**F Confidentiality**

Information or sensitive data regarding projects, activities, financial information and / or internal procedures of the SIPPO and Swisscontact programs entrusted or exchanged with consultants is strictly confidential and cannot be used by the consultant for any other purpose except with the written consent of Swisscontact or SIPPO. This confidentiality agreement remains in effect after completion of the assignment.

**G Contracual Agreement**

The consultant is assigned to support the SNA conducted by the SIPPO country representative.

Date, location & signature

Date, location & signature

SIPPO

Consultant

---

---