



UNITED NATIONS INDUSTRIAL DEVELOPMENT ORGANIZATION

TERMS OF REFERENCE FOR PERSONNEL UNDER INDIVIDUAL SERVICE AGREEMENT (ISA)

Title:	National Market Development Expert – Tropical Fruits
Main Duty Station and Location:	Vietnam
Mission/s to:	Dong Thap and Ben Tre provinces
Start of Contract (EOD):	ASAP
End of Contract (COB):	June 2022 – with possibility of extension
Number of Working Days (for WAE ISAs):	Fulltime

ORGANIZATIONAL CONTEXT

The United Nations Industrial Development Organization (UNIDO) is the specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability. The mandate of UNIDO is to promote and accelerate inclusive and sustainable industrial development in developing countries and economies in transition.

PROJECT CONTEXT

Development challenges in the Mekong Delta for smallholder farmers, especially for rural women and youth, have been exacerbated by the impact of COVID-19. Against this background, the project “Building Forward Better: A Resilient Women and Youth Centred and Digitally Enhanced Value Chain Development in Vietnam” is jointly developed by UNIDO in collaboration with IFAD.

The proposed project would place the most vulnerable groups i.e. rural women and youth at the center of attention, focusing on developing a digitally enhanced model for building the fruit value chain in the Mekong Delta. It will facilitate the identification of a suitable fruit value chain, and map and engage its actors. It will also facilitate and support capacity-building to producer groups, SMEs, wage labourers and entrepreneurs, on ICT and other technical skills.

The project will support the development of COVID-19 related production standards, quality compliance and processing technologies, and develop policy engagement to promote the status of women and youth in leadership positions of the sector. These interventions would lead directly to robust farm-enterprise contracts and significantly increase the chances for women and youth to obtain higher paid labour contracts and decent, safe working conditions. Farmer groups will be

enabled to adopt climate smart fruit production technology and become more resilient to climate change effects and other externalities. Moreover, the project's interventions would improve the enabling business environment for women and youth, enhance the competitiveness and safety of women and youth led value chains and their access to markets. Ultimately, women and youth are expected to increase their income and self-esteem through higher skilled work and by becoming successful entrepreneurs. Together with advocacy and policy engagement, the social empowerment of women will gain concrete traction

The focus of the proposed project would be on measures to **build a digitally enhanced agricultural value chain** to serve as a model for wider scaling up. **The proposed approach of the project would prioritize rural women and youth as the core target groups** by (i) *boosting their skills and capacities*; (ii) *offering COVID-19 safe working conditions and decent revenues* and; (iii) most importantly, reducing barriers and opening a development pathway for women and youth to *actively participate in modern and digitized economic activities*. In addition, *building forward better* would result in (iv) *greater safety of agricultural products for consumers*. Demand for high quality and safe food is rising especially in urban areas as local markets receive more attention in Vietnam while export markets have contracted as a result of COVID-19. Opportunities for a COVID-19 safe value chain include (i) *COVID sanitized and certified transport and tracing systems for agricultural produce and farm inputs*; (ii) *cold storage and packaging facilities to prevent goods from perishing*; and (iii) *digital extension and e-commerce (ICT) to mitigate the impact of physical distancing and to speed up trade*. The proposed project aims to spearhead an innovative value chain development approach, and lessons from this can provide guidance for scalability in future agricultural value chain projects.

The project will target the following three inter-linked outcomes.

Outcome 1. Women and youth centred business enabling environment

Outcome 2. Enhanced competitiveness, safety and sustainability of women and youth-led VCs

Outcome 3. Improved access to new markets for women and youth

Under the supervision of the Project Manager (PM) in Vienna and in closed cooperation with the project partners (Ministry of Agriculture and Rural Development, Dong Thap province, Ben Tre province) as well as in close collaboration with the national project coordinator and other project experts, **the National Market Development Expert** will undertake the following duties:

<u>MAIN DUTIES</u>	Concrete/ measurable Outputs to be achieved, deliveries	Expected duration	Location
1. Identify the suitable existing digital platforms for market matching, identify potential buyers of mango and pomelo products produced by women and youth led farmer groups, cooperatives or enterprises in Dong Thap and Ben Tre provinces.	<i>Number of Identified digital platforms</i> <i>Number of potential buyers</i> <i>Selected producers for market matching</i>	10%	<i>Homed based – with potential travel nationally</i>

3. Identify high value markets (digital and non-digital) nationally and globally for value added products from Mango and Pomelo; In collaboration with National Expert of product innovation, create short and brief expose / brochure of potential value- added products for marketing and promotion.	<i>Product brochures prepared in digital and printed format and promoted on national and international platforms.</i>		
4. Deliver training on e-commerce to the selected women and youth led farmer groups, cooperatives or enterprises of the mango/pomelo value chain to improve e-commerce skills of the beneficiaries. (Additional expertise/institution can be mobilized/invited to jointly delivery of the trainings if necessary)	<i>Number of producers increased knowledge and skills in e-commerce</i>	10%	
5. Engage with potential buyers, facilitate and undertake business dialogues; identify product requirements (quality, quality, prices, certifications, etc.), transfer market information to producers and ensure enhanced understanding of market requirements by target women and youth producers and cooperatives; Organize digitally facilitated buyer meeting events, etc.	<i>Number of producers sensitized on market requirements; Number of market matching meetings organized</i>	10%	
6. Facilitate establishment of business contacts and linking the producers, cooperatives and companies to the new buyers and processors.	<i>Number of buyers contacted; number of business contracts established Number of orders facilitated.</i>	30%	
7. Facilitate the development of long-term farm to enterprise business relationships for the women and youth led farmer groups, cooperatives or enterprises	<i>Number of producer–enterprise business relationships established digitally (It's targeted that 3 digitally facilitated business relationships with growth potential per producer group)</i>	30%	
6. Explore the synergies with the government and provinces' program/ activities on agro-products consumption connection for potential collaboration.	<i>Synergies with the provinces/government program</i>	10%	

REQUIRED COMPETENCIES

Core Values

WE LIVE AND ACT WITH INTEGRITY: work honestly, openly and impartially.

WE SHOW PROFESSIONALISM: work hard and competently in a committed and responsible manner.

WE RESPECT DIVERSITY: work together effectively, respectfully and inclusively, regardless of our differences in culture and perspective.

Key Competencies

WE FOCUS ON PEOPLE: cooperate to fully reach our potential –and this is true for our colleagues as well as our clients. Emotional intelligence and receptiveness are vital parts of our UNIDO identity.

WE FOCUS ON RESULTS AND RESPONSIBILITIES: focus on planning, organizing and managing our work effectively and efficiently. We are responsible and accountable for achieving our results and meeting our performance standards. This accountability does not end with our colleagues and supervisors, but we also owe it to those we serve and who have trusted us to contribute to a better, safer and healthier world.

WE COMMUNICATE AND EARN TRUST: communicate effectively with one another and build an environment of trust where we can all excel in our work.

WE THINK OUTSIDE THE BOX AND INNOVATE: To stay relevant, we continuously improve, support innovation, share our knowledge and skills, and learn from one another.

Managerial and Leadership Competencies (as applicable)

WE ARE STRATEGIC, DECISIVE, PRINCIPLED AND INSPIRATIONAL: As managers, we are strategic and fair in driving our team's performance. As leaders, we are a source of inspiration, stand for norms and standards established in the UN Charter and duty bound to defend these ideals with a principled approach.

WE ARE INCLUSIVE AND ACCOUNTABLE: As managers, we are inclusive in our approach and maintain constructive engagement with all our stakeholders. As leaders, we embrace all personnel and stakeholders and are accountable mutually within UNIDO, within the system, to beneficiaries and the public and beyond.

WE ARE MULTI-DIMENSIONAL AND TRANSFORMATIONAL: As managers, we go beyond conventional methods to help our organizational units strengthen their own agility and adaptability to change. As leaders in the UN system, we have a vision which is integrated and engaged across the pillars of Peace and Security, Human Rights and Development.

WE ARE COLLABORATIVE AND CO-CREATIVE: As managers, we foster a team spirit and create meaningful opportunities to hear the voices of those around us, while realizing that only by working together can we accomplish our mission. As leaders we see the inter-dependency of imperatives of the UN Charter and personally champion a collaborative inter-agency, multi-stakeholders and cross-thinking approach.

MINIMUM ORGANIZATIONAL REQUIREMENTS

Education: Advanced university degree, preferably in marketing, trading, e-commerce, economics, agriculture or related field.

Technical and Functional Experience:

A minimum of 10 years of experience in the area of agricultural products trade promotion, business development and e-commerce; familiarity with UNIDO mandate; very good understanding of value-added fruits markets in Vietnam and globally; very good understating and knowledge of high value markets such as tourism, hotels, restaurants, Fairtrade and Organic markets; experience and expertise in supporting direct market access development for disadvantaged groups; excellent business negotiations and facilitating skills; very good understanding and experience with marketing and branding of fruits; and excellent planning, coordination and management skills. Computer literate with experience in the usage of computers and office software packages (MS Word, Excel, etc.).

Languages: Fluency in written and spoken English is required.