



## **Terms of Reference**

### **DATA COLLECTION AND FARM HOUSEHOLD SURVEY FOR COCOA PRODUCTION IN THE SOUTHERN PROVINCES OF VIETNAM.**

#### **Project: Circular Economy Cocoa - “From Bean To Bar” Package: Digital traceability & supply chain management of PGPI**

#### **I. BACKGROUND**

The Project Circular Economy Cocoa - “From Bean To Bar”, funded by the European Union, will be implemented by HELVETAS Vietnam and CDC within the period 2022 - 2026, in the Central Highlands, South-East and Mekong Delta as the main cocoa planting areas of Vietnam.

The specific objectives of the Project include:

- Transition the cocoa/chocolate subsector to regenerative and circular economy approaches at key points of the product lifecycle;
- Leverage change in the cocoa subsector to trigger the uptake of circular economy approaches in the wider agri-food sector;
- Prove the feasibility of closed-loop and circular production, providing an example for others to follow and informing supportive policies.

Puratos Grand-Place Vietnam (PGPI) is a joint venture between Grand-Place Holding and Puratos - an international group founded in 1920. For more than 20 years, the company offers a full range of innovative products for artisans, food service, chocolatiers, bakeries, and patisseries in Vietnam, Cambodia, and Laos. Puratos Group has undertaken an approach to be Carbon Neutral by 2025 through a combination of actions both to reduce energy consumption as well as offsetting through carbon sequestration realized through planting trees within the supply chain of cocoa farmers and preparing to certify them against quality standards for Agriculture, Forestry and Other Land Use. Supporting an innovative approach to cocoa sourcing is relevant for Puratos-Grand Place Vietnam (PGPV) because the company requires a sustainable and steady supply of cocoa to meet the demand as well as increase the cocoa production yield.

To support PGPI - as a strategic partner of the Project - in developing a digital system for cocoa supply chain management and product traceability in Vietnam, HELVETAS Vietnam & PGPI are seeking for a quality Service Provider to perform the following assignment:



## II. ASSIGNMENT’S NAME AND OBJECTIVE

“Data collection and farm household survey for cocoa production in Southern provinces of Vietnam.”

The main objective of this assignment is to build up a comprehensive and informative database on cocoa farmer households and their cultivating farms, supporting to development and launch of the company’s digital supply chain management and traceability system. The system is complying with EU environmental regulations.

## III. SCOPE OF WORKS

The Service Provider will cooperate with the project management team of Puratos and HELVETAS Vietnam to conduct interviews/surveys to collect the required data from a minimum of 1,100 farmers' households (with an option to expand to 1,500) who belong to Puratos’s supply chain in the below-mentioned provinces using the digital tool provided by Puratos. Data structure design and survey questionnaires have already been developed and will be provided by Puratos.

The scope of work required for Service Providers to be specific in detail as follows:

### 3.1. Conduct interviews/surveys to collect data from farmer households:

Provinces	Bến Tre	Bình Phước	Bình Thuận	BRVT	Đắk Lắk	Đắk Nông	Đồng Nai	Lâm Đồng	Tiền Giang	Trà Vinh	Vĩnh Long	Total
# of HHs	139	122	2	30	341	24	65	34	69	57	217	1.100

Data needed to collect will include the following main categories:

- General information on farmers and production areas.
- Information on the cocoa cultivation situation.
- Information on economic income, costing, production efficiency, cocoa processing, and proportion of income from cocoa production in the income composition of farmers.

### 3.2. Field visits to collect geo-location data for Geo-Reference Mapping:

The geolocation information with GPS points or Polygon for each cocoa farm at the household level will be used to map the origins of the cocoa supply chain. Based on the current condition, Puratos requires:

- Using GPS point for the farm < 1 ha.



- Using a Polygon map for the farm > 1ha.

The timeline for data collection of both 3.1 and 3.2 is expected as follows:

# of plots/households	Aug-23	Sep-23	Oct-23	Nov-23	Dec-23	Total
GPS point (<1 ha)	190	190	190	190	190	950
GPS+Polygon (>1ha)	30	30	30	30	30	150
Total	220	220	220	220	220	1,100

### 3.3. Visualize, analyze the data collected, and submit a summary report:

Based on the data collected, the Service Provider will analyze, visualize and prepare a summary report reflecting the cocoa status quo for Helvetas and Puratos with recommendations to improve the company's supply chain management.

Other requirements:

- All the data of farmer households need to be cleaned, validated, and input fully into the digital system of Puratos.
- All the cocoa plots should come with Geo-Reference Mapping as instructed in 2.2.
- Monthly updates to Helvetas & Puratos on the data collecting process.

## IV. SUGGESTED TIMEFRAME AND DELIVERABLES

Activity	Deliverables	Deadlines
Contract signing		31/06/2023
Field data collection (about 05 months)	+ Full set of household and plot database collected from the Puratos's supply chain.	31/12/2023
Analyse and visualize data.	+ Data visualizations and key fact-findings	15/01/2024
Final Report Writing	+ Summary report on the results to reflect the cocoa industry status quo.	20/1/2024
Contract liquidation		05/02/2024

## V. REQUIRED QUALIFICATIONS

The Service Provider may be a consulting firm or a group of individuals. The assignment will be implemented by a team led by an expert who should have the following qualifications:



- Minimum of a Master's degree qualification in Data science and/or Agricultural science (and or relevant) and a minimum of 03 years of experience working with agricultural programs/projects.
- Extensive experience in quantitative and qualitative works, and data analysis.
- Experience with digitalization tools for surveys or assessments (compulsory).
- Experience and understanding of the cocoa industry (is an added value).
- Understanding EU and Vietnam data protection regulations.

## VI. PROCEDURES

No.	Step	Time
1	Announcement of the assignment	02/06/2023
2	Submission of Technical and Financial proposals by candidates	15/06/2023
3	Assessment of the proposals by	30/06/2023
4	Contract negotiation and signing	31/06/2023
5	Project implementation	From 01/08 to 31/12/2023

A detailed work plan should be described in the Technical Proposal. The approved Technical proposal will be a part of the service contract.

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Candidates, who are interested in this work, please send your profiles, Technical and Financial Proposal to Helvetas and PGPI at the following emails [tuan.nguyen@helvetas.org](mailto:tuan.nguyen@helvetas.org) and [thaontt@puratos.com](mailto:thaontt@puratos.com) by **15/06/2023**.

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