TERMS OF REFERENCE

Consultant to conduct scoping study on the development of value chains for coffee in Kon Tum, Vietnam

Period: January 1, 2025, to March 15, 2025
Location: Kon Tum Province
Reporting to: Country Director, Country Programme Manager, Project Manager

I.   BACKGROUND

Fauna & Flora, in partnership with SNV and the International Union for Conservation of Nature (IUCN), is implementing a seven-year biodiversity conservation landscape project entitled the BLF Lower Mekong Landscape Project. The project aims to conserve and enhance biodiversity in an area covering more than one million hectares of the Annamite Mountains, incorporating three large forest complexes in Cambodia, Lao PDR, and Vietnam. Funded by the Biodiverse Landscapes Fund (BLF), the overarching aim of this programme is to reduce poverty and create sustainable economic opportunities for those communities, through the delivery of lasting landscape protection, sustainable management, and restoration, safeguarding biodiversity, and maintaining and improving ecosystem quality. The project is funded by the UK Government's Department of Environment, Food and Rural Affairs (DEFRA).

The programme is being implemented through a consortium of highly experienced INGOs, led by Fauna & Flora, and includes SNV, and IUCN, working in close collaboration with local partners and ethnic minorities and local communities to ensure activities respond to locally identified and prioritised needs. The programme will take an integrated focus on people, nature, and climate, recognising that benefitting one at the expense of the others is inherently unsustainable. This position provides the opportunity to take a leading role in driving forward this transboundary programme of work and bringing this vision to fruition. The overall impact of this program is to reduce poverty and create sustainable economic development for communities living in, and dependent upon, environmentally critical landscapes through delivering lasting landscape protection, sustainable management and restoration, safeguarding biodiversity, maintaining and improving ecosystem quality. The program outputs have been designed using an integrated approach focusing on people, nature, and climate. To achieve the programme outputs, the programme will be delivered through six components. Components 1-5 are output-focused and align to their corresponding output. They are supported by Component 6 MEL and Programme Management, that enables delivery of the others through excellent monitoring, evaluation, learning and programme management mechanisms, and maintains firm focus on future up-scaling across the region. In Vietnam, BLF's support will focus on three landscapes: Pu Mat National Park in Northern Central region (Nghe An) and Chu Mom Ray National Park and Ngoc Linh Natural Reserve in Northern Central Highland region.

An initial livelihood and value chain scoping study revealed that in the landscapes in the Northern Central Highlands, coffee is the most prevailing commodity; it plays an important role in contributing to households' livelihoods. However, there is an opportunity to both support communities to improve their yields and quality of coffee production and adapt to the impact of climate change, in this drought prone region.

To address these climate and productivity issues, a detailed value chain analysis on coffee is necessary. This analysis will help identify opportunities for interventions that can strengthen coffee production and to develop the value chain in project areas in Kon Tum province, considering factors such as financial affordability, applicability, and creating market demand through service providers and supply chains.

II. OBJECTIVE

The overall main objective of this assignment is to provide sufficient understanding on the current status and future potential of coffee commodities (including Arabica and Robusta) in the BLF project area in Kon Tum province and do a value chain analysis of the commodities in the project districts by identifying specific bottlenecks and opportunities in their respective value chains that can be addressed and leveraged through the project interventions thereby increasing production, income for the local communities. The specific objectives are as follows:

Assessing Production Management

- Analyse the various stages of coffee production (including cultivation) and processing and identify bottlenecks, challenges, and opportunities within the production and processing processes.
- Provide a comprehensive climate change risk analysis (based on detailed climate model predictions for Kon Tum) for coffee production and indicate areas necessary for adaptation.
- Evaluate factors such as farming practices, pest/disease management, and overall efficiency and sustainability. Assess the level of agroforestry practices and best practices of coffee cultivation.
- Gender analysis of the production/harvesting part and household decision making on sales, use of profits, etc.
- Determine strategies and interventions needed to enhance sustainable production practices and address gaps that are affordable, applicable, and create market demand (propose technical/social/organizations and financial interventions).

Market System Analysis

- Identify pros and cons that inhibit high-value coffee value chain growth and competitiveness, specifically on:
  - Market trends and competitiveness for higher value coffee products: identifying markets and trends, unmet market demand, gross value addition, competitors (local, national and international), etc.
  - Stakeholders and value chain mapping: identifying the primary and supporting actors in the value chain (market linkages, pricing mechanisms, margins, and distribution channels; market demand, supply, and pricing dynamics).
  - Identifying the enabling environment (taxes, regulations, and etc) and business support services (e.g financial institutions providing loans, fertilizers or other services that are supporting the coffee value chain development) to complete the market mapping.
  - Value chain governance and inclusion: identifying how the value chain system is organized, where decisions are made (e.g., who determines terms of trade), where poor, marginalized and women actors are in the chain, and what the gender and social inclusion enabling and disabling factors are
- Propose interventions to strengthen market connections and improve price.
- Propose commercially viable market-based solutions to supply/demand challenges identified.

- Propose interventions and activities to enhance gender-responsive inclusion in the coffee value chain.

III. METHODOLOGY

Detailed methodology and research plan will be proposed by the selected consultant and approved by Fauna & Flora. Materials and reports should be presented in both Vietnamese and English.

IV. SCOPE

The scope of the study is to cover value chains of coffee commodities, including Arabica and Robusta. The area covered is across three districts of Kon Tum province (Dak Glei, Tu Mo Rong and Sa Thay) with particular attention to project targeted communes in the buffer zone of the two protected areas. For the trade and market linkage/business connections part of the value chain research including traders, processors, sellers, interviews should be done with these identified players in Kon Tum and neighbouring provinces.

V. CONTENT AND EXPECTED OUTPUTS

The consultant will furnish a comprehensive value chain analysis report having disaggregated data including following, but not necessarily limited to:

- Describe the current status of coffee production and farming practices in the project area in Kon Tum, assess the strengths, weaknesses, opportunities and risks on coffee production.
- Detailed analysis of coffee value chains with quantitative and qualitative descriptions and the incremental values at each level of the chain.
- Detailed analysis of climate change in project area and how it affects coffee production.
- Value chain mapping of actors, process stages, monetary flows, governance and power structures, information and knowledge flows from input, production, processing to consumption level.
- Economic analysis, production and market costs and revenues, value additions and profit margin along the chain including income and employment.
- Production pockets area and major market centres identification, growth potential, market trends (supply and demand) including cross-border trade (export and import) and competitiveness of selected value chain.
- Identify constraints and opportunities at each stage of value chain and leverage points.
- Recommendations of areas of interventions to improve the sustainable production and value of products including production arrangement, capacity building requirements for value chain development, and improving climate-resilience of coffee agroforestry and associated value chain.
- Recommendation of organizational development goals for the value chains from provincial to local levels (local, provincial, NGOs, and private sector) that can contribute to value chain development.
- Recommendation of potential next steps including an action plan and ways to enhance gender-responsive inclusion in the coffee value chain.
- List of potential agribusinesses interested in collaboration with the project through contractual arrangements and their contact details including strategy advice for involvement at any level of the value chain.

VII. DELIVERABLES OF THE CONSULTANT

The consultant is expected to deliver the following listed deliverables:

- A detailed study plan/proposal including methodology and research instruments approved by Fauna & Flora.
- Draft report and presentation: coffee commodities value chain report detailing backward and forward linkages with margins of all the actors in the value chain with recommendations mentioning the bottlenecks, opportunities, and leverage points where the project can intervene for improving sustainable production and maximizing returns to producers.
- Final concise integrated report and presentation including detailed deliverables within each study element i.e.: (i) detailed analysis on status on coffee production and supply chains in project areas, their dynamics, activities of each entity/stakeholder group, linkages between different entities/stakeholders, their capacities, constraints/issues and identify areas where the project can provide support, and (ii) A strategy and an intervention plan by BLF project for improvement of the coffee production and value chain that addressed the consultancy objectives above.

VIII. IMPLEMENTATION TIMELINE

The study is proposed to be completed by March 15, 2025:

No	Content	Due date	Deliverables
1	Designing	January 1-15, 2025	Detailed study plan and its toolkits for implementation approved by Fauna & Flora
2	Desk study	January 15-30, 2025	A package of collected data, information, relevant reports, documentations
3	Field study	Flexible	Field study conducted
4	Draft coffee value chain analysis report & presentation.	February 28, 2025	Draft report and PowerPoint presentation of summary findings
5	Final Report	March 15, 2025	Final approved report and PowerPoint presentation

Level of effort: 45-50 days

IX. BUDGET FOR IMPLEMENTATION

- Detail budget for implementation will be developed based on consultant proposal that indicated consultant's rate and the level of effort. The consultant fee is based on contracted/actual working days contracted unit price with approved timesheets.
- Costs should be based on actual expenses according to Fauna & Flora cost norms and accepted invoices.

X. QUALIFICATIONS AND EXPERIENCE

The consultant is expected to possess complementary qualifications and experiences, which cover at least the following areas:

- Extensive knowledge but not less than ten years' development experience with national and international agencies and programs as well as the private sector supporting rural development;
- Diverse understanding and clear knowledge of commodity markets and rural economic development;
- Good knowledge of the coffee sector and experience of conducting similar value chain analyses in Vietnam;
- Strong gender mainstreaming knowledge and experiences of conducting safeguards assessments in the context of agriculture/forestry sector projects of major donors;
- Experience working in Central Highlands is an advantage; and
- Excellent verbal and written fluency in both English and Vietnamese sufficient to write robust reports and communicate with national and international staff.

XI. ADMINISTRATIVE SUPPORT
Fauna & Flora will provide consultant with the following support:
- Access to Fauna & Flora's previous reports, papers, and background information related to study sites;
- Administrative support and procedures to work in the field and with local partners;

XII. PROPOSAL SUBMISSION REQUIREMENTS
- Applicant's profile (CVs)
- Technical proposal including approach and methodology for data collection and analysis, work plan and timeline, team composition and qualifications.
- Financial Proposal: Detailed person-days breakdown

XIII. CONTACT INFORMATION AND HOW TO APPLY
For inquiries and submission of proposals, please contact:

Le Hong Viet - HR Officer, Fauna & Flora by email viet.hong.le@fauna-flora.org

Note: Fauna & Flora International reserves the right to reject any or all proposals received and to negotiate separately with any consulting firm. The selection of the consultant will be based on the firm's qualifications, experience, proposed methodology, and cost-effectiveness.

The closing date for the submission of technical proposal is **14th January 2025.**