

TERMS OF REFERENCE



Title: Co-researcher

Location: Hanoi, Hung Yen, Ho Chi Minh City

Duration: March 2025 – First half of 2026

Reporting to: Project Manager

Since 1989, CARE Vietnam has actively cooperated with many partner organizations to implement more than 300 projects in Vietnam. We recognize that the key to equitable and sustainable development lies in addressing the root causes of poverty, social injustice and inequality. We always work with our partners to support women smallholder farmers, workers and women small and micro-enterprise owners to enhance their capacity and confidence to participate in economic development activities, adapt to climate change and increase resilience after natural disasters or major disasters. Together, we aim for a society that develops fairly and equitably for everyone. For more information, visit care.org.vn

Project information (if needed)

Since 2022, CARE in Vietnam (CVN) has been providing technical expertise to support the Flagship Program with US retailer, aimed at addressing inequalities faced by women in factories through a co-creation approach. This program is part of the US retailer's broader commitment to building a sustainable and equitable supply chain under the Framework for Equality for Women (TGEF). The Flagship Program has been designed to meet the specific needs of women in the supply chain by focusing on four key intervention areas: Women's Voice & Leadership, Women's Economic Empowerment, Health & Wellbeing Responsive to the lives of women, and Men's Engagement. These interventions not only address inequality for women but also contribute to improving factory environments and business outcomes.

To complement the Flagship Program, a parallel work-stream—**Business Case Narrative Development**—has been initiated to assess and capture the impact of these interventions to promote equality for women. The goal of the business case component is to build a clear, evidence-based narrative that demonstrates how social programs contribute to both worker well-being and business performance.

In Vietnam, the US retailer has selected two factories, one in Hung Yen province and one in Ho Chi Minh City, to participate in a co-creation process to develop a business case narrative for each factory. This co-creation process aims to actively engage cross-functional factory teams in building business case narratives tailored to their specific workforce and business needs. By doing so, CVN aims to support the US retailer foster a dynamic partnership with cross-functional departments in the factory that ensure the business case is compelling and aligned with factory objectives.

Rationale and purpose

The main goal of this workstream is to develop a report with 02 business case narratives for 02 project factories that take into account the perspectives from different factory departments, using the co-creation approach. To be specific, one Taskforce from each factory will be formed to collaborate with CARE team and other consultants to implement the workstream. The whole process will be divided into 03 stages: preparation, implementation, and playback. The preparatory stage will include forming a factory Taskforce and providing them with capacity building and coaching sessions on co-creation approach and developing a data collection plan. This stage will ensure that partner is equipped with the necessary knowledge, tools, and skills to collect data related to the primary concerns, motivations, and decision-making factors of cross-functional factory teams when it comes to social inclusion programs. The implementation stage will be data collection and analysis to write a business case narrative that takes into account the perspectives of different

factory departments on social programs and explore the potential link between social inclusion programs/initiatives and business outcome. The final stage – Playback – will focus on presenting the business case narrative for feedback and finalisation.

The purpose of this Terms of Reference (TOR) is to recruit a consultant for the position of Co-researcher to support the Business Case Narrative Development workstream. The consultant will work closely with the CARE team and either one of 02 factory teams to design a suitable approach, strengthen co-research skills for factory core group, and ensure the quality of final products.

Key objective:

Support the facilitation of co-creation approach towards building 02 business case narratives, including but not limited to:

- Implement the preparation phase with CARE team and factories’ Taskforce
- Build capacity for factories’ Taskforce on data collection
- Facilitate the data collection and analysis to develop a narrative that fit the assigned factory’s interest

Scope of work and key deliverables:

- **Objective 1: Implement the preparation phase with CARE team and factory’s Taskforce**
 - Collaborate with CARE team and other consultants to develop methodology and workplan for the business case narrative development
 - Design and conduct the Inception workshop with CARE team and factories’ Taskforce to: (1) document their experience with past social programs, identify assumptions, objectives, and orientation to develop preferred business case narrative, and (2) develop workplan for the next phase
- **Objective 2: Build capacity for factories’ Taskforce on data collection**
 - Collaborate with CARE team and other consultants to design the coaching sessions on data collection for factory’s Taskforce (~ 02 coaching sessions/factory)
 - Carry out coaching sessions for factories’ Taskforce on data collection skills, with the following objectives:
 - Using the co-research approach, co-develop with them the research questions, data collection tools and methods. The data collected should focus on: (1) identifying the primary concerns, motivations and decision-making factors for cross-functional teams to (or not) seek business case for social programs, (2) exploring the evidence (gaps) for the link between social programs and business outcomes.
 - Provide Taskforce with data collection skills needed and pilot interviews
- **Objective 3: Support the process of data collection and analysis to develop a narratives**
 - Participate in the data collection process together with CARE team and factory’s Taskforce.
 - Provide constant feedback on data collection progress and make recommendations for activities adjustment if needed
 - Analyse the data and co-write business case narrative with CARE team and share with other stakeholders for feedback at Playback workshop
 - Adjust the comments and finalise the business case narratives
 - Support the factory’s Taskforce to prepare the presentation of final narrative in the Gathering event

Tentative Timeframe:

Deliverables	Duration (Estimated # of days)	Deadline
1.1 Reviewed methodology and the workplan for the business case narrative development after onboarding	3	3 rd Week of Mar 2025

Deliverables	Duration (Estimated # of days)	Deadline
with CARE team		
1.2 Reviewed agenda and methodology (including detailed activities) for Inception workshop	2	4 th week of Mar 2025
1.3 Activity report of Inception workshop (including but not limited to workshop findings, recommendations, and next steps)	3	Apr 2025
2.1 Detailed agenda for Coaching sessions (~ 02 sessions/factory)	2	Apr 2025
2.2 Methods, tools, and detailed workplan to collect data after Coaching sessions	6	June 2025
3.1 Set of raw and cleaned data	8	End of Aug 2025
3.2 First draft of narrative	8	End of Sep 2025
3.3 Presentation of first draft to CARE team and Taskforce	2	End of Oct 2025
3.4 Review and support Taskforce to present the final narrative in the Gathering event	2	December 2025
3.5 Final report business case narrative	4	December 2025 – First half of 2026
TOTAL	40	

Note:

- **The above-mentioned total working days is for working with one factory.**
- **The exact timeline will be discussed later depending on the availability of 02 factories.**

Selection criteria

The Consultant(s) must meet the following minimum qualifications, experience, and competencies:

- Minimum of five years of experience in conducting qualitative and quantitative research (data collection, survey administration, conducting interviews, and data analysis).
- Experience in participatory research/ co-research as well as providing training on research skills for community.
- Proven expertise in study areas such as garment sectors, economic rights, women & girls’ equality and social inclusion, women workers, women’s rights, social science, or community development.
- Good understanding of co-creation process, preferably with proven experience in implementing co-creation process.
- Knowledge of Return on Investment (ROI), Business Impact research/ Case study-based research is an advantage.
- Willingness to travel to urban areas and stay overnight when necessary.
- Ability to work collaboratively in a team environment with minimal supervision, adhere to set priorities standards and deadlines.
- Demonstrates flexibility, adaptability and initiative in fieldwork settings.

- Strong verbal and written communication skills in both Vietnamese and English.

Application procedure:

Interested candidates should submit the following documents in English, clearly stating the title of the Terms of Reference to **procurement3@care.org.vn** by 6th March 2025.

Applications include:

1. CV
2. A list of relevant past work, preferably applying a co-research approach
3. At least one written example of a relevant study
4. Detailed financial proposal with the daily rate for the consultancy (this file is separated)

Only short-listed applicants meeting the requirements stated above will be contacted for an interview. Please no telephone contact after submitting the application.

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new consultant/supplier understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.