

## Terms of Reference

<b>Position Title:</b>	<b>Consultant(s)/ Consulting firm to conduct hands-on coaching on market access, digital applications in business management and income-generating economic/livelihood activities for EMW-focused MSMEs/ cooperatives/ producer groups and their linked members</b>
<b>Location:</b>	Yen Bai province
<b>Period of Assignment:</b>	July 2025 – September 2025
<b>Reporting To:</b>	Project Coordinator/GEWEE Focal
<b>Project:</b>	SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT)
<b>Activity Code:</b>	1211.4

### 1. Background

SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT) is funded by Global Affairs Canada (GAC), with an implementation period from 2024-2029. The SPRINT is implemented in Yen Bai province and managed by Cowater International.

Cowater International is a leading global development consulting company founded in 1985. Headquartered in Ottawa, Cowater International has successfully delivered a portfolio of over 2,500 projects and assignments in more than 95 countries. Cowater works with governments, private sector actors, and communities to implement projects that support socio-economic development, institutional strengthening, environmental improvements, and advancing equal opportunities for all.

(Website: <https://www.cowater.com/en/home/> )

#### • Introduction of SPRINT Project:

**The goal of the SPRINT:** Enhanced socio-economic well-being of Ethnic Minority Women (EMW) through clean growth in the agriculture sector in Yen Bai province of Vietnam.

SPRINT's two main outcomes aim to: (i) Improved performance of EMW-focused MSMEs, cooperatives, and producers in gender-responsive and climate-resilient value chains in the agriculture sector; (ii) Increased influence of EMW in clean economic growth in the agriculture sector.

With the overarching objective of enhanced socio-economic wellbeing of EMW through clean growth in the agriculture sector in Yen Bai, SPRINT targets the following two main outcomes of working with 20,000 women, especially EMW working in Micro, Small, and Medium Enterprises (MSMEs), cooperatives, and producer groups within agri-food values chains; through awareness raising and application of low carbon and resilience agriculture production, renewal and efficient energy<sup>1</sup>; raising awareness around gender-specific barriers; and innovation for clean, adaptive and inclusive

growth (e-commerce platforms; Clean Growth Challenge Grant; learning events and knowledge dissemination).

The SPRINT project targets five districts (Mu Cang Chai, Tram Tau, Luc Yen, Van Yen, Van Chan) and Yen Bai City in Yen Bai Province. The main project stakeholders are Yen Bai Provincial People Committee (PPC), Provincial Cooperative Alliance (PCA), Women Union (WU), Department of Agriculture and Environment (DAE), Department of Industry and Trade (DOIT).

The SPRINT project's direct beneficiaries are ethnic minority women (EMW)-focused MSMEs, cooperatives, and producer groups working in the agricultural sector.

To achieve these objectives, the project provides training and capacity-building activities, focusing on financial literacy, gender-responsive business practices, and clean growth strategies for MSMEs/coops/ producer groups owned by women/EMW/or with many female workers/or with many ethnic minority households, focusing on project prioritized value chains: chayote, tea, bamboo shoots, indigenous apple, cinnamon, and sticky rice.

## **2. Purpose of the Consultancy**

To contribute to the achievement of:

- Intermediate Outcome 1200: Increased influence of EMW in clean economic growth in the agriculture sector
- Immediate Outcome 1210: Improved business capacity of EMW-focused MSMEs/coops/producers in business development, management, and building market linkages in agriculture

**The SPRINT project will implement the following 01 sub-activity through this consultancy:**

### **Sub-Activity 1211.4:**

Hands-on coaching for MSMEs/coops/producer groups owned by women/EMW/or with many female workers/or with many ethnic minority households as associate members (EMW-focused) on skills to access and identify information with quality market networks, digital applications in business management and income-generating economic/livelihood activities.

## **3. Expected Results**

- 400 participants from EMW-focused MSMEs/coops/producer groups are equipped with practical skills and tools on digital applications, market access, and income diversification
- A minimum of 70% of trained people can apply knowledge/skills to practical work

## **4. Hands-on Coaching: Expected Modules, Structure and Approach**

### **4.1. Expected Coaching Modules**

**The expected coaching modules will focus on, but not be limited to:**

- **Understanding Markets & Customers**
  - How to identify and verify reliable market information (prices, buyers, requirements, trends)<sup>2</sup>
  - Basic market mapping in agriculture: actors, roles, and opportunities in local value chains
  - Analyzing customer behaviors and segmentation: who buys, when, and how

- **Digital Tools for Business Management, Sales & Promotion**

- Using mobile apps and tools for inventory and basic accounting
- Livestream coaching: how to plan, go live, and engage online buyers with group practice to perform a mini livestream segment

- **Income Diversification & Risk Mitigation**

- Exploring supplementary income sources from existing products (e.g., by-products, seasonal services)
- Market risk identification (price fluctuation, oversupply, buyer withdrawal) and coping strategies

#### 4.2. Coaching Structure and Approach

In coordination with local trainers<sup>1</sup>, the consultant (s) will design and deliver 04 effective, gender-sensitive, and context-appropriate 3-day hands-on coaching sessions on digital applications, market access, and business development.

Each 3-day coaching session will be structured as localized, interactive learning events, tailored to the actual challenges of EMW-focused MSMEs, coops, and producer groups. To ensure practical relevance:

- Each session will be delivered to 100 participants, divided into 2–3 smaller on-site groups based on value chains, production stages, and local contexts.
- Hands-on coaching venues will be flexible, including commune houses, cooperative premises, production areas, or farmer's houses.
- Trainers will apply blended approaches, using print materials, video clips, real-life scenarios, and field-based (livestream,...) coaching.
- Gender-responsive facilitation and participatory learning methods (e.g., group case studies, peer coaching, action planning) will be integrated throughout.

#### 5. Specific Tasks & Deliverables

Note: Deliverables submitted by the consultant will be in Vietnamese

No.	Specific Task	Detailed Description	Deliverable (s)	Timeline
1	<b>Design coaching package and</b>	- Develop a detailed coaching agenda, presentation slides, facilitation guide, group case study templates, and technical	- Coaching package (agenda, slides, handouts, pre- and post-tests)	07/2025 - 08/2025

<sup>1</sup> Individuals with relevant experience, selected by the project based on clear criteria to work alongside the consultant. Their understanding of the local context supports effective activity implementation and enables them to provide follow-up assistance to participants after the activity.

	<b>engage local trainers</b>	<p>coaching tools, including gender integration components</p> <ul style="list-style-type: none"> <li>- Provide orientation and technical coaching to selected local trainers (individuals with relevant experience identified by the project) to enable them to support the consultant in the delivery of coaching sessions (coaching content, delivery methods, and roles during implementation, etc.)</li> <li>- Coordinate with the project team to ensure that local trainers receive appropriate allowances in accordance with the SPRINT Cost Norm</li> </ul>	<ul style="list-style-type: none"> <li>- 1-day orientation and coaching session for local trainers</li> </ul>	
2	<b>Deliver 04 hands-on coaching sessions</b>	<ul style="list-style-type: none"> <li>- Coordinate with local trainers and relevant partners to segment participants by value chain/product and tailor delivery accordingly</li> </ul> <p>Together with local trainers:</p> <ul style="list-style-type: none"> <li>- Facilitate 4 in-person hands-on coaching sessions (3 days each), targeting a total of 400 participants</li> <li>- Facilitate group work, livestream demonstrations, digital application coaching, and diversification exercises</li> </ul>	<ul style="list-style-type: none"> <li>- Pre- and post-assessments</li> <li>- 4 hands-on coaching sessions delivered</li> <li>- Group action plans</li> <li>- A coaching report summarizing the coaching delivery, participant learning, coaching outcomes, challenges, and recommendations</li> </ul>	08/2025 – 09/2025

#### 6. Consultant Qualifications

Criteria	Required
<b>Education</b>	A university degree in business development, agribusiness or a related field. A master's degree is an advantage.
<b>Experience</b>	- At least 5 years of experience in delivering capacity building, training, mentoring or coaching programs for MSMEs/ cooperatives/ producer groups, <sup>4</sup> preferably in ethnic minority areas

	<ul style="list-style-type: none"> <li>- Proven experience in designing and facilitating participatory, hands-on training/coaching programs on topics such as digital tools, market access, income diversification, and community-based technical support</li> <li>- Experience working on gender equality, women's economic empowerment, or inclusive market development is highly desirable.</li> </ul>
<b>Technical Skills</b>	<ul style="list-style-type: none"> <li>- Strong skills in training curriculum design, facilitation, and participatory coaching methodologies</li> <li>- Strong expertise in Facebook page/group management, digital marketing, content creation (livestreaming, short-form videos, graphics)</li> <li>- Familiarity with digital applications relevant to MSMEs/cooperatives (e.g., mobile apps for inventory, e-commerce, basic accounting)</li> <li>- Ability to design and apply tools for pre- and post-training assessments, and to document lessons learned</li> <li>- Knowledge of adult learning principles and community-based technical support models.</li> </ul>
<b>Language</b>	<ul style="list-style-type: none"> <li>- Fluency in Vietnamese is required for training delivery and documentation.</li> <li>- Working proficiency in English is preferred, particularly for reporting and documentation purposes.</li> </ul>

## 7. Application Process

Competitive tendering will be applied. Interested consultant (s) are invited to submit the following with the subject line: **[Consultancy Application \_ Sub Activity 1211.4 \_ Consultant (s)/ Company Name]** to [procurement@sprint-vietnam.com](mailto:procurement@sprint-vietnam.com) by 17.00pm on 16<sup>th</sup> July 2025:

- Letter of interest
- Consultant CVs
- Technical proposal and financial proposal
- Examples of previous similar work (optional but recommended)

**Note:** The financial proposal should be developed based on the above-mentioned scope of work and requirements and is encouraged not to exceed 73,000,000 VND (all applicable taxes included). This amount excludes allowances for local trainers and travel/accommodation expenses for the consultant(s), if incurred during field visits. Equipment for demonstrations will be provided by the project and is not included in the mentioned budget.

Cowater is committed to providing equal opportunities for all applicants. Women, people with disability, and people from minority groups are strongly encouraged to apply. We thank you for your interest in building a better tomorrow with Cowater International.