

### Terms of Reference

<b>Position Title:</b>	<b>Consultant(s)/ Consulting firm to provide comprehensive technical support for the development and operation of the OCOP Yên Bái channel, targeting EMW-focused MSMEs, cooperatives, and producer groups</b>
<b>Location:</b>	Yen Bai Province and online (via Microsoft Teams, Zoom, etc.), with flexibility based on actual needs
<b>Period of Assignment:</b>	July 2025 – March 2026
<b>Reporting To:</b>	Project Coordinator/GEWEE Focal
<b>Project:</b>	SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT)
<b>Activity Code:</b>	1213.2

#### 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; 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:

- **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.

**This consultancy is specifically designed to support the implementation of Activity 1213: Identify market-appropriate and gender-responsive financial and/or digital solutions for EMW, through the following sub-activity:**

- **Sub-Activity 1213.2:** Connecting information resources and financial/digital solutions suitable for EMW-focused MSMEs/coops/producers

This consultancy will deliver a comprehensive and innovative package of technical assistance to:

- Support the digital business transformation of EMW-focused MSMEs/ coops/ producer groups engaged in key agricultural value chains (e.g., tea, cinnamon, bamboo shoots, indigenous apples, chayote, and sticky rice), including the development and sustaining a multifunctional Facebook-based marketing and e-commerce platform titled "OCOP Yên Bái"

## 3. Expected Result

- 01 "OCOP Yên Bái" Facebook-based marketing and e-commerce platform is developed and operationalized to support digital transformation for the EMW-focused MSMEs/cooperatives/producers. The platform serves as a promotional and product-connection channel, with the potential for direct sales or partner referrals. As a result:
- At least 06 EMW-focused MSMEs/cooperatives/producers receive technical support from the project to feature their products on the platform. These entities are connected to relevant partners and digital resources (e.g., marketing tools, online payment systems, logistics service providers) to strengthen their capacity in digital marketing and e-commerce.
- At least 150 ethnic minority women benefited from improved market access

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## 4. Specific Tasks and Deliverables

Note: Deliverables submitted by the consultant will be in Vietnamese.

N o.	Specific Task	Detailed Description	Deliverable (s)	Timeline
1	Establish & operate the “OCOP Yên Bái” Facebook Page	<ul style="list-style-type: none"> <li>- Collaborate with project stakeholders to design a long-term content strategy to strengthen Yen Bai OCOP product branding and sales and launch a Facebook-based marketing and e-commerce platform under the OCOP Yên Bái brand</li> <li>- Provide on-site/ online (via Microsoft Teams, Zoom, etc.) coaching and support for fanpage management team on managing public page/group administration, and creating engaging content such as livestreams, testimonials, seasonal promotions, ...</li> <li>- Facilitate a 3-month co-management period with ongoing feedback and quality assurance</li> </ul>	<ul style="list-style-type: none"> <li>- A fully operational Facebook page with professional brand identity representing OCOP Yên Bái products</li> <li>- A long-term content strategy including posting schedule, branding guidelines, and performance monitoring templates</li> </ul>	07/2025 – 10/2025
2	Provide technical support to EMW-focused MSMEs/cooperative s/producers	<ul style="list-style-type: none"> <li>- Assess digital readiness and co-develop tailored support plans with at least 06 EMW-focused MSMEs/ coops/producers in key agricultural value chains (e.g., tea, cinnamon, bamboo shoots, indigenous apples, chayote, sticky rice)</li> <li>- Support these entities in featuring their products on the “OCOP Yên Bái” Facebook page- Connect them with relevant digital tools and services (e.g., marketing</li> </ul>	<ul style="list-style-type: none"> <li>- At least 06 EMW-focused MSMEs/ coops/ producers supported and have their products showcased on the platform</li> <li>- At least 150 ethnic minority women benefited from improved market access</li> <li>- A summary report documenting technical support provided, progress made, and</li> </ul>	10/2025 – 01/2026  3

		platforms, online payment systems, logistics providers) - Collect early outcomes and testimonials from supported participants	initial outcomes or testimonials	
3	Monitor platform performance and document lessons learned	- Track and analyze engagement data from the “OCOP Yên Bái” Facebook page from launch onwards- Summarize key performance indicators such as reach, interaction, product promotion results, early sales trends, and lessons learned	- Quarterly reports on fanpage performance and engagement metrics, highlighting lessons learned and recommendations	10/2025 – 03/2026

#### 5. Consultant Qualifications

Criteria	Required
<b>Education</b>	A university degree in communications, marketing, business, digital media, gender studies, development studies, or a related field. A master’s degree is preferred.
<b>Experience</b>	<ul style="list-style-type: none"> <li>- Minimum 5 years of relevant professional experience in digital communication, social media management and MSME/ coops/ producer groups development or market linkage</li> <li>- Demonstrated experience working with ethnic minority communities, women's economic empowerment initiatives, or One Commune One Product (OCOP) programs in Vietnam is a strong asset.</li> <li>- Proven track record in providing financial/ digital solutions for MSME/ coops/ producer groups, preferred for those with EMW focus</li> </ul>
<b>Technical Skills</b>	<ul style="list-style-type: none"> <li>- Strong expertise in Facebook page/group management, digital marketing, content creation (livestreaming, short-form videos, graphics)</li> <li>- Knowledge of digital and financial tools relevant to MSMEs/cooperatives (e.g., mobile banking, e-commerce platforms, inventory management)</li> <li>- Ability to coach and mentor diverse stakeholder groups in both in-person and remote settings</li> <li>- Proficiency in monitoring engagement and performance analytics on social media</li> </ul>
<b>Language</b>	- Fluency in Vietnamese is required.

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	- Working proficiency in English is preferred, particularly for reporting and documentation purposes.
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## 6. Application Process

Competitive tendering will be applied. Interested consultant (s) are invited to submit the following to [procurement@sprint-vietnam.com](mailto:procurement@sprint-vietnam.com) by 17.00pm on 6<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 86,000,000 VND (all applicable taxes included). This amount excludes travel/accommodation expenses for the consultant(s), if incurred during field visits.

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.