

Terms of Reference

Position Title:	Consultant(s)/ Consulting firm to document stories/reports on the positive impact activities of the Agents of Change¹
Location:	Hanoi and online (via Microsoft Teams, Zoom, etc.), with flexibility based on actual needs
Period of Assignment:	September 2025 – February 2026
Reporting To:	Project Coordinator/GEWEE Focal
Project:	SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT)
Activity Code:	1233.4

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.

¹ Individuals who were selected through jointly agreed criteria by SPRINT and local stakeholders, representing diverse groups in Yen Bai including private sector actors, KOLs (especially EM women and men) and respected community members.

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 value 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:

To contribute to the achievement of:

- **Intermediate Outcome 1200:** Increased influence of EMW in clean economic growth in the agriculture sector
- **Immediate Outcome 1230:** Increased capacity of key public, private and community actors, including the WU, PCA and DAE, and other relevant Government agencies, to promote the socio-economic empowerment of EMW

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

- **Sub-Activity 1233.4:** Agents of Change implement impact activities through activities in the community/workplace/study: Document and share at least 10 stories or reports on the positive impact of the Agents of Change with the Provincial Women's Union, Youth Union, and Farmers' Union through formats such as social media posts, emails, text messages, or short reportage.

The purpose of this consultancy is to professionally document transformative stories of selected Agents of Change who are driving meaningful changes in their communities. These stories are critical to (1) Amplify the voices of Agents of Change with a focus on EMW, (2) Capture the evidence of change resulting from grassroots leadership and local impact activities, (3) Inspire replication and scale-up of successful initiatives and (4) Serve as strategic learning materials for partners, government, and donors.

The stories and multimedia products produced under this consultancy will play a central role in elevating the visibility of EMW leadership in economic development, contributing to sustained behavior change and policy engagement.

3. Expected Result

- A high-quality documentation package that captures personal journeys, community-level change, and lessons learned from Agents of Change across different sectors and backgrounds
- At least 10 compelling human-interest stories (300 – 800 words each) in Vietnamese and English, accompanied by high-resolution images
- At least 01 short video or multimedia product (3 – 5 minutes) presenting cross-cutting narratives, change highlights, and community impact
- The content produced will be tailored to multiple audiences, including ethnic minority communities, government agencies, donors and relevant stakeholders

4. Specific Tasks and Deliverables

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

No.	Task	Description	Deliverables	Timeline
1	Inception & planning	Review project documents, consult with the SPRINT team, propose a documentation framework and workplan	Inception notes including story angles and timeline,	09/2025
2	Drafting stories	From the materials provided including interview notes, transcripts, photos, and signed consent/image release forms: - Write draft of human-interest stories, incorporating feedback from SPRINT team	10 draft stories in Vietnamese and English	09/2025 – 01/2026
3	Finalization & visual product	Edit final stories and produce a short video or multimedia story (With no more than 03 rounds of revision)	Final 10 stories and final video/multimedia with English and Vietnamese subtitles	01/2026 – 02/2026
4	Submission of full package	Compile all documents, design files from each revision round and the final version, along with raw materials, and organize them in a shared cloud folder.	Final documentation package: stories, multimedia, transcripts, visuals, image rights forms	02/2026

5. Consultant Qualifications

Criteria	Required
Education	A university degree in communications, journalism, gender studies, development studies, or a related field. Advanced degrees are an asset.
Experience	<ul style="list-style-type: none"> - At least 5 years of experience in development communications, storytelling, or participatory documentation - Experience working with ethnic minority groups, women's empowerment, or grassroots leadership is highly preferred - Proven ability to write compelling, human-centered narratives - Familiarity with GAC-funded or similar donor-funded programs an advantage
Technical Skills	<ul style="list-style-type: none"> - Excellent interviewing, writing, editing, and storytelling skills - Strong visual literacy: ability to direct or produce multimedia content - Knowledge of ethical standards in working with vulnerable groups - Ability to work independently and meet deadlines under limited supervision - Ability to coach and mentor diverse stakeholder groups in both in-person and remote settings
Language	<ul style="list-style-type: none"> - Fluency in Vietnamese (spoken and written) is required. - Professional-level English writing and translation capacity is preferred.

6. Application Process

Competitive tendering will be applied. Interested consultant (s) are invited to submit the following with the subject line **[Consultancy Application _ Sub Activity 1233.4 _ Consultant (s)/ Company Name]** to procurement@sprint-vietnam.com by 17.00pm on 15th August 2025:

- Letter of interest
- Consultant CVs (no longer than 2 pages)
- Technical proposal and financial proposal
- Portfolio or links to at least two examples of relevant work (stories, photo essays, videos, etc.)

Note: The financial proposal should be developed based on the above-mentioned scope of work and requirements and is encouraged not to exceed 57,600,000 VND (all applicable taxes included). This amount excludes consultant travel and accommodation costs, if field visits are required.

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.