



Terms of Reference

A part time consultant to lead:

Development of Community based NTFPs enterprise in two pilot villages in Ta Oi and Samoui districts,

Duration: 25 working days
Working period: 26 October 2020 to December 30
Base location: Vientiane, with travel to Pakse, Sekong, Salavan, Lao PDR
Supervised by: Forest Coordinator

WWF-Laos

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I. Background

WWF has been working in Laos since the late 1980s in cooperation with the Ministry of Agriculture and Forestry. WWF's vision for Laos is that the human footprint stays within the country's capacity to maintain the full spectrum of biological diversity and ecosystems, and the key services they provide, to enhance Lao people's livelihood resilience and contribute to the sustainable conservation of the overall ecological integrity of the Greater Mekong Region.

WWF is currently implementing a Community based Forest Restoration and Management for Livelihood in 6 villages across Kaleum district, Sekong and Ta Oi and Samoui in Saravan provinces. One component of the project is to provide financial and technical support to target villages so that they have means to set up and operate community based-NTFP enterprise.

Results from the sustainable livelihood assessment and product scanning conducted by the WWF project team the communities identified a few products which they want to develop into community enterprises – these include tiger grass, dried bamboo shoot and honey “**the products**”. The communities are currently trading as raw materials. They are interested to find out how they can add value to their products.

A value chain and market assessment of the three products is being proposed to better understand the actors as well as identify areas where community members can have role in the supply chain to add value and improve their income. Aside from value chain and market assessment an important component of the study is to assess the feasibility of developing ‘**the products**’ into full scale enterprise for the community members as well as assess the possibility of up scaling and replicating it in other areas.

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Director General: Marco Lambertini
President Emeritus:
HRH The Duke of Edinburgh
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II. Aim of consultancy

The objective of the consultancy is to provide technical support and leading the project team to complete a value chain and market assessment of the products and develop business plan of a pilot enterprise.

Through this consultancy, we aim to achieve the objectives below:

- A two day- workshop on Value Chain and Market Analysis is organized
- Value Chain and Market Analysis (VCA) of **'the products'** is completed
- Community enterprise model and plan are developed through community consultation.

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III. Scope of work

3.1. Preparation

- Submit an inception report detailing the methodology of the study and work plan, and outline of the report to be approved by WWF
- Conduct a desk study on socio economic and market context including the scale and specifics of **'the products'**, socio-economic importance, the maturity of its use and trade and key commodities traded, and relevant policies around trading.
- Conduct a desk study on the domestic and international market of the products
- Review existing forest rules and regulations involving collection, trade permits and fees, and other relevant legal provisions, and conduct interviews with key stakeholders on forest trade and policy related issues.
- Track the chain actors (producers, traders, shops, retailers) of the selected products and conduct interviews.
- Organize a two day- workshop on Value Chain and Market Analysis

3.2. Field work and analysis

- Lead implementation of field visits to the selected villages for the interviews and focus group discussions
- Identify, analyses, describe and map the value chain of **'the products'** (or commodities) from producer up to international markets.
- Document per **'the products'** value chain all contact persons and recommend the potential market for linking the community members

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- Proposed possible value addition to the **‘the products** and necessary training needed
- Present the result of the value chain study to the community members and facilitate discussions on the proposed business models and plan
- Data analysis and formulate conclusions and recommendations based on, but not limited to, the questions below:
 - What is/are the proposed supply chain to be developed?
 - Who are the concrete actors to be engaged in developing the supply chain/s?
 - What are the viable business models and what are the practical modes of operationalizing the model/s?
 - What are the costs and benefit?
 - What are the specific interventions recommended for WWF?
- Report write-up

IV. Deliverables

- A draft report of desk review
- Narrative report of the workshop on Value Chain and Market Analysis (Max 2 pages)
- A maximum 30-page written report describing value chain maps of the **‘the products’ (or commodities)** with opportunities, constraints/bottlenecks and proposed interventions to add value and improve market access and a proposed project design for implementing the **‘the products’** enterprise.
- Business Plan of pilot products enterprise

V. Timeline

The table below is for indicative purposes only. A more detailed timeline will be agreed by the consultant(s) and WWF Laos after submission of the methodology by the consultant(s).

No	Deliverables	Deadline
1	- Draft work plan	30 October, 2020
2	- Presentation of desk review	5 November, 2020
3	- Organize an workshop on value chain and market analysis	9-10, November 2020

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4	- Field visit / data collection	11-17 November 2020
5	- Report of Value Chain and Market Analysis	27 November, 2020
6	- Business Plan of pilot products	10 December, 2020

VI. Qualifications and experience requirements

The assignment may be conducted by one consultant or a team of consultants. All of the qualifications and experience requirements below must be met by the applicant(s):

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- Hold a master or higher degree in social science research with extensive field experience in social surveys, preferably, a degree in marketing and business management, development studies, community development, or natural resources management.
- At least 5 years of practical experience in value chain and marketing assessment
- A very good understanding of the Laos market and preferences
- 5 years' expertise in business development especially in the non-timber forest product sector
- Familiarity with the Lao policy on harvesting and trading of non-timber forest products
- Innovative and creative
- Proficiency in English and Lao.

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