TERMS OF REFERENCE (TOR)
Consultancy Assignment

For Strengthening And Promotion Of Honey Value Chains For The Communities In Eastern Plains Landscape (EPL)

Supervised by: Project Manager for BMZ-EPL Project

Work location: Phnom Penh City and Mondulkiri, Siem Reap and Preah Sihanuk Provinces, Cambodia

Duration: 63 days: (47 days for working and 16 days for travelling)
from 03 November 2020 to 25 May 2021

1. Background

Non-timber forest products (NTFPs) have been an integral part of livelihood for the communities living in EPL for centuries. Many local communities rely on NTFPs for their daily sustenance and income. The widely used NTFPs include fruits, vegetables, honey, resin and bamboo for food, medicine, and construction. Communities often resort to NTFPs as an emergency sources when crops and other means of livelihood fail.

Wild honey is one of the most important NTFPs which may increase the incomes and employment of low-income people in and around forests while preserving the ecological sustainability of the resources. The supported honey groups have bought the honey from their groups’ members for selling to buyers; and they have also shared the net profit to their members, contributed for conservation and improved the groups’ business. For example, the honey groups have significantly increased their contribution, which is generated from their annual net profit, for conservation activities from USD 208 in 2017 to USD 443 in 2018 respectively.

Although there has been a successful story of wild honey, problems have also come along the way. For instance, the honey was crystallized in 2017 which was difficult to sell to the markets. In addition, the Mondulkiri Forest Venture (MFV) which was supposed to sell honey to the markets has not functioned well in order to support the community enterprises. Therefore, a lot of efforts and time have been invested to address those problems. They included hiring national and international consultants to do researches on honey quality and provide capacity building to the honey groups’ members on rafter beekeeping and sustainable honey harvesting which has been successful to address honey quality and sustainability issues (for further information please contact the key person below).

However, the main challenge to sell the honey to various market players remains which shall be addressed with this assignment. Another solution is to establish the Protected Geographical Indication (PGI) for Mondulkiri wild honey by submitting the request to the
Ministry of Commerce to provide the license, which is planned to be approved by December 2020. So far, this has only been partly realized due to lack of understanding about potential markets and about product quality requirements of buyers. Further, they have not sufficient understanding about the entire value chain and about prices for honey products as well as marketing options which are critical in order to market the product.

This assignment is intended to support three selected honey community enterprises to establish market linkages and generate profit from selling their honey products to increase producer groups’ annual average income from honey.

2. Objective

The objective of the assignment is to improve the income generation of the local honey producing communities through:

Sub-Objectives:
1. By end of April 2021, the community honey groups have a clear understanding of the honey value chain and are enabled to promote and strengthen the general and PGI labelled honey to the market.
2. By end of April 2021, potential buyers for general honey and PGI labelled honey are found and coordination/ partnership management mechanisms between buyers and honey groups are established to finalize contracts for signing.
3. By end of May 2021, the community honey groups are enabled to establish and maintain the relationship to different buyers in order to have a reliable market to sell their honey products.
4. By the end of May 2021, the PGI labelled honey is well-known and promoted to the population and various market players.

3. Scope of work

In close coordination with the BMZ-EPL Project Manager, WWF Cambodia, the Consultant will undertake the following activities:

Work Package 1: Trainings for community honey groups on strengthening honey value chain

(i) Provide a 2-day training session on honey value chains to around 20 participants from three community honey groups and develop the training materials in Khmer. The topics of the training shall include: a) introduction to honey value chain analysis; b) understanding markets and market opportunities as well as marketing options; steps of connecting to new markets; c) development of production plan and production arrangement; d) skills about business relationship management (e.g. business negotiation and communication skills, organizing groups, approaching business partners etc.) (for 9 days: 7 days for working and 2 days for travelling).

(ii) Provide coaching and on-the-job-training to strengthen the honey group members of three honey groups and jointly develop a production arrangement and production plan including quality issues and PGI requirements to meet the requirements’ order of the buyers (for 10 days: 6 days for working and 4 days for travelling).
Work Package 2: Analysis of market dynamics and connect to potential buyers

(iii) Identify potential buyers and connect the buyers with the honey groups. The consultant will have to promote the honey to the buyers on behalf of the groups (including analysis and facts about quality and other product specifications) and identify the needs and demands from the potential buyers with regard to the products’ quality, volume, logistics etc. Options on whom to address and how to market the product will be jointly discussed with the groups (for 7 working days).

(iv) Establish business relationships and negotiations with the potential buyers and establish coordination mechanism to prepare and sign business agreements on selling and buying honey between buyers and the community enterprises (in close cooperation with the honey groups) (for 8 days: 4 days for working and 4 days for travelling).

Work Package 3: Promotion of PGI labelled honey

(v) Develop and organize an event to launch the Protected Geographical Indication of wild honey to around 100 relevant stakeholders (e.g. government, buyers, NGOs) at Phnom Penh city once PGI is registered by Ministry of Commerce (for 6 working days).

(vi) Organize three promotional activities (such as market booth, fairs, road show etc.) in Siem Reap and Sihanoukville provinces and Phnom Penh City for promoting and strengthening PGI honey to targeted stakeholders (e.g. buyers, shops, restaurants) (for 10 days: 6 days for working and 4 days for travelling).

(vii) Producing a promotional short video clip on the whole PGI value chain process (for 7 days: 5 days for working and 2 days for travelling).

Work Package 4: Reporting and monitoring of the activities

(viii) Regular update and exchange with WWF project manager on the progress of activities; preparation of a technical progress report for each work package, alternatively and in close coordination with the WWF project manager, ppt of trainings, minutes of meetings and other documentation can be used to document and monitor the progress (for 6 working days).

4. Expected deliverables & timeline

a) General: The selected consultant shall provide a detailed work plan at the initial stage of the mission (until 06th November 2020), and technical progress reports of the results for each work package. All reports should be provided in English. They are submitted in every three months: by 25th December 2020 and 25th of March and 25th of May 2021.

b) A brief description about the market and a list about potential buyers including description of their requirements, contact details etc. to be handed over to the honey groups.

c) Training materials and evaluation sheets from the participants for the value chain training for the honey groups in Khmer. The following documents (as outcome of the training) should be provided in an easy-to-understand format for the honey groups:
   - Development of a production plan and production arrangement
   - A brief recommendation list for market and marketing options
   - A list of recommendation for improving the honey quality and value chain
   - Short explanation of business relationship management
d) At least two business agreements on selling and buying honey have been signed between the community enterprises and buyers

e) Conduct a launch event for PGI as well as promotional events to promote the PGI honey

f) A short video clip on the whole PGI honey value chain process to be shown at the event under (v)

5. Qualification

- Post graduate degree in Forestry/Horticulture/Natural Resources Management as well as Business Management
- Background in livelihoods promotion, social economic study, social science, business development and management, value-chain development, training, market linkages or relevant fields
- Minimum 5 year experiences in NTFP and horticulture assessment and development is an advantage
- Sound understanding of community based NTFP context in Cambodia, ideally in the provinces named above
- Good knowledge of NTFPs ‘economic analysis; and good knowledge of NTFP value chain is desirable
- Good communication and facilitation skills with local communities as well as good communication skills with businesses
- English proficiency in verbal communication and in written
- Commit to work in remote areas and can drive motorbike
- Cover his own insurances while performing his consultancy work with WWF-Cambodia. A copy of insurance coverage/card must be provided to HR department as reference.

6. How to apply

Interested consulting firms or individuals are expected to submit a detailed expression of interest with the following components:

- Submit their resume, technical and financial proposal and summary description
- Eventually and after consulting with WWF, a presentation about this proposal is required.

For additional information on the consultancy and the need of documents for further exploration on NTFPs and community enterprises in the operation areas of WWF-Cambodia, please contact: Project Manager for BMZ-EPL Project. Phone: (+855) 99 777 808/ 97 475 3456, or email to sampho.hing@wwf.org.kh

The deadline for application submission is on 4th October 2020.