



TERMS OF REFERENCE

Consultancy Assignment Development of Sustainable Natural Rubber (SNR) principles in Cambodia

Supervised by: Lily Chea; Private Sector Engagement Manager

Work location: Cambodia

Duration: Early March to April, 2021

1. Background

With funding from the German Federal Ministry for Economic Cooperation and Development (BMZ), the project seeks to appoint a consultant to support the General Directorate of Rubber (GDR) to develop Sustainable Natural Rubber principles and criteria in Cambodian context.

Natural Rubber (NR) is only obtained from rubber trees (*Hevea brasiliensis*) and plays a decisive role in the industry because of its special properties. 70% of global NR is absorbed by the tire industry, while more than 90% of NR comes from the Southeast Asia region. When natural rubber is cultivated sustainably, it creates employment and provides a habitat for flora and fauna¹. However, it is acknowledged that the expansion of rubber cultivation has generated detrimental social impacts (unrest land grabbing, environmental deterioration, human rights violations, well-being of workers and child labor abuse), economic impacts (market depends on global prices, diverse products which are not fair, profitability for plantations and generate incomes for stakeholders), and environmental impacts (forest degradation of natural habitats and ecosystem services as well as leading to climate change²) consequences.

The concept of sustainable natural rubber has been developed by various well-known rubber-related institutions. First, in 2014, the International Rubber Study Group (IRSG) launched a Sustainable Natural Rubber Initiative (SNRi) from which guidelines and criteria

¹<https://www.suedwind-institut.de/files/Suedwind/Publikationen/2019/2019-28%20The%20Natural%20Rubber%20Supply%20Chain.pdf>

²<https://bit.ly/34YuUC7>



have been developed to improve the productivity and quality, protect forests, water resources, and human rights. The IRSG's criteria are geared to complying with national legislation (e.g, no deforestation of protected forests) or to implementing the ILO core labour standards (such as prohibiting child labour and forced labour). Second, the Global Platform for Sustainable Natural Rubber (GPSNR) was launched in October 2018. GPSNR aims to harmonize different standard approaches to protect human rights, prevent land grabbing and deforestation, and preserve biodiversity and water quality. Furthermore, the platform also includes boosting productivity and improving traceability in the supply chain. Third, the China Chamber of Commerce of Metals, Minerals & Chemicals (CCCMC) published official guidelines in October 2017. The guidelines include protecting local communities and respecting their rights, conducting comprehensive environmental and social impact assessment, promoting zero deforestation, and establishing grievance mechanisms³.

Association of Natural Rubber Producing Countries (ANRPC) established ANRPC's Working Group on Sustainable Natural Rubber (WGSNR) in October 2018. The Working Group on Sustainable Natural Rubber may propose long-term measures for making a set of comprehensive Guidelines on Sustainable Natural Rubber to be used as a reference for all member governments. Cambodia is a member of ANRPC and has established its own WGSNR to develop SNR for the Cambodian context.

In 2019, Cambodia had a total area of 405,671 hectares of rubber and divided into two sections: agro-industrial rubber plantations (formerly State Rubber Plantations - Cambodian Rubber Research Institute and Economic Land Concession Company) with a total area of 244,568 hectares, equivalent to 60% and rubber smallholders with a total area 161,103 hectares, equivalent to 40%. The Cambodian Working Group on SNR (WGSNR) has drafted five sustainability principles which consist of **Respecting People, Environment Protection, Optimizing Natural Resources, Enhancing Farm Productivity, and Good Governance**. These key principles will be used as voluntary guiding tools among rubber producers (small to large scale) to transform rubber cultivation to be more sustainable offering potential for a more stable market as well as a reduced carbon footprint. It is hoped that putting the principles into practice will lead to a transparent rubber supply chain that yields social, economic and environmental benefits. This will attract more domestic and international businesses with commitments to sustainability, growing for the uptake of sustainable natural rubber in Cambodia.

Despite the fact that the government has tried to push for SNR practices, it is yet to be confirmed how the principles could be best translated into practices that are relevant in the

³<https://www.suedwind-institut.de/files/Suedwind/Publikationen/2019/2019-28%20The%20Natural%20Rubber%20Supply%20Chain.pdf>



local context and how they can best conform to national and international standards to increase the possibility of obtaining premium price. Another challenge is that there currently is no key performance indicators (KPIs) developed for the individual principles. KPIs are considerably important because they will enable rubber growers, governmental institution, their downstream customers, and other stakeholders or possibly third party to track their performance and impacts in adhering to the SNR principles.

Therefore, to respond to the needs and support policy processes to reshape the rubber industry in Cambodia, WWF will hire a consultant to conduct a study for the GDR that analyzes how the SNR principles are aligned with emerging national, regional and international standards and to develop criteria and indicators for each SNR principle.

Assignment Overview

This assignment is intended to assist GDR to develop criteria/indicators for the existing SNR principles in Cambodia. These criteria and indicators should be aligned with the Cambodian legal framework and international guidance and standards that aim to promote sustainable natural rubber supply chains.

Audience and use of study

The key audiences of the study are government and local and national civil society organizations, small to large concessionaires, family planters, private growers, donors, and the recently established Rubber Working Group (WWF Cambodia, Save Cambodia's Wildlife, Welthungerhilfe (WHH), Oxfam and its local partners). The study will support the planning of activities and strengthening the key audience's understanding of SNR and its opportunities, risk and dynamics in Cambodia. Information potentially will also be shared with other stakeholders not as yet identified such as decision-makers and public policy makers. The key findings of this study will be used policy implications to support and being adopted in the SNR guideline for Cambodia.

2. Overall Objective:

The goal of this consultancy is to support the process of inclusive development of SNR principles, criteria and indicators to transform rubber cultivation and supply chains in Cambodia. This will be used as a strategic paper to support the multi-stakeholder policy implementation via determinations of viable criteria of sustainable rubber practices that suit the Cambodian agrarian context. This assignment will be led by the GDR with the facilitation of WWF-Cambodia.



Sub-objectives:

1. To conduct desk review to compare and contrast existing SNR principles from other well-known institutions such as IRSG, GPSNR, ANRPC, and Chinese SNR principles (CCCMC) to define commonality and making synergy among the emerging standards.
2. Access and analyse on the socio-economic and environmental performance in the context of promoting sustainable natural rubber practices for large, medium and small-scale land-holders.
3. To develop SNR criteria and indicators (Small, Medium and large scales) that aligns with Cambodia's SNR principles for the consideration of WGSNR through a participatory approach.

Scope of work :

In close coordination and supervision under WWF-Cambodia, the consultant will conduct research and help to facilitate meetings between Cambodian WGSNR and other key stakeholders in the process to develop SNR principles/criteria/indicators. S/He will present report with recommendations that will be used by WGSNR to make decisions on criteria/ indicators for each SNR principle. As a part of the assignment, the consultant must perform as following:

- **Development of work plan and elaborate the methodology of the research** in accordance with the desired objectives of the assignment as above-mentioned.
- **Conduct desk and field research** based on the agreed methodology and plan.
- **Facilitate the meetings/workshops across different relevant stakeholders** to ensure the inputs for the study are inclusive and applicable.
- **Respect the deadlines** established in the ToR.
- **Present the draft report** of the study with strategic priorities and concrete recommendations.
- **Present final version of the report** to key stakeholders who have engaged in the natural rubber sector in Cambodia.

3. Outputs/deliverable of performance and timeline:

To achieve the assignment, the consultant is expected to produce the following deliverables:

- **Desk review** to compare and contrast the existing SNR principles from other well-known institutions such as IRSG, tire manufacturers SRN standards (Michellin, Yokohama, Good Year..) GPSNR, ANRPC, and CCCMC SNR principles.



- **Analysis** on the socio-economic and environmental performance in the context of promoting sustainable natural rubber practices for large, medium and small-scale landholders.
- **Research plan and proposed methodology** which should include: desk review (compare and contrast the emerging principles and standards), process and criteria for selecting participants to be part of the research, sample size, full methodological approach taking into consideration the objective of the assignment, timeline for implementing the agreed methodology.
- **Draft report** to highlight main findings of the study with main recommendations for strategic priorities for SNR criteria development and zero draft of SNR principles/indicators/criteria.
- **Final report** including methodology, context, results, analysis of findings, recommendations and conclusions.

No	Activity	Expected outputs
1	Study methodology and tools	Approach and methodology; questionnaires, data collection tools agreed
2	Desk Review	Desk review report
3	Inception report	Based on the plan of action and desk review, an inception report will present initial results, information gaps and the proposed approach to fill these information gaps; outlining a schedule for the collection of primary data using the approved methodology.
4	Primary data collection and analysis	Presentation of results from meetings and consultation with stakeholders to ensure all information are collected
5	Draft report and SNR principles/indicators/criteria	Draft report will be developed.
6	Draft report and presentation of findings	A draft report will be submitted to working group of SNR followed by a debriefing meeting on key findings with WWF-Cambodia staff and other relevant stakeholders in order to get comments, feedback and additional inputs from the meetings. Results from this meeting will be incorporated into the final



		report.
7	<p>Final report (no more than 20 pages excluding annexes) plus the zero draft of SNR principles/indicators/criteria</p> <p>Report production in both Khmer and English</p> <p>4-6 page summary</p>	<p>Once feedback is collected, the draft report will be revised, finalized and resubmitted for final approval</p>

5. Institutional arrangement

The consultant will work under the supervision of the GDR, WWF Cambodia, Oxfam, NGO Forum on Cambodia and WHH.

6. Required skills and competencies:

Essential

- Postgraduate university degree in relevant field (international relations, rubber science, economics, political economy, sustainability studies, and development studies) or other field related to the ToR.
- Proven capability in similar assignments especially timber and non-timber forest products, rubber supply chains and capacity to adapt the research plan to challenges and opportunities emerging during the research
- In-depth knowledge of rubber production methods in South East Asia
- A minimum of 5 years of experience in sustainability standards (voluntary and/or compulsory, particularly around responsible land investment and human rights. Recent working experience in Cambodia and /or neighboring countries is a distinct advantage
- Fluent English writing and presentation skills (Khmer language skills desirable)

Submission requirements

- Qualifications and relevant experience with similar assignments
- Reflections on the Terms of Reference and recommendations on approaches and knowledge products
- Draft work plan showing the suggested timing of carrying out the deliverables
- List of any relevant publications or reports
- 2 samples of previous work that show the expertise and experience of the consultancy team; samples must be the original work of the contractor.



- Financial proposal including detailed budgets for professional fees and reimbursable expenses (if any) for all tasks related to this assignment. Please also indicate whether contractual arrangements would be with an individual consultant or representative of a firm. Kindly note that there is a preference to contract with firms. No payments will be made outside the contractually agreed budget.
- Contact details for 2 references

Proposals will be assessed on a competitive basis and the one with the best quality versus overall costs will be selected. Any questions or clarifications of a technical nature can be sent to: jobwwfcam@wwf.org.kh

Interviews: WWF Cambodia (and other implementing agencies financing the study) reserves the right to interview shortlisted consultants during the evaluation of the offers received (to be communicated to the incumbents in due course).