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Term of Reference Consultancy Assignment

Title: Market Analysis and Business Development for Producer Groups and Cooperative
Project: Towards a Responsive Rubber Industry in South East Asia (ICARE)
Supervised by: Project Manager
Work location: Eastern Plains Landscape, Mondulakiri Province, Cambodia
Duration: 20 days (July- August 2024)

1. Background information

The project “Towards a Responsive Rubber Industry in Southeast Asia (ICARE)” has been implemented in three countries (Cambodia, Myanmar, and Thailand) since January 2023. The project is funded by AFD with co-finance from WWF-France and Japan which aim to establish and promote Multi-Stakeholder Partnerships (MSPs), to build self-sufficiency of cooperative to ensure an efficient and traceable Sustainable Natural Rubber (SNR) supply chain, and to participate in restoration strategy development in a landscape dominated by rubber tree cultivation.

To comply with international sustainability standards and best management practices, producer groups and the cooperative will have improved access to the market, placing them in a better bargaining position on price and therefore generating higher income. As indicated, the traditionally reactive nature of smallholders to the market price can lead to unprecedented land encroachment, including into protected areas. The logic is that reducing smallholder vulnerability will reduce the rate of land encroachment into natural forests.

As part of the broader strategy for engagement with the rubber sector in the Eastern Plains Landscape, WWF-Cambodia aims to support producers and cooperatives in conducting business analysis and planning to achieve a sustainable rubber supply chain and better access to the market. Since January 2023, 13 rubber producer groups and a cooperative (newly established in December 2023) have been established in Keo Seima district, Mondulakiri province, and have received capacity building both technical and non-technical trainings to improve rubber management practices, collective sales, and organizational management, including financial management.

2. Objective

The overall objective of this consultancy is to support 13 producers and 2 rubber agricultural cooperatives in conducting market analysis and business development to achieve a sustainable rubber supply chain and better access to the market.

3. Scope of Work

This assignment is being carried out in Keo Seima district and Sen Monorom town, Mondulakiri. The consultant will work closely with the project team and 13 producer groups and rubber cooperatives in Mondulakiri.

4. Outputs/deliverables of performance

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

No	Activity	Expected Outputs
1	Conduct rubber market analysis in Keo Seima district	<ul style="list-style-type: none">• Business analysis report, including the emerging opportunities.
2	Support the producer groups to develop their business plans (rubber and other business as identified)	<ul style="list-style-type: none">• 13 producer group plans developed and aligned with the cooperative plan.
3	Provide training on business plan to cooperative	<ul style="list-style-type: none">• 3-day training on business plan provided to cooperative committee (10-15 persons).
4	Support the cooperatives to develop the business plan	<ul style="list-style-type: none">• One cooperative business plan developed and aligned with the producer group plans.

5. Requirement

It requires the submission of a detailed plan and progress report to the Project Manager based on the agreement. There is no limitation in using the template. However, the consultant can propose any template for discussion to the Project Manager. The summary final consultancy report is required to be submitted by 30th August 2024.

6. Required expertise & qualification

- Master's or other advanced degrees in Business Development and Management, Research or similar careers.
- At least 3 years of relevant professional experience in agri-business, economics and trade, business development, and research are required.
- Fully understand the agricultural value chain, especially the rubber value chain.
- Strong experience and knowledge related to facilitating and communication with farmers and stakeholders.
- Familiarity with local contexts and working with smallholder farmers, governments, aid agencies, the private sector, and NGOs as a plus.

WWF Requirements

- Complies with the core values of the WWF organization: Courage, Collaboration, Respect and Integrity;
- Adheres to WWF's brand values: Knowledgeable, Optimistic, Determined and Engaging;
- Demonstrates WWF behaviors in ways of working: strive for impact, listen deeply, collaborate openly and innovate fearlessly.

All expressions of interest should include the following:

- A brief concept note describing the approach
- Curriculum Vitae (2-3 pages)
- Proposed a detailed breakdown cost which including tax. However, participants' transportation, snacks, venue for meetings/workshops, stationery, etc. will be covered by the project separately.
- Attach sample of business plan and research reports.