



**Food and Agriculture Organization  
of the United Nations**

THE FOOD AND AGRICULTURE ORGANIZATION  
OF THE UNITED NATIONS

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(855)23-238 086/238 087, Website: [www.fao.org/Cambodia/en](http://www.fao.org/Cambodia/en)

is requesting Expressions of Interest (EOI) from eligible firms in anticipation of a tender for the  
following services:

**“Provincial Value Chain Roadmaps for Mango in Oddar Meanchey Province,  
Cambodia”**

Project “Public-Social-Private Partnerships for Ecologically-Sound Agriculture and  
Resilient Livelihood in Northern Tonle Sap Basin (PEARL)”

Date of REOI: <b>25 September 2024</b> Closing Date for receipt of EOI: <b>18 October 2024</b> Reference: <b>GCP/CMB/044/GCF/2024/FACMB/FACMB/129262</b>
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**GENERAL INFORMATION**

The “Public-Social-Private Partnerships for Ecologically-Sound Agriculture and Resilient Livelihood in Northern Tonle Sap Basin (PEARL)” is a six-year project funded by the Green Climate Fund (GCF) in Cambodia and executed by the Ministry of Agriculture, Forestry, and Fisheries (MAFF) the Ministry of Environment (MoE), and the Food and Agriculture Organization of the United Nations (FAO). PEARL was approved in March 2023 at the 35<sup>th</sup> GCF Board meeting<sup>1</sup> and project activities started in April 2023. PEARL’s budget is of 42.9 million USD, including USD 36.2 million grant from the GCF, and USD 6.6 million in co-financing from MAFF, MoE and FAO.

PEARL aims to enhance climate change resilience of smallholder farmers and local communities in the Northern Tonle Sap Basin (NTSB) by promoting climate-resilient, higher-value, inclusive and sustainable agriculture through a value-chain approach built on effective public-social-private partnerships.

The project is structured under three interconnected outcomes targeting 450,000 smallholder farmers and value chain actors and one million indirect beneficiaries in four Provinces (Oddar Meanchey, Preah Vihear, Siem Reap, Kampong Thom):

**Outcome 1 - Climate foresight** - ensures that smallholder farmers and other local value chain actors have a solid understanding of climate-related risks and mitigation strategies. The PEARL project will introduce state-of-the-art technologies to provide crop-specific agrometeorological forecasting, warnings, and related farm management and market advisory services to improve local capacity to identify and respond to risks associated with weather and climatic conditions.

**Outcome 2 - Market incentives** - will bridge the current capacity and resource gaps faced by smallholder farmers and other small-scale local value chain actors in the target areas to adopt alternative practices for climate-resilient and high-value agricultural production and processing.

<sup>1</sup> Under reference of FP199: <https://www.greenclimate.fund/project/fp199>



**Outcome 3 - Enabling Environment** - strengthens the necessary regulatory and institutional frameworks and capacities for climate-resilient agricultural certification, cross-sectoral coordination for increased Public Social and Private Partnerships and smallholder financing, and climate-informed investment support to ensure the successful delivery of Outcomes 1 and 2.

The PEARL project is targeting four key crop commodities (rice, cashews, mango and vegetables). Mango has been selected as a strategic crop for the project intervention in Oddar Meanchey province because it presents a significant opportunity for climate-resilient livelihood development of the farming community thanks to the high demand.

PEARL promotes Public-Social-Private Partnerships with key stakeholders in targeted Provinces and selected crops (rice, mango, vegetables and cashews) including institutional actors such as the other two Co-Executing Entities (MAFF and MoE), and other Implementing Partners like the Ministry of Water Resources and Meteorology (MOWRAM), the Ministry of Women Affairs (MoWA), the Agricultural and Rural Development Bank (ARDB), the Ministry of Commerce (MoC), Private Sector and Civil Society Organizations.

## **DESCRIPTION OF SERVICES**

The service provider will conduct a thorough analysis of the mango value chain in Oddar Meanchey province and develop a detailed provincial roadmap for the development of the mango value chain in Oddar Meanchey province. The mango value chain development roadmap in Oddar Meanchey province will establish strategic directions at the provincial level for supporting farmers in adopting climate-resilient, high-value and sustainable agriculture. The roadmap will identify appropriate certification programs or standard-based production such as organic farming, Good Agricultural Practices (GAP), Geographical Indication (GI) as essential vehicles for accessing premium price markets while incentivizing farmers to adopt climate-resilient and sustainable production practices. The roadmap will pay attention to inclusivity, gender responsiveness, climate resilience, and high-value value chains.

**The specific activities of the development of the value chain roadmaps for mango in Oddar Meanchey province are the following:**

- Identify a target certification programs (e.g., CamGap, PGS, GI, organic production) for climate-resilient and high-value value chain development.
- Determine the current status of the selected mango productions and value chain, including supply and demand analysis (e.g production areas, volumes, trends);
- Analysis of producers' practices and production methods, the access to agricultural inputs and consumption/trade (e.g. inputs, materials/equipment)
- Vulnerability of the production system to climate change, specific potential impact of certification schemes.
- Analysis of Investments costs, production cost, and income, and interest of certification schemes.
- Identify and describe the various actors involved in the value chain, including their diversity, roles, and interests, that are currently working towards promoting selling and buying agreements, as well as contract farming.
- Identify and describe the formal aspects of commercial relationships (eg. form of buyer-seller purchase agreements, stability of buyer-seller relations, and others) as well as other aspects to understand the structure and organizational patterns of the value chain.
- Identify and describe financings that the different value chain actors may use (own capital, bank loans, MFI loans, informal credit, leasing, buyer credit, supplier credit, others), assess the relevance, and indicate and qualify a potential lack of finance.
- Distribution of and market for mango and by-products.



- Identify value addition, product destinations, market characteristics and trends, marketing constraints, potential impacts of certification schemes.
- Identify existing interventions of public and private actors aiming at supporting the value chain of mango.
- Assessment of indigenous people (IP), youth, and gender dynamics in the selected value chains.
- Assessment of key challenges/constraints, gaps, and market opportunities.
- Provide strategic direction, specific priorities, and key actions at the provincial level, including business models, to develop an inclusive and gender-responsive value chain. ACs, FAs, PGs, CPAs, CFs, and agricultural unions in the target districts are expected to prepare their crop-specific action/business plans at a following stage, guided by the roadmap to increase market access.
- Provide recommendations to carry out branding, marketing, and quality control activities.

### **Key Areas of Assessment**

The following key areas shall be covered when developing the provincial value chain roadmap for mango:

- Gender considerations in climate-resilient value chain development practices
- Climate-resilient and high-value value chain development.
- Value chain actor mapping, Public-Social-Private Partnerships (PSPP)
- Intensity and form of value chain organization (for instance through key value chain actors, middlemen, syndicates, or other players)
- Climate-friendly agricultural production and value chain
- Supply, demand, and market opportunity analysis
- Premium market access opportunities for value chain actors including producers and processors
- Agricultural certification standards (e.g., CamGap, PGS, GI, organic production, and ISO 22000 and HACCP for processing)
- Branding, marketing, quality control activities.

### **Approach and Methodology**

The assessment will utilize a combination of qualitative and quantitative data collection methods. The following phased approach should be used:

Development of tools and data collection protocol including a sampling frame and methodology. Data collection through different tools including quality assurance of data collection, data processing and analysis reporting.

The main methodological activities are outlined below:

- Study the PEARL project documents and develop a work plan to collect the relevant information.
- Use a combination of qualitative and quantitative research methods to gather comprehensive data. This may include conducting focus group discussions, individual interviews, and observations.
- Develop a survey questionnaire that includes specific questions related to the studies for the provincial value chain roadmap.
- Develop the tools and methodologies to collect the data and present the proposed tools and methodologies to the PEARL project team at a briefing, and thereafter make any necessary revisions in response to the PEARL project team feedback before undertaking the studies.
- Determine the target population for the survey, which may include smallholder farmers, local value chain actors, NGOs, ACs, FAs, PGs, CPAs, CFs, agricultural unions, value chain investors, etc.



The survey team will conduct interviews, focus group discussions, and administer questionnaires to collect relevant data from smallholder farmers, local value chain actors, project staff, government officials, extension providers, NGOs, and other stakeholders.

- The survey will adhere to the W+ standards to ensure a gender-responsive and inclusive approach.
- Conduct field visits and interviews with the identified target population to collect data. The interviews should be structured and standardized to ensure consistency in data collection.
- Analyze the collected data using appropriate statistical methods and qualitative analysis techniques.
- Prepare and present mango value chain roadmap to the PEARL project. The presentation should highlight the key findings and provide recommendations for future actions.

## **INTEREST AND FEASIBILITY**

**FAO invites bidders to express their interest by 18 October 2024.**

## **MANDATORY REQUIREMENTS**

In order to qualify, the Service Provider (SP) intending to bid must certify to be in possession of the following documents/certificates and that the documented evidence will be provided when responding to the aforementioned tender:

- Valid registration certificate of the Service Provider.
- A description of the SP's experience and capacity to develop gender-responsive climate-resilient and high-value value chain roadmaps, with specific focus on local value chain actors including smallholder farmer households, Farmer Organizations with preferred experience in Northern Tonle Sap Basin, Cambodia.
- The SP's organizational structure and technical expertise to handle the assignment, including recent assignments that document solid experience in the field of requirement; and
- A minimum of two (2) references from similar clients serviced where the Service Provider has carried out similar contracts within the last five (5) years.

### Detailed qualifications of the service provider

The service provider should have:

- Expertise in conducting climate resilient and high-value value chain roadmaps and implementing research and data collection related to the agriculture sector and environmental/climate change sciences or activities similar to the scope of PEARL.
- Experience with various measurement techniques and tools used to develop the agricultural value chain roadmaps in the target areas.
- Understanding various agricultural certification standards is essential, including CamGap, PGS, GI, and for organic production.
- Knowledge of appropriate methodologies and tools, such as the W+ standards, is essential.
- Familiarity with the local context and understanding of the target population: It is crucial that the SP has a good understanding of the local context in which the studies will be conducted. They should be familiar with the social, economic, and cultural dynamics of the target area and the specific challenges and opportunities related to value chains of mango in the studied areas.
- Strong analytical skills to interpret and analyze the survey data collected. SP should be able to identify trends, patterns, and correlations within the data to provide meaningful insights and



recommendations. Proficiency in statistical analysis software and data visualization tools is also desirable.

- Good communication skills and be able to effectively communicate the survey objectives, methodology, and findings to a diverse range of stakeholders both written and verbal in Khmer and English languages.
- Attention to detail and ability to ensure data quality and accuracy: The SP should have a meticulous approach to data collection and management. They should pay close attention to detail to ensure that data is collected accurately and consistently.
- Ethical conduct and adherence to research protocols and standards: The SP should adhere to the highest ethical standards in conducting the survey. They should obtain informed consent from participants and ensure their privacy and confidentiality.
- Ability to work collaboratively with stakeholders and coordinate survey logistics: The team should have strong interpersonal skills and the ability to work collaboratively with a wide range of stakeholders, including local value chain actors, communities, government agencies, and project partners.
- Time management and organizational skills to meet project deadlines: They should be able to develop and adhere to a detailed work plan, allocate resources effectively, and meet project deadlines. Flexibility and adaptability are also important qualities, as they may need to adjust the survey methodology or timeline based on unforeseen circumstances.

The SP should be available from November 2024 to undertake the assignment.

The SP will cooperate with national and provincial level MAFF and MoE and other stakeholders in the project area.

### **Expected outputs**

The service provider will be responsible for the production of the following outputs:

1. Inception report including detailed methodology, workplan and budget breakdown.
2. Survey tools and sampling and survey methodology.
3. A full database of data collected digitally.
4. Data analysis and summary of key findings, disaggregated by gender, age, and other relevant socio-economic factors defined in coordination with the contractor.
5. Analysis and summary of the trade structure and the formal and informal value chain organization.
6. Draft mango value chain roadmap for Oddar Meanchey summarizing strategic market direction, key data and findings from the studied province.
7. Recommended list of the potential value chain actors in the studied province.
8. Presentation of the findings to project stakeholders, including relevant government agencies, project partners, and community representatives.
9. One provincial-level consultation workshop for validation of analysis findings, including workshop report with details of feedback and suggestions received by audience.
10. Other interaction with and participation in meetings of value chains actors and government entities as required by FAO from case to case.
11. Final comprehensive value chain roadmap for mango, incorporating PEARL project team feedback.

### **Timeframe of the study**

The proposed overall timeline for this service contract is three months including:



- Desk study/document review – one week.
- Design of sampling framework, and design of questionnaires and other survey tools– one week.
- Training of enumerators – one week
- Piloting of survey instruments – one week.
- Finalizing of survey instruments – one week.
- Data collection using quantitative and qualitative methods in target areas – three weeks.
- Data entry and processing – two weeks.
- Evaluation of results and draft report writing – two weeks.
- Feedback and review – one week
- Final report writing – one week

#### **COMPONENTS OF THE BIDDING PROPOSAL**

- The SP's expression of interest and planned approach.
- A description of the multi-disciplinary team, including their expertise and experience in conducting similar surveys.
- CVs of the key staff who will be involved in the assignment.
- Examples of a similar report (s) from previous assignments



PROCEDURE FOR SUBMISSION OF EOI

**THE REQUESTED INFORMATION SHALL BE SUBMITTED AS FOLLOWS:**

- i. Registration in UNGM: <https://www.ungm.org/Account/Account/Login>

To access the documents, you need to be fully registered in UNGM (Basic Level is sufficient).

- ii. Uploading your Information on UNGM:

Please login and upload the documents requested in the designated placeholders in the UNGM portal and within the indicated deadline, by following the instructions below:

- a) Log in the UNGM website with your e-mail and password.
- b) Click on MY TENDERS and select the related project.
- c) Click on VIEW DOCUMENTS (green button on the left of the specific notice you are interested in);
- d) Click on the REQUEST FOR INFORMATION tab.
- e) Click on the “OPT IN” button.
- f) To upload all the files, click on the relevant “UPLOAD DOCUMENT” red buttons under the “MY TENDER RETURN”.

IMPORTANT: Once all files are uploaded, please remember to click on the red button “SUBMIT RETURN” to send your Information. If the submission is properly completed, you will be able to view and download a receipt under the “HISTORY” tab.

**SUBMISSIONS BY E-MAIL OR FAX ARE NOT ALLOWED.**

- iii. Modification or Withdrawal of Information:

A Vendor may, without prejudice, modify or withdraw a submission before the deadline with the “MODIFY RETURN” function. No submission may be modified after the deadline.

- iv. OPT OUT:

In the event that your company is not interested in participating in this EOI, the Organization would appreciate your feedback with a brief explanation. In this case, you are kindly requested to click on the “OPT OUT” button displayed in the UNGM portal to send your reason for non- participation.

Should you have any questions, please use the CORRESPONDENCE TAB in the UNGM portal.

NOTE

Prices are not required at this stage.



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This request for EOI (REOI) does not constitute a solicitation. Submitting an EOI does not automatically guarantee receipt of the solicitation document when issued.

FAO reserves the right to require compliance with additional conditions as and when issuing the final solicitation document.

FAO reserves the right to change or cancel the requirement at any time during the REOI and/or solicitation process, without any obligation to inform the interested bidders of the grounds for FAO's action.

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RESPONSE FORM

A - GENERAL INFORMATION

Name of firm:			
Address:			
Country:			
Email address (company):			
Website address:			
Telephone:		Fax:	
Contact person:			
Registration with UNGM	<input type="checkbox"/> Y	If yes, UNGM number	

[B – SKYPE CONFERENCE CONFIRMATION

Y - I hereby confirm the availability to participate to the proposed Skype conference and propose the following date and time (CET):

.....

Skype contact ..... ]

Date:

Name:

Title:

Signature:

Annex 1: Useful references

PEARL Project documents: <https://www.greenclimate.fund/project/fp199>