

Terms of Reference (ToR) of the Finnish expert

Project Title: Cooperation for Women's Economic Development (CWED II)

Type of Assignment: Coaching a market study

Time of Assignment: Oct 2018 to Dec 2018

Introduction

Women's Bank is supporting Cooperation for Women's Economic Empowerment (CWED II) project via Finn Church Aid (FCA) in Cambodia. The project is implemented by an FCA-led consortium involving two other partners, Life With Dignity (LWD) and Interchurch Cooperation for Development (ICCO). The CWED phase II is a continuity for the project implemented in 2015-17 and the current implementation phase is from 2018 to 2020.

CWED II aims to contribute to women's economic and social empowerment so that women become equal and active participants in the sustainable development of their communities. The vulnerable women's business and income generating opportunities will be enhanced and participation in decision-making increased. This will take place in the framework of communal Women's Agricultural Cooperatives (WAC). The 17 targeted WACs will have appropriate structures, strengthened management and operational capacity. The WACs will have the capacity to provide services to their increased and strengthened membership. The project will also strengthen the provision of public (Government) services to WACs in accordance with the Law on Agricultural Cooperatives.

FCA has decided to conduct a market study to assess the local and national markets for selected products produced in the project's four target provinces. The study will be carried out by FCA and partners' staff with the support of an external expert sought through Women's Bank. The study will be used to inform the project's activities and support to producers and agribusinesses to access markets for their produce. The study will detail opportunities and constraints for accessing different market segments and ultimately facilitate clear business cases and marketing strategies for the producers.

At this stage, particular attention will be paid to the demand side, including identification of the products with best market potential; mapping of key business actors and policies affecting the value chain of the selected products as well as quantity and quality requirements and business transaction models. The study will also provide learning and next steps for linking producers to the most feasible markets.

The market study will focus on two main commodities: vegetables and poultry. In addition to these commodities, the assessment may also identify additional profitable and high-value products that have a ready demand in the market.

Objective and scope of work

The Expert undertakes to coach the Study Team in carrying out the market study at the same time building the capacity of the team for conducting similar studies independently in the future. S/he is responsible for the research process, utilising her/his professional expertise and skills in guiding the team from design to data analysis and quality reporting.

The scope of the work for the Expert is summarized below:

1. Review background documents and reports provided by FCA on CWED II to get an overview of the project and its operating environment.
2. Liaise with FCA Cambodia to fine-tune the assignment's focus, programme and practical arrangements prior to the visit.
3. Carry out with the Study Team a literature review of the Cambodian agribusiness context, including policy documents, sectoral and market studies, value chain analyses and other relevant market information available from various sources.
4. Collaborate with the Study Team to design the research framework/protocol and develop an appropriate tool mix and a detailed work plan for the assignment.
5. Develop and test survey questionnaires and guidelines for key informant interviews and focus group discussions and devise a data collection protocol with the Study Team.
6. Train the field enumerators on data collection methods and launch the data collection.
7. Distance support the Study Team in data analysis.
8. Distance support the Study Team in finalizing the market study report.
9. Provide practical recommendations for a way forward, informing CWED II on marketing approaches that link producers to buyers and lead to viable market access for the products under study.

Qualifications of the Expert

- Degree in agribusiness, agrology, business management, marketing or other fields of relevant study, or equivalent working experience
- Proven working experience in fields relating to agribusiness, market research, commerce, marketing management or equivalent
- Experience in conducting market studies and value chain analyses with solid methodological and analytical research skills; consulting or coaching experience is an advantage
- Ability to produce effective and clear communication in English, both written and verbal
- Good facilitation and communication skills in cross-cultural settings

Division of Tasks and Responsibilities

The Finnish Expert assumes the role of Advisor and Facilitator for conducting the market study with the Study Team that consists of FCA, LWD and ICCO project focal persons. To achieve this s/he will review relevant documentation and develop the research framework, guidelines and tools with the Study Team. S/he will also support the Team in analyzing the results and writing the report.

FCA Cambodia office will assign a Study Team Leader to work with Finnish Expert in accomplishing the above tasks during the entire assignment. The Team Leader will be responsible for documentation and arranging the fieldwork and trainings and related logistics. He will also lead the data analysis and drafting of report in Cambodia. FCA as the deploying organisation has overall responsibility for the mission and is responsible for practical arrangements during the assignment in Phnom Penh and project locations.

LWD and ICCO will each assign a project focal person to work with FCA Study Team Leader and the Finnish Expert. In addition, LWD and ICCO will also assign the project field staff (7 persons) to be the **enumerators** in the process of data collection.

Timeframe

The timeframe for this assignment is 3 months from 1 October 2018, during which it is anticipated that the assignment will require up to 33 working days (excl. travel, see table below for details). The mission to Cambodia is expected to start in mid-October 2018 and last for 20 days / 15 working days.

The Assignment includes but is not limited to the following activities:

Tasks	Time / days
Preparatory phase in Finland	October
- Finalization of contract, travel arrangements and orientation at FCA's Helsinki office	1 day
- Liaison with FCA Cambodia management concerning the details of the visiting programme and arrangements - Desk review of relevant documents and support to the Study team in the literature review and preliminary design of the research framework/protocol, plan and tools	5 days
Preparatory phase for market study in Cambodia	October
- Orientation and introductions on arrival in Cambodia - Finalization of the assignment framework and plan, tools and methodology with Study team and FCA management	5 days
Field survey in provinces	October
- Orientation workshop to enumerators on data collection and use of tools - Visits to project sites to test the questionnaire and meet some actors - Reflection and revision of the data collection procedure and tools as needed - Visits to project sites to coach enumerators on data collection as necessary	5 days Kampong Spue and other project site/s
Data analysis and reporting	November

<ul style="list-style-type: none"> - Training the Study Team on data analysis tools and interpretation Launch of report writing - De-briefing workshop to project partners' management based on observations, including recommendations for a way forward for CWED II market development 	5 days Phnom Penh
Distant support from Finland on finalization of the report	max 10 days
Information sharing in Finland	December
De-briefing in Helsinki with FCA and Women's Bank	1 day
Communicating and sharing the result of the assignment and personal experiences in FCA, Women's Bank and other media, including one Women's Bank event	1 day
<i>End of contract</i>	<i>31 December 2018</i>

Contact persons

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