



TERMS OF REFERENCE (TOR)

Consultant(s) to conduct a Rice Value Chain Analysis for the “Greening our Rice: Gender-Just, Low-Carbon, Rice Value Chains in Vietnam (Go-Rice) Project

1. Project overview

Project	Greening our Rice: Gender-Just, Low-Carbon, Rice Value Chains in Vietnam (Go-Rice)
Project Location	Mekong Delta Region, big cities
Ultimate Outcome	Enhanced well-being of rice producers, especially women and vulnerable groups through an inclusive and low carbon rice supply chain development in the Mekong Delta of Vietnam
Work Requested	Conducting a Rice Value Chain Analysis
Timeframe	May – July 2025

2. Background

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. Oxfam confederation currently has 21 member organizations working in 79 countries. We share a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and responsible private sector, and that it is fundamental to Vietnam’s development. Oxfam in Vietnam contributes to a shift from the current growth-based development model to a Human Economy that cares for People and the Planet.

Vietnam is the world’s third-largest rice exporter, producing 7.6 million tons in 2023 on 7 million hectares, ensuring food security for 90% of the population and employing 15-16 million farmers (GSO, 2024). However, rice farming is responsible for 49.5% of GHG emission in agriculture sector in Vietnam. Small-scale farmers, particularly women and EM, face challenges due to limited resources and climate-smart agriculture (CSA) knowledge, further hindered by gender biases.

At COP26, Vietnam committed to net-zero emissions by 2050 and a 27% reduction by 2030 under its Nationally Determined Contributions (NDCs). Contributing to this objective, the government launched the One Million Hectare of High Quality and Low Carbon Rice Program (2023-2030) (1M Hectare Rice Program), which requires roughly USD 2.7 billion in funding (MARD, 2024). This budget is expected to be mobilised from financial institutions, the public, private, and development sources. Therefore, transforming the rice sector for sustainability is crucial and requires collaboration between governments, the private sector, communities and international partners.

In this context, Oxfam in partnership with five partners will implement **Greening our Rice: Gender-Just, Low-Carbon, Rice Value Chains in Vietnam (Go-Rice)** during the period of 2025-2030. The project aims to improve the well-being of rice producers, particularly women and ethnic minorities (EM), through inclusive and climate smart rice production (CSRP) in the Mekong Delta, particularly Tra Vinh, An Giang, and Soc Trang provinces. The project partners will include the Institute of

Agriculture and Environment (IAE), Vietnam Chamber of Commerce and Industry (VCCI), and the Departments of Agriculture and Environment (DAE) in the three project provinces. The project aligns closely with Vietnam's national priorities, particularly the "1M Hectare Rice Program", which is aimed at reducing carbon emission, protecting the environment, improving rice quality and maintaining Vietnam's competitiveness in the global rice market.

At the initial phase of the implementation, a comprehensive and gender-sensitive rice value chain analysis will be conducted in the Mekong Delta of Vietnam (MKD) and other related region/cities. Oxfam in Vietnam is seeking a (team of) consultant(s)/ consultancy firm to carry out this analysis.

3. Objectives

Overall objective:

The overall objective of this mission is to deliver a comprehensive analysis of the rice value chain in the Mekong Delta, with an emphasis on eco-friendly rice products that follow the sustainable production practices. The research result will support Gorice project and other value chain stakeholders in designing appropriate interventions that aim to improve the low-carbon, climate-adaptive rice value chain in the Mekong Delta.

Specific objectives and key contents:

- Map out the rice value chain, including eco-friendly rice, providing an overview of its structure, processes, and key actors across the entire chain—from input provision to end-market consumption.
- Analyse the roles, relationships, gender and power dynamics, and value-added contributions of key stakeholders, including farmers, collectors, processors, distributors, retailers, and service providers. This analysis will also focus on the dimensions of eco-friendly rice production.
- Assess the economic viability of eco-friendly rice production for small-scale producers, particularly women and EM. This includes an evaluation of costs, benefits, profit margins and their distribution, household income, investment capacity (e.g., labour, capital, land, knowledge), access to production resources, and financing options. Also assess the value of carbon credits, potential financial benefits from participation in low carbon rice production and carbon projects as well as analyse how these benefits could contribute to improved household income, financial security, and overall livelihoods.
- Investigate market issues and consumer-side dynamics related to eco-friendly, sustainable rice products. This includes analysis of current demand and market trends, distribution and retail systems, domestic and export channels, market requirements (e.g., product types, pricing and premium pricing, quality, packaging, delivery methods, trademarks), certification schemes (e.g., eco-labels), and branding opportunities for low-carbon rice products.
- Analyse key constraints and opportunities for small-scale producers and rice companies in adopting CSRP practices and circular economy solutions in the rice sector.
- Provide actionable, specific recommendations for strengthening CSRP and for the development of an inclusive, climate-resilient rice value chain.

4. Scope of works

The consultant(s) will work closely with the GoRice project team and be expected to carry out the following tasks:

- Desk review: Reviewing the project proposal and relevant documents, including the GoRice project preliminary rice value chain analysis; conducting desk study of existing literature, reports, and data on the rice value chain; and proposing recommended revisions in scope of works, methodologies, deliverables, activity plan, and analysis report outline.

- Field research: Conducting field research in the MKD region and targeted provinces (Soc Trang, Tra Vinh, An Giang to gather primary and secondary data through interviews, focus group discussions, and surveys with key stakeholders. The research location might also include the big market for eco-friendly rice products such as Ho Chi Minh city, Can Tho, Hanoi, etc.
- Data analysis: Analysing the data collected with gender disaggregated.
- Stakeholder workshops: Organize and facilitate stakeholder workshops to validate findings and gather additional insights, where appropriate.
- Reporting: Preparing a detailed report on the findings, analysis, and recommendations.

5. Methodology

The consultants are expected to employ a mixed-methods approach in line with feminist research methods for the rice value chain analysis, including:

- Qualitative methods: In-depth interviews, focus group discussions, and participatory rural appraisals to gather qualitative data on gender and power dynamics, stakeholder roles, and socio-economic conditions.
- Quantitative methods: Where appropriate, surveys and structured questionnaires to collect quantitative data on production practices, income levels, resource access, and environmental impacts.
- Market analysis: Apply market research techniques to assess the consumption side of rice value chain, including distribution channel and retail markets, branding potential, domestic and export market trends, consumer preferences for low-carbon and sustainably produced rice.

Guiding Principles and Values

The selected consultants should include and address all potential ethical issues related to this mission in their proposal and subsequent inception report. Additionally, the consultants(s) are expected to undertake the value chain analysis with high respect given to transparency, cost-effectiveness, local culture, gender transformative potential, and collaboration with a range of stakeholders.

6. Key Activities and Timelines

The mission will commence upon the signing of the contract between Oxfam and the selected consultant(s). The suggested key activities and timelines outlined below will be finalized by Oxfam in consultation with the consultant(s) during the inception phase. The consultant(s) are expected to provide more detailed and practical activities and timelines in their technical proposal.

Key Activities	Timeline
<i>Start date of contract</i>	Week 3, May 2025
<i>Meetings and consultation with Oxfam</i>	Week 3, May 2025
<i>Inception phase</i> <ul style="list-style-type: none"> • Undertake a thorough desk review, including project proposal and relevant documents, existing literature, reports, and data on the rice value chain • Prepare a detailed workplan • Develop necessary data collection tools, including survey questionnaires, guiding questions for FGDs, and KII tools • Submit an inception report • Discuss and finalize details with Oxfam 	Week 3 of May – week 1 of June 2025 Date of submission of inception report: 6 th June 2025

Key Activities	Timeline
<i>Field research & Analysis</i> <ul style="list-style-type: none"> • Conduct field work of the rice value chain analysis in the MKD region and targeted provinces • Conduct data analysis and stakeholder workshops, where appropriate • Submit to Oxfam cleaned datasets and necessary explanations of the data collection process, analysis, and limitations 	June 2025
<i>Reporting</i> <ul style="list-style-type: none"> • Present initial findings to Oxfam country teams and partners • Submit a draft rice value chain analysis report to Oxfam • Submit the final report and a report summary to Oxfam (in both Vietnamese and English) 	July 2025 Date of submission of the draft report: 20 th July 2025; and final report: 31 st July 2025

7. Deliverables

The expected deliverables consist of the following:

- Inception report
- Analysis methodology (including data collection tools) and detailed workplan
- Set of raw data (original records, transcripts, all completed questionnaires, code book/datasets including detail analytical data tables, participants list).
- A presentation on key findings
- Draft rice value chain analysis report
- Final rice value chain analysis report in English and Vietnamese (no more than 30 pages, excluding annexes)

Final rice value chain analysis report is required to be submitted to Oxfam in both English and Vietnamese language in electronic format, fully formatted with all figures, tables and maps included within the text.

8. Requirements for consultants

The consultancy may consist of a team of professionals with complementary skills, and gender diversity. The team should meet the following qualifications:

- At least Master's degree in one of the following majors: agricultural economics/development economics, agriculture development, business administration, natural resource management, or climate change/ resilience.
- Proven experience in conducting value chain analyses, particularly in the agricultural sector.
- Practical knowledge of the rice value chain, inclusivity and sustainability in value chain development.
- Knowledge of CSRP practices and climate resilience.
- Expertise in gender analysis and gender-sensitive research methodologies.
- Commitment to equal opportunity and gender equality with demonstrated experience in integrating gender and diversity issues into research.
- Strong analytical and report-writing skills.
- Experience working in the MKD region and familiarity with the local context.
- Strong commitment to meeting the deadlines.
- Excellent English and Vietnamese writing skills.

9. Submission of Proposals

Interested consultants or consulting firms are invited to submit the following:

- Profiles and CVs of the team members highlighting relevant experience and qualifications.
- A detailed technical proposal that aims to achieve the mission objectives within suggested timelines and elaborates at least the following key parts: methodology, detailed workplan, quality control plan, team structure.
- A financial proposal including a detailed breakdown of costs, number of working days, consultancy rates, and logistical costs required.
- Samples of previous relevant work, like value chain analysis reports.

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

How to Apply: The Proposal should be submitted in English by email with subject mentioning “GoRice – Rice Value Chain Analysis” to HR.Vietnam@oxfam.org.

The closing date for application: 11th May 2025.

We regret that only short-listed applicants will be contacted for an interview.