

TERMS OF REFERENCE (TOR)

Gender Analysis and Market Assessment for Climate Resilient Agriculture for Women's Economic Empowerment Project

Project Location: Truong Son and Dan Hoa Communes, Quang Tri Province, Vietnam

Project Donor: Korea International Cooperation Agency (KOICA)

Duration of Consultancy: August – September 2025

Implementing Partners: Quang Tri Department of Agriculture and Environment, Quang Tri Women's Union

1. Background

Plan International Vietnam (PIV) is implementing the KOICA-funded project "Climate Resilient Agriculture for Women's Economic Empowerment" in Truong Son and Dan Hoa communes of Quang Tri Province. The project aims to improve the income and resilience of ethnic minority (EM) women through climate-resilient agricultural practices and strengthened participation in decision-making and markets.

- Outcome 1: Improved income of smallholder farmers, especially EM women, in Quang Tri through climate resilient practices.
 - ✓ Output 1.1 Smallholder farmers, especially EM women, have increased knowledge, skills and confidence to apply climate-resilient agricultural-based livelihoods.
 - ✓ Output 1.2 Climate-resilient agriculture-based livelihood models are established.
- Outcome 2: The social and new rural development environment in Quang Tri province is conducive to the economic participation of ethnic minority women.
 - ✓ Output 2.1 Women feel supported for pursuing economic opportunities.
 - ✓ Output 2.2 Increased agency of women to participate in decision-making processes in private and public space.

To inform the design and implementation of evidence-based activities, PIV seeks a qualified consultancy team/firm to conduct a combined **Gender Analysis and Market Assessment**.

2. Consultancy Objectives

2.1 Overall Objective

To provide actionable insights and recommendations that support EM women's economic empowerment through climate-resilient agriculture and inclusive value chains.

2.2 Specific Objectives

| # | Specific Objective | Expected Output | Use in Project Design |
|---|--|---|---|
| 1 | Identify harmful gender norms, power dynamics, and participation barriers for EM women | Gender Analysis Report with key barriers and entry points | Design of BCC strategies and gender-sensitive programming |

| # | Specific Objective | Expected Output | Use in Project Design |
|---|--|--|--|
| 2 | Identify climate-resilient and alternative livelihood models suitable for EM women | Livelihood Matrix with feasibility and ratings | Options Piloting of livelihood models and training content development |
| 3 | Assess market demand, value chain potential, and enabling environment | Value Chain Analysis and Action Plans | Value chain selection, capacity building, and stakeholder engagement |

3. Scope of Work

The consultant team is expected to:

- Conduct desk review of project documents, secondary data, and relevant literature
- Design and carry out field research in Truong Son and Dan Hoa communes
- Use participatory and gender-sensitive tools to gather and analyze data
- Facilitate validation workshops with stakeholders
- Produce practical deliverables that inform project design and implementation

4. Methodology

The consultant(s) shall propose an appropriate and ethical mixed-methods approach including:

- **Gender Analysis Tools:** Gender Analysis Matrix (GAM), Social Relations Approach, CVA, Gendered Value Chain Analysis
- **Market Assessment Tools:** Market Systems Analysis (MSA), Rapid Market Appraisal (RMA), Value Chain Mapping, SWOT

Sample Size and Stakeholder Matrix

A structured matrix should define:

- Target groups (women, men, EM groups, PWDs)
- Sampling size per commune
- Data collection tools (survey, FGD, KII)
- Roles of local partners

Sample size submitted to PIV should follow table format below for each research area (Gender Analysis, Identification of potential livelihood models, and Market assessment and Value chain analysis)

| Research area | Data collection by consultant | Data collection methods | Tool | | Sample | | | Notes |
|---------------|-------------------------------|------------------------------------|-------------------|--|---|---------------------------------|----------------|--------------------------|
| | | | Existent | To be reviewed and revised by consultant | Stakeholder | Location | Minimum number | |
| | Yes | Questionnaires | (x) KAP Survey | x | - With men, women - With village heads - Agricultural cooperatives, household businesses, and local enterprises - With people with disabilities (if any) - Commune and village leaders, | Commune: Truong Son and Dan Hoa | | |
| | Yes | FGDs | | x | - With men - With women (parenting group, Village Saving and loans groups; - Existing economic interest and collaboration groups in communes - Village heads - With people with disabilities (if any) - Local government staff at communal and provincial levels | Commune: Truong Son and Dan Hoa | | Focus of data collection |
| | Yes | KII with partners and stakeholders | | x | - Leaders of communes and government agencies - Agricultural cooperatives, household businesses, and local enterprises. - Provincial Department of Agriculture and Environment and Women Union and commune's leaders | Commune: Truong Son and Dan Hoa | | Focus of data collection |

5. Key Research Areas and Questions

5.1 Gender Analysis

The gender analysis will investigate how gender dynamics influence the economic empowerment of ethnic minority women in the target communes. It will examine systemic barriers, enabling factors, and identify actionable opportunities to shift social norms and practices in favor of greater gender equality.

Key Questions:

- What specific harmful gender norms and barriers (e.g., stereotypes, attitudes, beliefs, customs, and behavioral practices) limit women's participation in economic activities and decision-making in households and communities?
- Who are the key influencers and actors (e.g., family members, community leaders, women's groups, traditional institutions) that reinforce or challenge these norms?
- What enabling or beneficial cultural factors already exist that could serve as entry points for promoting women's agency and participation?
- Which actors are most supportive of gender equality or ready for change and can be mobilized to contribute to transformation in the community?
- What strategies and actionable recommendations can be developed to change harmful gender norms and practices, particularly through tailored communication and engagement approaches (e.g., timing, language, platforms, message framing)?
- How do intersecting factors such as age, ethnicity, marital status, and disability affect gender roles and power relations within households and communities?

Expected Output: A Gender Analysis Report that identifies:

- 5–7 key gender barriers to women's economic participation
- Mapping of key influencers and allies for change
- Recommendations for community-based communication and behavior change strategies
- Gender-sensitive strategies for integrating women into economic and agricultural interventions

5.2 Livelihood Options

This section aims to identify viable, climate-resilient agricultural and off-farm livelihood models tailored to the socioeconomic and environmental realities of EM women in the two focus communes.

Key Questions:

- What are the key geographical and climatic features of Truong Son and Dan Hoa communes that influence livelihood viability?
- What are the primary vulnerabilities of local communities to climate change, particularly in agriculture and livelihoods?
- What existing agricultural, livestock, agroforestry, or off-farm livelihood practices are resilient to climate impacts?

- What traditional or indigenous knowledge and practices contribute to food security and income generation?
- What successful climate-resilient livelihood models (both agricultural and non-agricultural) have been applied in similar contexts by other organizations or projects?
- What are the key feasibility criteria (e.g., profitability, labor requirements, gender-appropriateness, environmental sustainability) for selecting models for EM women?
- What adaptation strategies are already in use locally?

Expected Output: A Livelihood Options Matrix including:

- Shortlist of 4–6 viable climate-resilient and alternative livelihoods
- Comparative analysis by feasibility, cost-benefit, and scalability
- Recommendations for piloting, training needs, and support mechanisms

5.3 Market Assessment and Value Chains

This component will assess market trends, value chain opportunities, and systemic barriers for EM women in accessing and benefiting from agricultural markets.

Key Questions:

- What are the most demanded agricultural and alternative products at local, regional, and national levels?
- What market trends and consumer preferences (e.g., organic, climate-resilient, women-produced goods) are emerging?
- What are the structural and systemic barriers that EM women face in accessing value chains?
- What is the current business and trading environment for EM producers (e.g., input costs, competition, market infrastructure)?
- What are the most effective and accessible distribution channels?
- What policies and government programs influence agricultural marketing, trade, and women's participation?
- How is technology being used to enhance productivity and market access (e.g., mobile platforms, e-commerce, processing tools)?
- Which 3 value chains have the highest potential for women-led or women-benefitting models?

Expected Output:

- Detailed analysis of 3 high-potential value chains including actors, constraints, and opportunities
- Action plans for each value chain with gender and climate integration
- Recommendations for linkages with private sector, cooperatives, and institutional buyers

6. Deliverables

| Deliverable | Format | Purpose |
|---------------------------|----------------------|---|
| Inception Report | English | Updated methodology, sampling matrix, tools, timeline |
| Clean Dataset | Excel/SPSS/Word | Analysis and documentation of field data |
| Livelihood Options Matrix | Table + narrative | Shortlist of climate-resilient and women-friendly options |
| Value Chain Action Plans | 3–5 pages/chain | Roadmap for inclusive value chain development |
| Gender Action Plan | Guide | Practical recommendations for BCC and participation |
| Final Report | English + Vietnamese | Comprehensive analysis and recommendations |

7. Timeline

| Activity | Timeline | Estimated Days |
|---------------------------|--------------------------|----------------|
| Desk Review & Tool Design | Week 2–3 August | 10 |
| Field Research & Analysis | Week 4 Aug – Week 3 Sept | 35 |
| Reporting & Presentation | Week 3–4 September | 10 |
| Total | 55 working days | |

8. Qualifications

The consultancy may consist of a team of professionals with complementary expertise. The team should meet the following qualifications:

- The Lead Consultant must hold a Master's or Doctoral degree and have at least 10 years of professional experience in Vietnam, particularly in conducting field research and designing climate-resilient agricultural value chains.
- Demonstrated experience coordinating with diverse stakeholders including government partners, community groups, and international development agencies.
- Proven track record of successfully conducting gender analysis, livelihood assessments, and market or value chain studies in Vietnam.
- Preference will be given to consultants with prior experience conducting market scans and value chain assessments in the agriculture or rural development sectors.
- Strong analytical, facilitation, and report writing skills.
- Demonstrated experience working with ethnic minority populations and familiarity with the socio-cultural context of Quang Tri province or similar regions.
- Strong commitment to deadlines and high-quality deliverables.
- Excellent verbal and written communication skills in both Vietnamese and English.
- Plan International Vietnam reserves the right to reject any proposed consultant under the Assignment Contract or request a replacement at any point during implementation if performance or conduct does not meet required standards.

9. Budget

- Estimated budget: consultant must propose all fees, taxes, and field costs

10. Ethics and Child Protection

PIV is committed to ensuring that the rights of those participating in data collection or analysis are respected and protected, in accordance with Ethical MERL Framework and our Global Policy on Safeguarding Children and Young People. All applicants should include details in their proposal on how they will ensure ethics and child protection in the data collection process. Specifically, the consultant(s) shall explain how appropriate, safe, non-discriminatory participation of all stakeholders will be ensured and how special attention will be paid to the needs of children and other vulnerable groups. The consultant(s) shall also explain how confidentiality and anonymity of participants will be guaranteed.

A risk assessment will be conducted by the safeguarding focal points and the consultant team before implementing the baseline survey to mitigate foreseen risks for children, youths and participants in the survey.

The selected consultant(s) will be requested to sign in Plan International Global Safeguarding Children and Young People policy and Anti-fraud, Anti-bribery and Corruption policy.

11. Application Procedure

Interested applicants should send the following to email: NhomMuaSam.Mot@plan-international.org with subject line: FAD535-Gender Analysis&Market Assessment-Proposal-[Your team's name] by **23:59 PM, 5 August 2025**:

- Technical proposal including methodology, timeline, team, and ethics plan
- Financial proposal (in VND)
- CVs of consultants
- Examples of relevant past work

Only short-listed consultant groups will be contacted for interview.