

## Terms of Reference

<b>Title</b>	<b>Strategic Communication and Visual Documentation</b>
<b>Client</b>	<b>Phuoc Binh, Toan Thang and Hoa Nho, Hoa De, Tan Phat Loi, Tai Thinh Phat Farm coop.</b>
<b>Country</b>	<b>Vietnam</b>
<b>Project number</b>	<b>24ATVN-9764</b>
<b>Assignment number</b>	<b>August – October, 2025</b>
<b>Period</b>	
<b>Cooperative advisors (CAs)</b>	<b>Le Anh Tuan, Nguyen Thanh Trang, Tran Quang Dieu and Pham Nguyen Duy</b>
<b>Mode of Agripool involvement</b>	<b>No agripooler</b>

### 1. BACKGROUND

The **Making Aquaculture Cooperatives in the Mekong River Delta Inclusive and Bankable (MACIB)** Project, funded by the Government of the Netherlands and implemented by Agriterra, is a flagship initiative under the Combi-Track framework. Its overarching goal is to transform smallholder aquaculture cooperatives—particularly in shrimp farming—into inclusive, professional, and climate-resilient entities that can lead the shift toward sustainable aquaculture in Vietnam. Operating in Tra Vinh (Vinh Long), Soc Trang (Can Tho) and Ca and Bac Lieu provinces, MACIB aligns with Vietnam’s master plan for agricultural restructuring, sustainable value chains, and cooperative sector reform.

The project addresses deep-rooted systemic challenges, including fragmented production, limited access to finance and modern technologies, weak service delivery, and insufficient representation of women and youth in cooperative leadership. By strengthening governance, building market linkages, fostering environmentally responsible practices, and enhancing inclusivity, MACIB positions cooperatives as critical change agents in the aquaculture sector.

As MACIB enters its final implementation phase toward 2026, there is a strategic need to capture the progress made and lay the groundwork for measuring lasting impact. **Agriterra aims to commission a professional communication assignment that will assess the status of selected cooperatives, develop powerful visual and narrative documentation, and build a communications foundation to showcase MACIB’s transformation journey.** This baseline will be essential for comparing end-point achievements, informing scale-up strategies, and communicating lessons to national and international stakeholders.

Recognizing that communication is not its core mandate, Agriterra seeks a qualified consultant or team with proven expertise in development storytelling, photography, and cooperative-sector communication to lead this critical assignment.

## 2. OBJECTIVES

The consultant will:

- **Capture High-Quality Visual Content:** Take professional photographs that vividly showcase shrimp farming activities, cooperative operations, and community engagement across MACIB-supported cooperatives. Images will be carefully curated to highlight best practices, gender inclusion, youth participation, and sustainability efforts.
- **Collect Authentic Testimonials:** Document meaningful quotes and stories from farmers, cooperative members, and leaders, ensuring diverse representation and genuine voices from the field. These testimonials will reflect both the challenges faced and the positive changes brought by the MACIB project.
- **Develop Impactful Storylines:** Craft compelling narratives for each cooperative, weaving together visuals, data, and testimonials. The stories will align with MACIB's communication strategy and be tailored to resonate with key audiences such as government agencies, private sector partners, and donors. The aim is to enhance visibility, foster stakeholder engagement, and showcase the project's tangible impact.

## 3. SCOPE OF WORK

### A. Pre-Production and Research

- Review all MACIB documentation including MTR, cooperative profiles, and visual guidelines.
- Develop a detailed interview checklist and visual storyboard.
- Pre-test storylines with Agriterro and cooperative representatives.

### B. Photography & Visuals

- Capture a minimum of 25–30 high-resolution, well-composed images per cooperative.
- Document pond preparation, production cycles, cooperative meetings, service provision, branding/packaging, and women/youth involvement.
- Ensure informed consent and ethical representation.

### C. Interviews & Testimonials

- Conduct at least 4–5 interviews per cooperative across genders and age groups.
- Gather quotes on production, cooperative service value, training impact, market benefits, and personal empowerment.

### D. Story and Article Development

- Write 5 bilingual human-interest stories (EN + VN), each 700–1,000 words.
- Highlight cooperative services, governance models, sustainability measures, and MACIB impacts.
- Ensure cooperative review before publishing.

### E. Video Scripting (Optional if feasible)

- Provide outlines for short videos (2–3 min) capturing project essence, if photos are to be later adapted into motion clips.

### F. Editing, Quality Assurance & Delivery

- Photo retouching and curation using Adobe Lightroom/Photoshop.
- Professional copyediting of stories and captions.
- Package deliverables for use in reports, donor presentations, websites, and social media.

## 4. DELIVERABLES

Deliverable	Quantity	Specifications
High-resolution photos	150+ (30 per cooperative)	≥3MB, 300dpi, JPEG, metadata tagged
Testimonials	20+ (4–5 per cooperative)	Word/Text file with names, roles, gender, age
Human-interest articles	5 (EN & VN)	700–1,000 words each, edited for publication
Visual storyboard & caption list	1	Excel or Word
Final consultancy report	1	PDF in English, includes methodology, outputs, notes on ethics

## 5. TIMELINE

The assignment will run from **September to October 2025** with a total of **25 working days**, with the following key milestones:

Date	Activity	Days
Before 11 Sep	Desk research, tool development, pre-engagement with Agriterra	2
11 Sep	Travel to Soc Trang	0.5
12–14 Sep	Fieldwork: Toan Thang	3
15–17 Sep	Fieldwork: Hoa Nho	3
18–20 Sep	Fieldwork: Phuoc Binh (via Tra Vinh)	3.5
21–23 Sep	Fieldwork: Tai Thinh Phat & Tan Phat Loi (Ca Mau)	3
25 Sep	Peer review workshop with Agriterra team	1
26–28 Sep	Story and photo editing	3
02–04 Oct	Submission of stories and visuals, revision if required	3
06 Oct	Submit draft report and summary materials	2
13 Oct	Final deliverables + report submission	1

**Total:** 25 working days

## 6. CONSULTANT QUALIFICATIONS

The consultant should meet the following requirements to ensure high-quality and impactful deliverables:

- **Extensive Professional Experience:** At least 5 - 7 years of proven expertise in journalism, storytelling, visual documentation, or related fields, with a strong portfolio showcasing high-quality written and visual communication products.
- **Sector-Specific Knowledge:** Demonstrated track record in producing communication materials for rural development, cooperative strengthening, or agricultural value chains. Prior experience in the aquaculture sector will be considered an advantage.
- **Technical Proficiency:** Strong command of content creation tools, particularly Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro, etc.), with the ability to deliver professional-grade photo and video content.
- **Bilingual Communication Skills:** High proficiency in both Vietnamese and English, with the ability to produce clear, engaging, and culturally appropriate communication products in both languages.
- **Cultural and Gender Sensitivity:** Deep understanding of, and sensitivity to, issues of gender equity, youth inclusion, and rural community dynamics, ensuring stories and visuals are inclusive and respectful.
- **Experience with International Development Projects:** Previous collaboration with international NGOs, multilateral agencies, or donor-funded projects is

preferred, demonstrating familiarity with donor communication standards and expectations.

## 7. MANAGEMENT AND COORDINATIONS

The policy dialogue will be led by a dedicated implementation team consisting of:

- The assignment will involve **regular coordination with cooperative board members, data focal points, and local extension officers**, especially during the field data collection and validation phases.
- Agriterra will provide:
  - Letters of introduction to cooperatives and local stakeholders
  - Technical briefings and existing datasets from MACIB assessments
  - Logistical and advisory support for training activities and validation workshops
- All deliverables must be submitted in English (with key training materials in Vietnamese) and will be **reviewed and approved by Agriterra prior to final acceptance**.

## 8. PROPOSAL SUBMISSION

*Interested consultants should submit:*

- **Consultant team profile** and relevant experience.
- **A short technical proposal** outlining the approach and methodology.
- **Samples of previous reports** from similar assignments.
- **CVs of team members**.
- **Daily consultancy rate and estimated total cost**.

**Submission deadline:** Proposals should be submitted in English via email to **[vietnam@agriterra.org](mailto:vietnam@agriterra.org)** with the subject "**Strategic Communication and Visual Documentation of Cooperative Transformation under MACIB**" by August **20, 2025**.

Only shortlisted candidates will be contacted for further discussion.

## Agriterra, for cooperatives

We are a purpose-driven organisation, aimed at strengthening farmer cooperatives in 13 countries in Africa and Asia. Agriterra's wheel of impact depicts how strong farmer cooperatives contribute to societal development and the relevance to many of the Sustainable Development Goals of the United Nations. Positively impacting farmer cooperatives is at the heart of our identity and is reflected in our legal entity as a Dutch non-profit foundation.



Agriterra provides high quality and hands-on advice, training and exchange services to farmer cooperatives with maximum impact to support dynamic, economic and sustainably strong and productive rural areas. We draw on a century of cooperative knowledge in the Netherlands shared through our extensive network in the Dutch agri-food sector. These Agripool experts from farmer organisations across the world work with Cooperative advisors from our country offices, supported by staff teams in the Netherlands.

In 2022 Agriterra worked together with 579 farmer organisations, trained 8,989 people and 3,808,366 farmers were reached.