

## Terms of Reference

|                                     |  |
|-------------------------------------|--|
| <b>Title</b>                        | <b>: Strategic Communication and Visual Documentation for Cooperatives</b> |
| <b>Client</b>                       | <b>: TACO, NOCO, HACO, TPA, and TTP</b>                                    |
| <b>Country</b>                      | <b>: VIETNAM</b>   |
| <b>Project number</b>               | <b>: 24ATVN-9764</b>   |
| <b>Assignment number</b>            | <b>: ADV.22650</b>   |
| <b>Period</b>                       | <b>: January - February 2026</b>   |
| <b>Cooperative advisor (CA)</b>     | <b>: Nguyen Thanh Trang</b>  |
| <b>Mode of Agripool involvement</b> | <b>: <input type="checkbox"/> Remote (Online) only</b>                     |
|                                     | <b><input type="checkbox"/> Field visit included</b>                       |

### Introduction MACIB

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 Vinh Long (former Tra Vinh), Can Tho (former Soc Trang), and Ca Mau, MACIB aligns with Vietnam's master plan for agricultural restructuring, sustainable value chains, and cooperative sector reform.

### Introduction supported cooperatives under MACIB

1. **Toan Thang Cooperative (TACO) (Soc Trang):** Established in 2016, the cooperative currently has 72 members managing a total of 165 hectares of pond area, focusing on two key species: monodon and Ivannamei. The cooperative has gradually formed linkage capacity, helping to minimize disease risks, improve productivity, and increase access to high-end markets. Some members have participated in production according to ASC standards, creating a good foundation for expanding export consumption channels.
2. **Hoa Nho A Cooperative (NOCO) (Soc Trang):** Manages over 53 hectares of shrimp farming area with 26 members participating in shrimp farming. Established in 2016, the cooperative produces approximately 3,012 tons of shrimp per year, mainly for export to high-value markets. Although core members are still actively participating in common activities, the low number of members affects the Cooperative's negotiating power and ability to sign long-term contracts.
3. **Hoa De Cooperative (HACO) (Soc Trang):** Established in 2016, was formerly a club of 17 farmers cultivating rice, vegetables and raising shrimp since 2009. Currently, the cooperative has 53 members managing a total production area of 63 hectares. In addition to shrimp production, the cooperative also combines with rice cultivation. Hoa De has the potential to increase product value through processing

(dried shrimp, shrimp salt, shrimp powder, etc.) and exploit high-quality domestic markets.

4. **Tan Phat Loi Cooperative (TPA) (Ca Mau):** Established in 2012, the cooperative currently has 19 official members and 62 associate members, managing about 540 hectares of mangrove shrimp farming, of which 70 hectares are certified organic. In addition to raising black tiger shrimp, the cooperative also processes value-added products (shrimp crackers, sour shrimp paste, shrimp powder, dried shrimp) and distributes through 14 agents in major cities, contributing to creating a stable source of income and increasing competitiveness.
5. **Tai Thinh Phat Farm Cooperative (TTP) (Ca Mau):** Founded in 2018, Tai Thinh Phat Cooperative consists of 57 households managing 50 hectares of aquaculture. The cooperative specializes in organic-certified shrimp farming and mangrove crab production, reflecting its commitment to sustainable and environmentally responsible practices.

## Background of the assignment

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.

Therefore, Agriterra seeks a qualified consultant or team with proven expertise in development storytelling, photography, video making and cooperative-sector communication to lead this assignment.

## Specific objectives

The consultant will:

- Capture high-quality photographs reflecting shrimp farming activities across MACIB-supported cooperatives.
- Collect meaningful quotes and testimonials from farmers, cooperative members, and leaders.
- Develop engaging stories and videos for each cooperative, focusing on clean and climate-resilient shrimp farming to build branding for each cooperative.

## Scope of work

### A. Preparation

- Review all MACIB documentation including MTR, cooperative profiles.
- Develop a detailed interview checklist and visual storyboard.
- Meeting with Agriterra.

### B. Photography and visuals

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

### C. Story and article development

- Conduct interviews and write 5 bilingual human-interest stories (EN + VN), each 700–1,000 words per cooperative.
- Highlight cooperative services, governance models, sustainability measures, etc..., and MACIB impacts.

- Ensure cooperative review before publishing.

#### **D. Short video development**

- Make short video (2–3 minutes) for each cooperative, highlight cooperative services, governance models, sustainability measures, etc... and MACIB impacts.

#### **E. Editing, quality assurance and delivery**

- Professional copyediting of stories, captions and videos.
- Package deliverables for use in reports, donor presentations, websites, and social media.

### **Deliverables**

| <b>Deliverable</b>               | <b>Quantity</b>           | <b>Specifications</b>  |
|----------------------------------|---------------------------|--|
| 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  |
| Short video development          | 5                         | Resolution: Minimum 1080x1920 pixels (Full HD).<br>Format: MP4 or MOV.<br>File size: Maximum 10MB. |
| Final consultancy report         | 1                         | PDF in English, includes methodology, outputs, notes on ethics                                     |

### **Tentative programme**

The assignment will run from January to February 2026 with a total of 25 working days, with the tentative programme below:

| <b>Day</b>     | <b>Date</b>                  | <b>Programme</b>  | <b>Available</b>           |
|----------------|------------------------------|---|----------------------------|
| 02 days        | 8 January – 28 February 2026 | Desk research, tool development, meetings with Agriterra              | Consultant/ CA             |
| 12 days        |                              | Field work to 5 cooperatives  | Consultant/ CA/ the coops/ |
| 01 day         |                              | Peer review meeting with Agriterra team                               | Consultant/ CA             |
| 05 days        |                              | Story and video editing   | Consultant                 |
| 03 days        |                              | Submit draft report and photos, stories, videos, revision if required | Consultant                 |
| 02 days        |                              | Final deliverables and report submission                              | Consultant                 |
| <b>25 days</b> | <b>TOTAL</b>                 |   |                            |

CA = Nguyen Thanh Trang, Agriterra Cooperative Advisor

## Logistics and support

Agriterra will provide logistical support, including travel arrangements for site visits to Soc Trang and Ca Mau provinces.

## Application and selection process

Interested national consultants are invited to submit a complete application package. Application should include:

- Cover letter: Indicating the applicant's interest in the assignment, highlighting relevant experience, and outlining suitability for the role.
- Technical proposal: Presenting the proposed methodology, tools, workplan to carry out the tasks and deliverables outlined in the ToR.
- Financial proposal: Including the daily rate in VND (inclusive of taxes), with a clear breakdown of estimated costs.
- Updated CV(s): Detailing qualifications and professional experience. Examples of similar past assignments should be attached.

## Qualifications required:

- 10+ years in journalism, storytelling, or visual documentation.
- Proven record of rural development or cooperative-sector communication.
- Proficiency in Adobe Creative Suite and bilingual writing (VN & EN).
- Sensitivity to cultural, gender, and rural inclusion topics.
- Experience working with INGOs or donor-funded projects preferred.

### Submission guidelines:

- All application documents must be in English.
- Please submit the full package by email with the subject line: "*Consultant – Strategic Communication and Visual Documentation for Cooperatives*"
- Email submissions should be sent to: [vietnam@agriterra.org](mailto:vietnam@agriterra.org)

### Selection process:

- Only shortlisted candidates will be contacted and invited for an interview.
- The closing date for applications is **17:00, 30 December, 2025**.

## 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.