

Terms of Reference

Position Title:	Training on building and designing trademarks and product labels for several agricultural products within the priority value chain that the project is supporting for small, medium, and micro enterprises/cooperatives/production groups (SMEs & SMEs/cooperatives/production groups).
Location:	Hanoi or Lao Cai (former Yen Bai Province)
Period of Assignment:	From January to March. 2026
Reporting To:	Agribusiness and Resilience Specialist
Project:	SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT)
Activity Code:	1112.4 and 1112.5

1. Background

SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT) is funded by Global Affairs Canada (GAC), with an implementation period from 2024-2029. The SPRINT is implemented in Yen Bai province and managed by Cowater International.

Cowater International is a leading global development consulting company founded in 1985. Headquarter in Ottawa, Cowater International has successfully delivered a portfolio of over 2,500 projects and assignments in more than 95 countries. Cowater works with governments, private sector actors, and communities to implement projects that support socio-economic development, institutional strengthening, environmental improvements, and advancing equal opportunities for all.

(Website: <https://www.cowater.com/en/home/>)

- **Introduction of SPRINT Project:**

The SMEs Promote Resilience, Inclusion and Innovative Transformation (SPRINT) Project is a flagship initiative of Global Affairs Canada in Vietnam and is being implemented by Cowater International Inc. in the province of Lao Cai (formerly in Yen Bai province) in northern Vietnam.

The project aims to improve the socio-economic well-being of ethnic minority women working in agriculture by enhancing their economic status, leadership capacity, and proactive role in promoting clean growth. The project will implement a series of interventions designed to strengthen the operational efficiency of micro, small, and medium-sized enterprises (SMEs), cooperatives, and production groups, focusing on ethnic minority women in the agriculture and food sector. Project interventions will prioritize and focus on eight key agricultural value chains: Shan Tuyet tea, cinnamon, hawthorn/wild apple, bamboo shoots, glutinous rice, medicinal herbs, mulberry, and mixed vegetables. The primary beneficiaries are ethnic minority women in Lao Cai province (formerly Yen Bai province).

1

The project will be implemented over six years, from 2023 to 2029 (including the project initiation and approval phase). It will focus on addressing skills and knowledge gaps, while encouraging

innovation and the adoption of agricultural recovery and clean growth solutions, including Renewable Energy (RE) and Energy Efficiency (EE), for SMEs/cooperatives/industrial production units, with a focus on small and medium-sized enterprises (SMEs) operating in the agricultural sector.

2. Purpose of the Consultancy

This consultancy activity is undertaken to contribute to the achievement of the following objectives:

- **Intermediate Outcome 1100:** Improved performance of EMW-focused MSMEs/coops/producer groups in gender responsive and climate resilient value chains in the agriculture sector
- **Immediate Outcome 1110:** Improved business capacity of EMW-focused MSMEs/coops/producer groups in business development, management, and building market linkages in agriculture

Consulting to support the implementation of activity 1112: Organize training activities for micro, small, and medium-sized enterprises (SMEs), cooperatives (Cop), and production groups (PG), prioritizing units owned/managed by women/ethnic minority women, or those employing a large number of female and ethnic minority women, on topics such as building gender-responsive and climate-adaptive value chain linkages, particularly in accessing local and regional markets.

Activity 1112.4: Training on designing and building product labels and trademarks for several agricultural products that the project is currently supporting (tea, hawthorn, cinnamon, bamboo shoots, glutinous rice, medicinal herbs, mulberry, various vegetables, etc.).

Organize one training course (two days) on knowledge and skills in designing and building product labels and trademarks for SMEs/cooperatives/individual producers operating in the priority supply chains as mentioned above.

Target audience: Owners/managers, staff...with experience in designing and building brands, labels, packaging, and marketing products in the agricultural sector, focusing on the 8 value chains mentioned above. The 30 participants may come from the following organizations:

- i) Lao Cai Women Entrepreneurs Association (4 people - priority given to women entrepreneurs)
- ii) Enterprises/Cooperatives/Production Teams in 37 communes/wards participating in the SPRINT project and operating within the project's 8 priority chains (priority given to enterprises/cooperatives at the end of the chain - playing the role of purchasing, processing, and consuming/exporting products) (20 people from 20 enterprises/cooperatives/production teams - priority given to those directly involved in market connection activities, label design, packaging, and product consumption). Refer to the list of 20 units in Appendix 1.
- iii) Lao Cai Department of Industry and Trade (2 people)

- iv) Lao Cai Department of Science and Technology (2 people)
- v) Lao Cai Department of Agriculture and Environment (2 people)

Location: Yen Bai Ward (formerly Yen Bai City) or Hanoi city

Training Content

- i) Design and build brands, labels & marketing for agricultural businesses (main focus of the training course)
- ii) Basic knowledge of Smart Agriculture, climate adaptation & sustainable development (sources can be provided for trainees to refer to in detail)
- iii) Digital tools and AI that can support label design (introduction to basic digital tools - sources can be provided for learners to refer to in detail);
- iv) Training/hands-on skills for grassroots trainers to conduct direct/hands-on training sessions for direct beneficiaries of the project at the community level (on related content/skills equipped in the training course)

Expected results

- Pre- and post-course tests
- 01 daily training program outlining the training methodology
- 01 training curriculum on design Trademark and Label
- 01 slide presentation
- Practical scenarios, sample examples based on the actual needs of the training unit (specify the equipment/tools used)
- Conduct one training session for 30 participants.
- 80% of units are more confident in their production and business capacity after training.
- % of trained units apply practices in production and business after training (the project will evaluate at the end of the fiscal year)
- Conduct one training session for 30 participants.
- After attending the training session, 10 of the 30 participants will be selected to become the core group of trainers, responsible for providing further training to the project's target beneficiary groups, as mentioned in activity 1112.5 below.

Activity 1112.5: Training on Trademark and Product Labeling for various units.

Organizing 2 training sessions (2 classes/session, 20 people/class, 1.5 days/class). A total of 4 classes, 3 days/session, for 80 people.

Target participants: for the 2 training sessions (4 classes): These are individuals currently involved in livelihood and economic activities related to the project's priority value chains, including:

- Leaders and Key Members of Cooperatives: Chairpersons, vice-chairpersons, or core members responsible for marketing and sales; Individuals who can cascade knowledge to other members.
- Local Entrepreneurs and Household Business Owners: Especially those involved in the production, processing, and consumption of agricultural products belonging to the 8 priority chains of the project as mentioned above, or those involved in livelihood activities related to handicrafts and processed products (using by-products from the aforementioned value chains).
- Youth and Women in Ethnic Minority Communities: Often active in production and innovation but underrepresented in formal training; Empowering them can lead to a broader community impact.
- Local Extension Officers and Commune-Level Staff: Agricultural extension workers, economic officers, or staff from local cooperatives; They can serve as ongoing support and follow-up coaches after the training.
- Potential “Brand Ambassadors” or Local Champions/KOL/KOC: Individuals with strong communication skills or influence in the community; It can help promote branding practices and inspire others.

Training location: in clusters of communes in Lao Cai province (formerly Yen Bai province), specific details will be provided later.

Training content: Guidance on designing trademarks and labels by unit or small group:

- Support and encourage learners to develop the habit of observing, learning, and understanding stories related to the products the unit is producing/processing/consuming, including product development history; local cultural identity associated with the product, colors, consumption habits, cultural differences between regions, ethnic groups, genders, ages, and diversity in tastes...
- Develop and design product labels and trademarks: methods of expressing information about the product through visual images, illustrations, storytelling, packaging colors, logos, product names, and information content according to current regulations on packaging and design.
- Organize field trips to production, processing, and product display sites; conduct direct product descriptions; or describe through images and design drawings.
- It is possible to organize practical observation of sales locations in traditional markets, supermarkets, live stream sales events, etc., combined with guidance, prompting, and analysis for learners about the color, design, shape, size, information, and images of the product in each specific context, so that learners can observe and feel vividly and connect it to the knowledge and skills they are being trained in.

Expected results

- Pre- and post-course evaluation.

4

- One training document/curriculum for community-level learners (household businesses/groups/cooperatives/enterprises) with content similar to activity 1112.4 but shortened, condensed, and focused on practical packaging and label design.
- 80% of units feel more confident in their production and business capabilities after training.
- 90% of trainees can apply the knowledge and skills to their work. (Project evaluation will be at the end of the fiscal year)

3. Specific Tasks and Deliverables

Note: Deliverables submitted by the consultant will be in English and Vietnamese.

N o.	Specific Task	Activity descriptio n	Deliverable (s)	Timeline and number of working days
1	<p>Activity 1112.4: Training on building trademarks and product labels for several priority products targeted by the project (tea, hawthorn, cinnamon, bamboo shoots, sticky rice, etc.).</p> <p>Organize one training course (2 days) on knowledge and skills in building trademarks and product labels for 30 people who are owners/managers or key associates of SMEs/cooperatives/producers; or service providers (with a focus on ethnic minority women).</p> <p>Participants as described above.</p>	Prepare training material	<ul style="list-style-type: none"> • Pre - and post-course tests • 01 daily training program outlining the training methodology • 01 training curriculum on agricultural value chain as mentioned above • 01 slide presentation 	<p>The consulting group</p> <p>Leader: 2 days Members: 2 days Total: 4 days</p>
		Conduct 01 training conduct (02 days) in Yen Bai ward	<ul style="list-style-type: none"> • 30 trainees attended the class (70% ethnic minority women) • 10 local trainers acquired business planning knowledge and were able to train beneficiaries in next activities (1112.5) 	<p>Consulting Group</p> <p>2 days x 2 people Total: 4 days</p>

5

			<ul style="list-style-type: none"> Results of pre- and post-training surveys (including original data) 	
2	<p>Activity 1112.5: Coaching on product Trade and Label development for organizations with post-training plans.</p> <p>Organize 2 coaching sessions (2 classes/session, 20 people/class, 1.5 days/class) for 80 individuals who are owners/managers or key associates of SMEs/cooperatives/industrial production units; or service providers (with a focus on ethnic minority women) to practice skills and techniques in product Trade and Label development.</p> <p>Participants are listed above.</p>	Conduct two on-site coaching sessions with local trainers.	<ul style="list-style-type: none"> 02 coaching sessions were conducted, 02 classes/session. Total 4 classes, 20 people/class 80 people from SMEs/ Cooperatives/ Production Associations participated (70% ethnic minority women) Results of pre- and post-training surveys (including original data) Lessons learned (or best practices) in training project beneficiaries. 	<p>Total: 4 classes</p> <p>Time: 1.5 days/class</p> <p>Each consultant will implement 2 classes</p> <p>Consulting group: 1,5 days x 2 peoples x 2 classes</p> <p>Total: 6 days</p> <p>Local trainer:</p> <ul style="list-style-type: none"> Prepare materials for the coaching <p>4 peoples x 0,5 day = 2 days (consultant management)</p> <ul style="list-style-type: none"> Support for teaching introductory classes: 2 people x 1.5 days x 2 classes = 6 days
3	Report	Leader consultant synthesizes the members' reports and completes	<ul style="list-style-type: none"> 01 English and Vietnamese report for all activities and accompanying documents Before 15/03/2026 	<p>Consultant:</p> <p>Leader: 2 days</p> <p>Member: 1 day</p> <p>Local trainers: 04 people x 1 6 day</p>

		the final report.		
	Total Working Days of Consultants: 17 days Total Working Days of Local Trainers: 12 days			

4. Consultant Qualifications

Criteria	Required
Education	<ul style="list-style-type: none"> University degree in market research, marketing, design trademark and label, business plan, agriculture value chain, agricultural economics, business administration, microfinance or related fields Master's degree is an advantage.
Experience	<ul style="list-style-type: none"> At least 05 years of experience in organizing capacity building, training, consulting or coaching programs for SMEs/ cooperatives/ production groups focusing on ethnic minority women, with priority given to those with experience in ethnic minority areas Experienced in designing and coordinating in-person, participatory training/coaching programs focusing on the topics mentioned above. Have pedagogical knowledge and experience to train local resource trainers. Preference will be given to candidates with experience in gender equality, promoting women's economic empowerment or developing inclusive markets.
Technical Skills	<ul style="list-style-type: none"> Proficiency in design training and trainer training curriculum, facilitation skills and participatory training methods Possesses strong expertise in market research, marketing, trademark registration procedures, packaging and labeling design, business planning, agricultural value chains, and pedagogical skills. Applies this knowledge to practical work in managing the finances of SMEs/cooperatives/small and medium-sized enterprises (SMEs) focused on women-owned production in ethnic minority groups. Ability to design and implement pre- and post-training assessment tools and synthesize lessons learned Understanding of adult learning principles and community-based technical assistance models.
Language	<ul style="list-style-type: none"> Fluency in Vietnamese is required. Working proficiency in English is preferred, particularly for reporting and documentation purposes.

7

5. Application Process

The selection of consultants will be conducted through the process of evaluating documents and proposals. Interested candidates and units please send the following documents with the subject [Application for consulting _ Activity 1112.4 &1112.5 - Name of consultant/company] to the email address: procurement@sprint-vietnam.com before 17:00 on Jan 27, 2026

- Letter of interest
- Consultant CVs
- Technical proposal and financial proposal
- Examples of previous similar work (optional but recommended)

Note: The financial proposal should be developed based on the above-mentioned scope of work and all applicable taxes included. This amount excludes travel/accommodation expenses for the consultant(s), if incurred during field visits.

Cowater is committed to providing equal opportunities for all applicants. Women, people with disability, and people from minority groups are strongly encouraged to apply. We thank you for your interest in building a better tomorrow with Cowater International.