

BLUE CORRIDOR PROJECT



TERMS OF REFERENCE

Conducting a Baseline Survey for the Blue Corridor Project

I. Background

World Vision International (WVIV) in Viet Nam is a Christian humanitarian organization committed to working with children, families, and communities to overcome poverty and injustice. WVIV implements development and humanitarian programs focusing on child well-being, sustainable livelihoods, climate resilience and disaster risk reduction.

Under the project supported by Blue Action Fund, WVIV in partnership with World-Wide Fund for Nature (WWF) plans to implement the **Blue Corridor for Biodiversity and Fisheries Protection in Central Vietnam Project, that aims to strengthen marine ecosystem protection and promote climate-resilient livelihoods for coastal communities in Central Viet Nam.** The project focuses on supporting community-based marine conservation, sustainable fisheries and alternative livelihoods that reduce pressure on marine resources.

The project also seeks to enhance community awareness, participation, and stewardship in marine conservation, particularly in and around Marine Protected Areas and OECMS. Strengthening the capacity of local institutions and communities to respond to climate change and disaster risks is also a key component of the project.

To ensure effective monitoring and evaluation of the project, WVIV will conduct a Baseline Survey to collect benchmark data for project indicators related to socioeconomic conditions, livelihoods, and disaster risk reduction - response to climate change among target communities as well as related Marine Protected Areas (MPAs) of Con Co and Cu Lao Cham.

Indicators to measure and related logframe level	
Goal	Average annual household income in target communes
Goal	% of surveyed households in target sites supporting and endorsing marine biodiversity protection
Outcome 3	% of community members engaged in alternative livelihoods as a result of project interventions
Outcome 3	% of households with women actively engaged in decision making
Outcome 3	% of households that are able to protect, restore or increase productive assets after a shock

Baseline data collected through this survey will support evidence-based planning and monitoring of project outcomes related to livelihoods, disaster risk reduction, and community engagement in marine conservation. The baseline survey will serve as the reference point for measuring project progress and impact during implementation.

The baseline will be coordinated by World Vision International - Vietnam and World Wildlife Fund Vietnam, involving both the project implementation team and technical staff, and will be strategically overseen by World Vision Ireland (WVIRE) and key deliverables reviewed and approved by the Blue Action Fund (BAF).

2. Objectives of the Assignment

2.1 Overall Objective

The baseline survey aims to establish benchmark values for key project indicators related to livelihoods, socioeconomic conditions, and disaster risk reduction in target coastal communities.

2.2 Specific Objectives

- Establish baseline values for indicators in the project monitoring framework.
- Assess the socioeconomic status of households in target communities.
- Assess livelihood systems, income sources and livelihood resilience.
- Assess community awareness, preparedness and capacities related to disaster risk reduction.
- Analyze livelihood practices and their linkages with marine resource use.
- Identify vulnerabilities and capacities, opportunities for climate-resilient and sustainable livelihoods including the existing early warning systems and equipment, planning in terms of disaster risk reduction-response to climate change of the local communities, related institutions as well as Management Boards of MPAs
- Assess the current level of community participation in marine conservation activities, particularly in and around Marine Protected Areas (MPAs).
- Assess community interest, support, and willingness to engage in marine conservation initiatives.
- Conduct a Knowledge, Attitude and Practice (KAP) baseline to understand community knowledge, perceptions, and behaviors related to marine conservation and sustainable marine resource use.
- Identify barriers and enabling factors influencing community participation in marine conservation efforts.
- Provide recommendations to strengthen project implementation.

3. Scope of Work

The consultant/team will undertake the following tasks:

3.1 Desk Review

- Review project documents including proposal, logframe and monitoring indicators.
- Review secondary data and relevant reports related to coastal livelihoods, marine resources and disaster & climate change risks in the project areas.

3.2 Field data Collection

Fieldwork will be conducted in selected coastal communes and Marine Protected Areas in the following locations:

- Quảng Trị Province
- Cửa Tùng
- Vĩnh Hoàng
- Cồn Cỏ Island (related to the Con Co Marine Protected Area)
- Da Nang city
- Tam Hải
- Tam Xuân
- Cù Lao Chàm (within the Cu Lao Cham Marine Protected Area)

Participatory and inclusive approaches should be applied to ensure representation of: women and girls, people with disabilities, youth (including representative children and teachers), ethnic minorities (if applicable), vulnerable households (including female-headed households).

Representatives of MPAs' Management Boards, Committee for Disaster Prevention & Control (VINASARCOM) at provincial/city and commune levels, as well as Rapid Response Teams at commune and village levels should be interviewed as part of this baseline work.

3.3 Training of Enumerators

Recruit and train enumerators on:

- Data collection tools
- Ethical considerations
- Inclusive approaches on engaging marginalized groups
- Data quality control

3.4 Data Processing and Analysis

- Clean and process collected data.
- Analyze quantitative and qualitative data.
- Calculate baseline values for project indicators.

3.5 Reporting

- Prepare a comprehensive Baseline Survey Report including methodology, key findings, indicator baseline values, analysis and recommendations.
- Present findings to WVIV and stakeholders.

4. Methodology

The baseline survey should apply a **mixed-method approach**. The quantitative component (household survey) will collect gender and disability-disaggregated data while qualitative component will ensure safe and inclusive participation for all groups, including marginalized groups and GEDSI-related stakeholders. The methods will include

- Household quantitative surveys, which will include a Knowledge, Attitudes and Practices (KAP) component to assess community understanding, perceptions, and behaviors related to marine conservation and sustainable resource management.
- Focus Group Discussions (FGDs) and Key Informant Interviews (KIs)
- Secondary data review

Sampling strategy and sample size will be proposed by the consultant and approved by WVIV: the consultant will propose a **statistically representative sample size for household surveys**, expected to range between 250–400 households across project sites, subject to approval by baseline committee.

The final methodology chosen by the consultant must **comply with WVIV Safeguarding and Ethical Research standards**. Any use of software and tools should be disclosed in the final report.



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5. Deliverables

Deliverable	Description	Timeline
Inception Report	Inception Report including methodology, sampling design and survey tools	Within 1 week after contract signing
Field data collection	Completed household surveys and qualitative interviews	Within 3 weeks after inception report
Data analysis	Clean quantitative dataset (Excel/SPSS/Stata/R) Qualitative transcripts and coding summary Survey tools (questionnaire, FGD guides) Clean dataset and analysis files Draft Baseline Survey Report	Within 2 weeks after fieldwork
Final Report	Final Baseline Survey Report Presentation of findings to WVIV, WWF, WVIRE and stakeholders	Within 3 to 6 weeks after fieldwork

All reports shall be submitted in English (with executive summary in Vietnamese).

6. Duration and Timeline

The assignment is expected to last approximately 6–8 weeks from the contract signing date.

Tentative timeline:

- Week 1: Desk review & inception
- Week 2–4: Field data collection
- Week 5–6: Analysis and draft report
- Week 7–8: Validation & finalization

#	Action	Deliverable	Estimate # working day	Period
1	Kick off and inception		8	April 2026
1.1	Kick-off meeting		0.5	
1.2	Desk review, Develop data collection matrix		3	
1.3	Draft Inception Report	Draft Inception Report	2.5	
1.4	Inclusion of feedback (WWF and WVI) to Inception report	Final Inception Report Feedback Matrix	2	
2	Data collection in field		10	April 2026
2.1	Pilot testing tools and enumerators training	Finalized tools, training materials (presentation)	1	
2.2	Data collection in the field (KII, FGD, observation)	Raw data sets Record/field notes	9	
3	Analysis and Reporting		12	May - June 2026
3.1	Data Processing & Analysis: Data entry & cleaning, Qualitative coding, Preliminary analysis	Clean datasets	5	
3.2	Presentation of the preliminary Findings	PowerPoint presentation	2	Data for project indicators should be

				available for 30 th June 2026
3.3	Final report writing	Draft final report	3	
3.4	Inclusion of feedback (WWF and WVIV) to report. Completion and submission of the Result Baseline Form, (Annex 4) together with the final report.	Final approved report Completed RAF	2	

7. Management and Reporting

The consultant/team will report directly to the Project Manager of the Blue Corridor Project, WVIV Viet Nam.

There will be technical oversight by the Livelihood & HEA & Climate Resilience Manager (WVIV) and WWF Viet Nam, as well as additional process oversight by WVIRE.

All field activities must be coordinated with provincial authorities and relevant departments.

- **External consultant/team:**
 - Will work closely with Blue Corridor baseline committee to design the evaluation according to TOR.
 - Will be responsible for the data collection, analysis, and reporting, in alignment with the approved methodology and standards.
- **WVIV and WWF:**
 - The project team will also support the survey team for logistical arrangements and field coordination.
 - The technical team (Programme Effectiveness Specialist) will provide ongoing technical support to the consultant and ensure that all survey activities adhere to WVIV and WWF standards.
- **WVIRE:** Will facilitate all coordination with the Donor and ensure that baseline processes remain aligned with donor expectations and requirements.

8. Required Qualifications

- **For Lead Consultant / Team Leader:**

Advanced degree in development studies, economics, social sciences, statistics, or disaster management

Experience managing field teams and enumerators

Experience conducting surveys in coastal or fishing communities
At least 5 years of experience conducting baseline surveys or evaluations
Experience in livelihood and disaster risk reduction baselines
Strong expertise in quantitative and qualitative research methods
Proven experience in coastal livelihood development and marine conservation
Experience working with international NGOs (preferably WVIV or WWF)
Strong analytical and report writing skills in English

- **For Team Members:**

Experience in quantitative and qualitative research methods
Experience in gender and social inclusion
Strong field facilitation skills

9. Ethical Considerations and Safeguarding

The consultant/team must:

- Comply with WVIV Safeguarding Policy
- Adhere to data protection and confidentiality standards
- Obtain informed consent from all participants
- Ensure do-no-harm principles are applied

10. Specifications for the Submission of Offers

To be considered for this Baseline work, the consultant is expected to submit a proposal in English language, comprising the following relevant documents: (10 days from advertising day)

10.1 Cover Letter (maximum 200 words)

10.2 Technical proposal (maximum 10,000 words), which should include:

- Research methodology: Describing the overall approach, including data collection and analysis approaches, sampling for each objective and project indicator, tools, and data quality assurance measures
- A clear and baseline work plan and timeline.

10.3 Financial Proposal, which should include:

- Details of all anticipated consulting fees and task costs, itemized with justification.
- The budget should be presented with VAT/Personal Income Tax included.
- The consulting fee should NOT include Accommodation and transportation expenses. These expenses will be reimbursed by WVIV based on actual receipts with reasonable prices.
- The financial proposal should reflect a realistic level of effort for a baseline of this scale. The anticipated budget for the assignment is expected to remain within the available project resources and should represent value for money.

10.4 Reference documents, including:

- CV of the Baseline lead and CVs of team members.
- Scan of relevant degrees, certificates of all members.

- Scan of ID cards/ Business license
- List of baselines conducted within the last 3 years.
- At least 2 baseline reports from recent baselines conducted by the consultant in the following sectors: Marine protected areas and coastal livelihoods, sustainable agriculture, disaster risk reduction or climate resilience.
- Contact details of at least 3 referees/independent organizations who can verify the quality of the consultants' work on similar tasks.

The selection panel will include representatives from the Procurement Department, Technical Team, Project Team, WWF and WVIRE. The selection process will consist of two rounds:

- **Round 1:** Review and baseline of the complete proposal package (technical and financial).
- **Round 2:** Interviews with shortlisted candidates to further evaluate their approach, expertise, and suitability for the assignment.

The Procurement Team will oversee the overall process and manage all financial and contractual aspects. The Technical Team will focus on assessing the feasibility, relevance, and effectiveness of the technical proposal to ensure alignment with project objectives and quality standards.

The contract will be awarded to the **technically and economically most favourable bidder** (best value for money). The submitted proposals will be evaluated according to the following **criteria and weighting:**

Quality (maximum 70 points)

1	Overall structure and content of the offer (technical, financial)	Maximum 10 points
2	Expertise, academic background and experience with Theories of Change, gender transformative approaches and social inclusion in the context Livelihoods and sustainable agriculture, Aquaculture, Disaster risk reduction or climate resilience, Marine Protection and conservation	Maximum 25 points
3	Proposed Baseline approach and methodology	Maximum 35 points

- The following aspects are particularly relevant under criterion 1: presentation, structure, clarity, attention to detail, coherence, adequate use of resources.
- The following aspects are particularly relevant under criterion 2: proven specific expertise and experience of team members, quality of reference baseline reports and reference documents, such as scientific articles, papers.
- The following aspects are particularly relevant under criterion 3: understanding of assignment and deliverables, considerations of limitations, risk and mitigation measures, presentation of adequate and coherent Baseline approach and methodology, practical implementation of data collection, processing and analysis, work plan, including division of tasks and timelines.

- The completeness of the offer with all annexes is a precondition. The non-completeness without a valid justification can lead to the exclusion of the offer.

Price (maximum 30 points)

I	Total financial offer	Maximum 30 points
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Calculation method

- A Baseline Commission consisting of members from WWF and WVIV will evaluate the offer on the basis of the quality-related award criteria.
- Price Criterion (important but not the primary selection criterion) : offers are scored depending on the prices offered in the financial offer in the manner that the offer with the lowest price obtains the maximum number of points and each next offer the proportionally lower number of points according to the following formula: **Points Price Criterion = (Lowest price/price of offer) x weight**
- Calculation of total points: Total points = Points Quality Criterion 1 + Points Quality Criterion 2 + Points Quality Criterion 3.
- The best offer is the offer with the highest number of total points. If the number of total points is the same for more than one bidder, the offer with the lowest total price (amongst these bidders) shall be the most favorable offer.
- Upon completion of the baseline, WVIV reserves the right to negotiate with the bidder with the most favorable offer (highest ranking). WVIV may conduct negotiations with more bidders if the outcome of the baseline procedure did show only minor differences between the offers or the negotiations with the bidder with the highest-ranking lead to no contractual basis within a reasonable period of time.
- The final selected offer will be presented for approval to WVIRE before a contract can be issued.
- WVIV and WWF will notify all bidders of the award decision.