

Terms of Reference – Service Provider(s)

for event organisation of national platform “Women’s Economic Empowerment in Agriculture to promote gender equality”

1. Background

SNV Netherlands Development Organisation is a non-profit, international development organisation founded 50 years ago, and now operating in 38 countries in Africa, Asia, and Latin America. Our global team of local and international advisors use their expertise in three sectors – Agriculture, Renewable Energy and Water, Sanitation and Hygiene – as well as on the cross-cutting topics of gender, climate change and inclusive business to contribute to solving some of the leading problems facing the world today. We work with local partners to equip communities, businesses and organisations with the tools, knowledge and connections they need to increase their incomes and gain access to basic services – empowering them to break the cycle of poverty and guide their own development.

SNV has been working in Vietnam since 1995, and currently has over 80 national and international staff based across the country.

“Enhancing Opportunities for Women’s Enterprises” (EOWE) is a 5 year programme which is being implemented between 2016 and 2020 by SNV Netherlands Development Organisation in Kenya and Vietnam. The Programme is part of the “Funding Leadership Opportunities for Women” (FLOW) programme funded by the Netherlands Ministry of Foreign Affairs, Social Development Department (DSO).

In Vietnam, FLOW/EOWE is being implemented in collaboration with local partners in four provinces, Quang Binh, Binh Dinh, Ninh Thuan and Binh Thuan, leveraging on existing projects and relationships to ensure more benefits for women.

The programme aims at advancing women’s economic participation and self-reliance in Vietnam by creating a conducive environment for female entrepreneurship as a vehicle for change. It focuses on enhancing the implementation of gender sensitive policies while tackling socio-economic barriers at local levels to improve the enabling environment for Women’s Economic Empowerment (WEE) in trade. In addition, the programme supports women to enter business, as well as those already in businesses, to increase their profitability and viability so as to address inequalities in the economic arena. FLOW/EOWE will build the capacity of local actors to be central pillars of this change.

The programme’s objectives:

- (1) Increase capacity of government actors to implement and localise female entrepreneurship friendly policies and institutions;
- (2) Increase capacity of local actors, including CSOs, to create bottom-up pressure for women’s economic empowerment and leverage existing policy frameworks to enhance the enabling environment;
- (3) Challenge gender norms inhibiting women’s access to economic opportunities through behavioural change;
- (4) Enhance women’s capacity and confidence to lead successful businesses.

The Vietnam project focuses specifically on the national enabling environment for women’s economic empowerment, especially in agribusiness, increasing access to agribusiness models, assets, technology, markets, and information and on promoting women

leadership in cooperatives. The project also promotes a network of the Women's Union, agriculture sector, Cooperative Union, Vietnam Chamber of Commerce and Industry (VCCI) and local governments to increase collaboration on technical issues and policy influencing. The project will directly intervene at the provincial level, as well as undertake national-level activities like policy influencing and setting up a women's economic empowerment platform and gender network.

In the framework of FLOW/EOWE project in Vietnam, SNV in cooperation with Vietnam Women's Union will organize a national platform on **"Women's Economic Empowerment in Agriculture to promote gender equality"**. The Platform brings together different actors working on women's economic empowerment from the Government, Embassies, International Organizations, Women's Union, Women's Business Associations, local partners, and female entrepreneurs, etc. to dialogue around women's barriers to economic development.

FLOW/EOWE now needs a service provider to organize the national platform **"Women's Economic Empowerment in Agriculture to promote gender equality"**.

2. Objectives of the service provider's work

The Service Provider with guidance and cooperation of SNV and Vietnam Women's Union will organize one event in Hanoi on 27th December 2016 at Center for Women & Development with the attendance of up to 100 participants. The objectives of this event include: i) to share and exchange knowledge, views, ideas and experiences on women's economic empowerment and gender equality through businesses (existing and start-up), ii) to dialogue on women's barriers and needs/expectations in start-up and business development, and iii) to discuss and explore possible mechanisms and on a strategic direction to support women with business start-up and development.

Detailed description of work:

The service provider should provide the following services:

2.1. **Service 1:** 7 to 10-minute video clip on Women's Economic Empowerment in Agriculture to promote gender equality to be showed at the event

- Purpose: to showcase Women business start-up and development in the agriculture sector: Opportunities & Challenges
- Requirements:
 - Good understanding of women's economic empowerment and discussions with SNV team
 - Ability to write a script in English (proofread by native English speakers) based on guiding storyline provided by SNV
 - Highly professional film crew with quality filming equipments to deliver full HD footage
- Shooting locations/days:
 - Ho Chi Minh: 1 day
 - Binh Thuan: 1 day

2.2. **Service 2:** Organizing event with the following roles and responsibilities, but not limited to:

- Providing data on entrepreneurship and business challenges of women's entrepreneurship in agriculture (based on the available materials and data)
- Detailed scripts of event, interactive questions between speakers and participants, key messages throughout the forum and in each session
- Logistic arrangement for the event (sound/lighting system, overall decoration, back drop, standees, fresh flowers...)
- Design and print invitation letters and agenda
- Arrange 5-6 booths to promote local agricultural products during the platform

- Arrange guest speakers (SNV will provide the list of no more than 10 speakers)
- Photographer, receptionists
- Facilitator (preferably MCs with strong experience in facilitating women's social and economic empowerment events/talkshows)
- Broadcasting news on VTV1, VTV6 right after the event
- Invite public media and press, follow-up media coverage and provide clippings

2.3. **Service 3:** after event, produce a 3 to 5 minute video clip on women's economic empowerment (WEE) covering the key images, contents, and messages of the event

- Purpose:
 - To communicate to wider audience, including donor community, international development organisations, local governments, beneficiaries and general public on WEE
 - To document and publish the video globally through different online and offline communications channels
- Requirements:
 - Good understanding of women's economic empowerment
 - Ability to write a script in English (proofread by native English speakers) based on guiding storyline provided by SNV
 - Highly professional film crew with quality filming equipments to deliver full HD footage
 - Shooting at the event and editing the video clip

3. Qualifications of Service Provider(s)

- Experience in organizing events with the attendance of different stakeholders;
- Excellent analytical, motivational and reporting skills;
- Ability to deliver good services in very short time/notice

4. Tasks of service provider(s) and time allocation

The service provider(s) will be expected to undertake the tasks, in close consultation with the SNV team and Vietnam Women's Union in December 2016.

5. Application

The interested service provider(s) is expected to submit a technical and financial proposal for consideration to SNV **by 12:00 pm on 15 December 2016**.

The proposals will be sent to Vietnam Procurement snvietnamprocurement@snv.org with the title "Proposal for organisation of national platform **"Women's Economic Empowerment in Agriculture to promote gender equality"**."

ANNEX – TENTATIVE AGENDA

Timeslot	Activity	In charge
Morning session		
7:30 – 8:00	Registration	SNV, VWU
8:00 – 8:05	Introduction, objectives and introduction of participants	WU
8:05 – 8:15	Opening remarks by VWU's Chairwoman	TBD
8:15 – 8:25	Opening remarks by leader of the State	TBD
8:25 – 8:35	Opening remarks by the Netherlands Embassy	TBD
8:35 – 8:45	Video clip: Women's Economic Empowerment in Agriculture to promote gender equality	TBD
Session 1: Women business start-up and development in the agriculture sector: Opportunities & Challenges		
8:45 – 9:00	Presentation: Women business start-up and development in the agriculture sector: Opportunities & Challenges – through a gender equality lens	VWU
9:00 – 10:00	Panel discussion: Panel: 1. VWU 2. VCCI 3. Social organisation 4. Successful business women 5. Start-up with farmers (a young entrepreneur) 6. SNV 7. DARD Lao cai	MC and speakers
10:00 – 10:30	GROUP PICTURE, TEA BREAK AND BOOTH VISIT	5 booths of Quang Binh, Binh Dinh, Binh Thuan, Ninh Thuan & Lao Cai provinces
Session 2: Enabling environment, mechanisms and policies in enhancing opportunities for female entrepreneurs in agriculture		
10:30 – 10:45	Presentation Mechanisms and policies in enhancing opportunities for female entrepreneurs in agriculture	Senior economic expert
10:45 – 11:45	Policy dialogue: Panel discussion: 1. Senior economic expert 2. The Netherlands Embassy	MC & speakers

	<ul style="list-style-type: none"> 3. MoIT/MoST/MARD/MoLISA 4. Provincial People's Committee or Binh Dinh Agriculture Extension Center 5. SNV 6. Vietnam Cooperative Alliance 7. One NGO 	
11:45 – 11:55	Summary of a strategic direction on cooperation to support Women business start-up and development in the agriculture	SNV VWU
11:55 – 12:00	Closing remarks	VWU PACCOM
12:00	<i>LUNCH</i>	
Afternoon session (only for FLOW/EOWE's partners)		
<u>Session 3: Model visit</u>		
13:30 – 17:00	Visit a model on start-up hub in Dong Anh district, Ha Noi	VWU and SNV