



TERMS OF REFERENCE (TOR)

Consultant(s) to conduct a gender-responsive value chain analysis

for tea sector in Thai Nguyen province

"Promote a sustainable, gender-responsive, and climate-resilient

Thai Nguyen tea value chain" Project

1. Project overview

Project Name:	Promote a sustainable, climate-resilient, and gender-responsive tea value chain in Thai Nguyen province
Location:	Thai Nguyen Province (focus on La Bang and Binh Thanh communes)
Key Partners:	Cooperative Alliance, Thai Nguyen Province Department of Crop Production and Plant Protection, Thai Nguyen Province
Work Required:	Conduct a value chain analysis for tea value chain
Consultancy period	February – April 2026

2. Background

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. Oxfam confederation currently has 21 member organizations working in 79 countries. We share a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and responsible private sector, and that it is fundamental to Vietnam's development. Oxfam in Vietnam contributes to a shift from the current growth-based development model to a Human Economy that cares for People and the Planet.

Thai Nguyen province is Vietnam's leading tea-producing region, with over 22,200 hectares and 91,000 farming households contributing significantly to local GDP. Despite its economic importance, the tea value chain still faces major challenges: fragmented production, low adoption of sustainable standards and plantation practices, climate change impacts, occupational health

risks, and outdated processing methods that increase greenhouse gas emissions. Women, who dominate labor in tea production and processing, experience limited access to resources, training, and decision-making, reinforcing gender inequality.

In such context, Oxfam cooperates with Thai Nguyen Cooperative Alliance and Department of Crop Production and Plant Protection to deliver the project “Promote a sustainable, climate-resilient, and gender-responsive tea value chain in Thai Nguyen province”. The key target groups of the project are the poor, ethnic and women smallholder tea producers and processors being organized in cooperatives or cooperative groups in Thai Nguyen province. The project attempts to help them achieve better-off well-being and sustainable livelihood through improving their capacity in tea production and processing, sale and marketing, and manage risks from climate change. Tentatively ten (10) cooperatives with 300 – 500 members will receive in-depth supports, and a larger number of tea producers or processors will be reached by knowledge dissemination efforts of the project.

The project aims to promote a **sustainable, gender-responsive, and climate-resilient tea value chain** through three measures:

- i. **Sustainable production and processing:** Support tea cooperatives to adopt VietGAP and organic standards, improve occupational health and safety (OHS), and apply sustainable production and processing practices, including the biomass gasification technology.
- ii. **Market access for certified tea products:** Support tea cooperatives to diversify sales channels for certified tea products, enhance business management and marketing capacity, and develop eco-friendly/low-carbon tea labels.
- iii. **Access to finance:** Support tea cooperatives with access to green credit schemes/products to maintain sustainable production and processing practices.

At the early phase of the implementation, a gender-responsive value chain analysis will be conducted at the project target sites. Oxfam in Vietnam is seeking a (team of) consultant(s)/consultancy firm to carry out this assignment.

3. Objectives

The purpose of assignment is to deliver an integrated study that serves as both value chain analysis and baseline information providing evidence to inform project design refinement, prioritization of interventions, targeting of cooperatives/households, and realistic setting of annual targets.

The assignment aims to achieve the following specific objectives:

- Provide an overview of tea sector in Thai Nguyen province and Vietnam.
- Identify and map out key actors involved in the value chain as well as analyze their linkages, role and added value.
- Identify and validate critical issues and major constraints/gaps, which the project aims to address, across the tea value chain in project target areas.
- Provide specific recommendations to upgrade Thai Nguyen’s tea value chains towards gender responsive, sustainable and climate resilient value chain

4. Key tasks

To achieve the above objectives, the assignment is requested to address the following key tasks:

- Provide an update on the situation of tea sector in Thai Nguyen province and in Vietnam as a whole.
- Map the tea value chain, emphasizing target areas, including actors, roles, relationships, monetary values at each node of the chain, and governance structures.
- Assess current production and processing practices: cultivation techniques, use of inputs (fertilizers, pesticides, water, energy), cost-effective implications, and environmental impact.
- Analyze adoption gaps for sustainable standards (VietGAP, organic) and identify technical and financial barriers.
- Identify market access issues facing cooperatives and small-scale producers, including but is not limited to sale and distribution channels, branding and marketing, domestic and export opportunity, market requirements, with emphasis on opportunities for online sale and e-commerce.
- Assess environmental, social, and governance (ESG) risks and opportunities along the tea value chain, with a focus on practical implications for tea cooperatives and project interventions:
 - o Environmental (E): including GHG emissions, use of energy, waste management and climate resilience, particularly from the use of inputs.
 - o Social (S): including working conditions, distribution of benefits and risks among actors considering gender and ethnic minorities.
 - o Governance (G): decision making process and transparency, voice of women and other vulnerable members of the cooperatives in value chain governance and cooperative management.
- Identify key barriers for women and ethnic minorities to participate in and to promote sustainable tea value chain.
- Identify policy gaps and opportunities to strengthen provincial support for gender-responsive and climate-resilience tea value chain development.
- Highlight practical recommendations for upgrading production, processing, market access, financial access, governance and policies, particularly prioritized upgrading pathways and leverage points along the value chain aligned with the project's three intervention pillars.
- Validate and measure baseline values for the project's outcome indicators across technical, economic, gender, and environmental dimensions.

5. Scope of work

The consultant(s) will work closely with the project team and be expected to carry out the following tasks:

- Desk review: Review project proposal, log frame, and relevant documents; conduct a literature review where applicable; refine methodology, tools, work plan and develop a

report outline.

- Data collection: Collect primary and secondary data from cooperatives, farmers, and other stakeholders.
- Baseline measurement: Measure starting values for selected indicators across technical, economic, gender, and environmental dimensions.
- Data analysis: Analyze quantitative and qualitative data, disaggregated by gender and ethnicity; validate findings against project indicators. The consultant is expected to clearly link each baseline indicator to data sources, level of measurement (household/cooperative), and feasibility for future monitoring.
- Stakeholder consultation: Conduct consultative sessions with the project's partners and relevant provincial entities, to present preliminary findings, validate results, and gather additional insights.
- Reporting: Prepare and submit an integrated report, including key findings, recommendations, and datasets.

6. Key activities and timelines

Activities	Timelines
Conduct desk review and discuss with the project team to finalize report outline, methodology, tools and workplan	Week 2 - 4 , Feb 2026
Conduct data collection and baseline measurement	Week 1 - 2, Mar 2026
Conduct data analysis and consolidate preliminary findings	Week 3 - 4, Mar 2026
Conduct consultative session with related stakeholders for validation of findings and report finalization	Week 1 – 2, Apr 2026
Submit final report	Week 3, Apr 2026

7. Deliverables

The following are the expected deliverables:

- Inception package addressing report outline, methodology, detailed workplan
- Data collection tools
- Raw datasets (questionnaires, transcripts, codebook, list of participants/informants) and analysis tables.
- Draft analysis report in Vietnamese
- Final analysis report (max 35 pages excluding annexes). The final analysis report is

required to be submitted to Oxfam **in both English and Vietnamese language in electronic format**, fully formatted with all figures, tables and maps included within the text.

8. Requirements for consultants

The consultant(s) may consist of a team of professionals with complementary skills, and gender diversity. The team should meet the following qualifications:

- At least master's degree (for team leader) and bachelor's degree (for team members) in one of the following majors: agricultural economics/development economics, agriculture development, business administration, natural resource management, or climate change/resilience.
- Proven experience of at least 10 years (for team leader) and 5 years (for team members) in conducting baseline surveys or agricultural value chain analysis, especially in agricultural sector.
- Practical knowledge of the tea value chain, especially around SWOT for traditional tea value chain to upgrade to sustainable, gender responsive and climate resilience one.
- Expertise in gender analysis and gender-sensitive research methodologies.
- Strong commitment to meeting the deadlines.
- Excellent English and Vietnamese writing skills.

9. Submission of Proposals

The Proposal should be specified in terms of:

- The consultant team or company's profile and CVs, and related experience.
- A detailed technical proposal that aims to achieve the mission objectives within suggested timelines and elaborates at least the following key parts: methodology, detailed workplan, quality control plan, and team structure.
- A financial proposal including a detailed breakdown of costs, number of working days, consultancy rates, and logistical costs required.
- Samples of previous work/reports relevant to the TOR.

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.

How to apply: The Proposal should be submitted in English by email with subject mentioning **"Thai Nguyen tea value chain – Baseline and value chain analysis"** to HR.Vietnam@oxfam.org.

The closing date for application: 26 January 2026

We regret that only short-listed applicants will be contacted for an interview.