



TERMS OF REFERENCE

For External Consultancy for Marketing & Promotional Service for coffee producers in Dak Cheung, Laos

Sustainable Production and Ethic Responsible & Women Empowered Coffee value chain (SuPER WE – Coffee) in Lao PDR

1. Background

Haliéus, the NGO of the Italian Association of cooperatives, is part of the consortium led by Care France to implement the EU-funded project, **SuPER WE Coffee**, *Sustainable Production and Ethic Responsible & Women Empowered Coffee value chain in Lao PDR* (Ref. ACA/2021/428-429, here below “The Project”). The Project aims to develop and adopt a more resource-efficient, gender-inclusive, climate change-resilient production in Lao PDR and increase its integration in a greener global value chain as specialty coffee market. The project started on the 1st March 2022 and it will last 48 months.

In this context, Haliéus needs to identify an international external consultancy to develop and deliver marketing and promotional materials to complement the marketing and promotion activities of the coffee producers in Dak Cheung. The beneficiaries are 400 coffee producers coming from 15 villages of the Dak Cheung District located in the south of Lao PDR in Sekong province.

For more information about the project: [SuPER-WE-Coffee.pdf](#)

The deliverables aim to enhance market access for producers, raise knowledge of their practices and coffee specialty products and reflect their unique stories as beneficiaries of SuperWeCoffee project.

Name of service: Marketing & Promotional Service

2. DUTIES AND RESPONSIBILITIES

The service provider should develop the following deliverables both in Laotian and English version:

1. **Video and Photobook:** A visually engaging collection showcasing the coffee producers, their activity of harvesting, processing coffee, the environmental landscape of Dak Cheung, values behind the product in terms of environmental impact with a comprehensive set of indicators outlined in the EU regulation EMAS;
2. **Storytelling Video:** A short, compelling video (3–5 minutes) focusing on the stories of selected coffee producers, emphasizing gender inclusion and community resilience, if any cooperative;
3. **Brochure:** A professionally designed brochure featuring profiles of the coffee producers, production methods, and key messages for marketing purposes.

The consultancy will be responsible for:

1. Preparatory Work

- Acknowledge the Partners, and Super We Coffee project’ objectives;
- Internal meeting with Haliéus and Care Laos to define the field mission, and participating in any additional partner meeting if necessary for the deliverables;
- Reviewing CARE Laos’ internal guidelines, particularly related to ethical and gender-inclusive practices.

2. Field Mission

- Conducting a field visit to Dak Cheung in February 2024 to collect high-quality photos and video footage.



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- Conducting interviews with coffee producers, ensuring a balanced representation of genders and respect for cultural sensitivities.
- 3. **Content Development**
 - Creating the Video and Photobook using materials gathered.
 - Producing the storytelling video with professional editing, subtitles (as needed), and inclusive narratives.
 - Designing and developing the coffee producer brochure.
- 4. **Validation and Feedback**
 - Submitting drafts of deliverables to Haliéus for review and incorporating feedback;
- 5. **Final Submission**
 - Delivering final versions of all outputs in digital formats and printed materials, as required.

3. Required Qualifications

The selected consultancy must demonstrate:

- Proven experience in creating marketing and promotional materials, including videos, photobooks, and brochures.
- Strong expertise in storytelling and content creation, particularly for rural or development-focused projects.
- Previous collaboration with NGOs and/or within international development projects;
- Familiarity with gender-sensitive and ethical approaches to content collection and representation.
- Proficiency in relevant tools for photography, videography, and design.
- Whether already based in Lao PDR is an asset;
- Knowledge of English at professional level;
- Knowledge of Laotian language;

4. Value of the service:

The total amount of the service is 20.000,00 EUR disbursed under invoice emission. The total amount included all taxes and VAT costs, where applicable.

5. Timeline

The service is expected to start in January 2025 and last until December 2025.

The consultancy is expected to respect the following timeline:

- **January 2024:** Preparatory phase (methodology design and alignment with Haliéus and Partners).
- **February 2024:** Field mission to Dak Cheung for materials collection.
- **March 2024:** Drafting and review of deliverables.
- **April/May 2024:** Submission of final deliverables.

6. Procedure:

Where interested, please send to info@halieus.it and/or c.colabella@halieus.it by the 15th January 2025:

- Profile of the company and CVs of key team members;
- Detailed financial proposal;
- Examples of similar work undertaken;