

Terms of reference (ToRs)

	Project number/ cost centre:
To provide training on marketing management to head office and branch office experts and marketing officers	17.2149.07.003-00

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0. Context

As a country with great ecological and cultural diversity, Ethiopia forms part of two biodiversity hotspots of global significance. But Ethiopia loses annually 40, 000 ha of forests, 800,000 ha of woodland and 18 tons of fertile soil per ha of land, due to rapid degradation of its natural environment. The overall goal of the programme is that Ethiopia has a consolidated System for its conservation of the biodiversity. For the technical cooperation, the objective is ***that management authorities responsible for natural resource management at local, regional and federal level implement strategies, instruments and measures for conservation and sustainable management of biodiversity and forested areas.*** To achieve this, the programme pursues a multilevel approach and four components:

1) Strengthening the national parks strategy (example of Nech Sar and Awash)

- Strengthen EWCA on the central level and establish good practices, and contribute to institutional analysis and elaboration of action plan
- Show on behalf of two examples good practises, such as:
 - to achieve resource use agreements with the local population
 - to show how eco-services could be beneficial for local conservationists
- support local population contributing to the conservation of protected areas with alternative livelihood (tourism, water utilisation)
- strengthen the administration of the park management

2) Integration of biosphere reserves and Forest Priority Areas into the national protected area system

- Further develop the framework of existing Biosphere reserves
- Strengthen Oromia and Southern Nations in regard of BR-management
- Set up self-funded protected area administration for each biosphere reserve
- develop state protected area administrations for two biosphere reserves
- increase quality and sold quantity of regional products benefiting the farmers

3) Contribute to the building of a forest sector:

- Advise national, regional and local authorities in forest management
- Support the reconstruction of ecosystem based services of forests
- Elaborate forest management and land use plans for potential forests
- Support re- and afforestation through active value chain development

4) Improving the coordination and knowledge management for the management of biodiversity

- Examine the existing harmonisation and coordination mechanisms
- Develop proposals for improving the coordination of interventions
- Generate knowledge and make it available
- Establish result-based monitoring systems for programme and partners
- Carry out communication at all levels
- Put in place Human Capacity Development activities (dialogue platforms, etc.)

In this regard, GIZ BFP supports AFE in different thematic areas in the form of financial agreement, consultancy and direct support. During the planning process one of the activities identified this through direct support is training on marketing management.

AFE generates income from its earlier developed commercial forest through value addition. Among AFE's main units, Forest industry & marketing coordination unit is responsible to sale these different forest products in order to generate income. Therefore, forest industry and product sales experts should be trained and equipped well strategically on marketing processes. It is time to focus on the "how" to market planning and practice by using technologies. Therefore, this Term of Reference (TOR) is prepared for training of experts from head office and branch offices in the area of marketing forest and forest products.

1. Tasks to be performed by the contractor

The main tasks of the consultant are

- Prepare a well-structured training manual and provide the hard and soft copy to all of the trainees
- Provide a 1-week training on marketing of forest products
- Submit a brief report on the task

Anticipate period of assignment: July 15.2021 to August 15.2021

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2. Concept

Amhara Forest Enterprise (AFE) has been established on October 2002 E.C. by the regional government to achieve four main objectives. The main objectives are: to increase the forest cover in the region by applying commercial forest development, to supply various first and second level forest products in the domestic and international market, to reduce the level of unemployment and to ensure sustainable gains of the regional economy by creating wider job opportunities and to enhance/reduce foreign exchange capacity by producing substitute forest and forest products with value addition.

In order to achieve those mentioned objectives, AFE and other partners are working jointly on human resource development (capacity building) to increase the expert's efficiency in the organization. Currently GIZ Biodiversity and Forestry Program (GIZ BFP) is the main partner to support AFE. One of the supports is building the capacity of experts in the form of training and experience sharing in the areas which are identified as critical areas of support. This training on marketing management has been included in GIZ BFP support

The topics to be covered include

- Product marketing strategies, advertising and promotion (*forest product*)
- Marketing research techniques. I.e. *market location/ places, linkages and customer segment /How to segment these factors (To enable the trainees, how to target and find market niches inside and outside the region/country, how to create demand with in the customers, and so on in order to achieve the target & Objectives.*
- Market linkages and customer handling
- Cost estimation and setting price */Steps, methodologies and techniques to estimate product costs and set sales product price*
- Product handling, supply and transportation methods and techniques
- Others relevant topics related to the main title.

Technical-methodological concept

The training will be more of theoretical oriented. The trainer will provide all training materials in soft and hard copies to the participants

If it is convenient the trainer can also facilitate a one-day experience sharing on selected companies which have good experience in the area of marketing which will be an additional input for the training.

Participatory learning methodologies should be employed such as group works, plenary discussion and other methods suited to the topic. Finally, the participants should develop and agree on the way forward

3. Personnel concept

In order to be eligible, the consultant

- must be a legal entity registered in Ethiopia
- Proven and solid knowledge and experience in providing similar service to other organizations
- Able to provide user training and all documents in English
- Solid knowledge on marketing
- Submit complete bid documents, including both technical and financial proposals.

4. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- GIZ BFP and AFE Will provide ideas and recommended topics for the training
- GIZ BFP will facilitate the finance and logistics of the training

5. Costing requirements

The bidder should calculate the costs for a total of 11 working days; 6 days for the actual training, and 5 days for manual preparation. In addition, in the price offer the bidder should include 4 days for travel (2 days for each of 2 experts). The travel expenses for actual training days will be covered by the Contractor own cost.

Specification of inputs

Fee days	Number of experts	Number of days per expert	Comments
• Training manual Preparation	2	5	
• Training (actual training days)	2	6	
Travel expenses	Number of experts	Number of days/nights per experts	Comments
• Per-diem	2		
• Accommodation	2		
• Travel costs	2		
Flights	Number of experts	Number of flights per experts	Comments
• Domestic flights	2		

*Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above. There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price sheet.*

Note:

If restrictions are introduced to combat coronavirus/COVID-19 (restrictions on air travel and travel in general, entry restrictions, quarantine measures, etc.), GIZ and the contractor are obliged to make adjustments to their contractual services to reflect the changed circumstances on the basis of good faith; this may involve changes to the service delivery period, the services to be delivered and, if necessary, to the remuneration.