

Annex 1

TERMS OF REFERENCE

- 1. NAME:** TBC
- 2. ASSIGNMENT:** To conduct stock-taking of business engagement initiatives on environment protection in Viet Nam
- 4. REPORTING MANAGER:** Nguyen Thi Bich Hien – Project Manager – Ha Long Cat Ba Alliance
- 6. LOCATION:** Ha Noi and desk study
- 7. DURATION:** 24 June 2019 – 12 Sept 2019
- 8. BACKGROUND:**

Since 2008, IUCN Viet Nam Country Office has started with some initiatives to partner with businesses on biodiversity conservation and supporting water retention strategy in Mekong Delta. Given the emerging and growing portfolios of business involvement in IUCN Viet Nam, it has been recommended that a business platform should be set up to promote strong IUCN leadership in mobilizing the resources and financial support of businesses on environmental protection etc. The platform will provide technical assistance, connect businesses to CSOs, share information, knowledge, best practices and contribute to the improvement of the environmental impact of business practices through conservation partnership projects.

In Dec 2018, IUCN Viet Nam initiated The Viet Nam Business for Environment (VB4E) Platform with an aim to engaging businesses in environment and biodiversity conservation issues through collaborative projects in six initial focused areas: plastic waste management, marine and coastal conservation, water and wetland conservation, sustainable tourism development, biodiversity, forest landscape restoration.

The idea is replicated by Biodiversity SriLanka model (<https://biodiversitysrilanka.org/>) and adapted to the local context of Viet Nam. Initiated by IUCN Viet Nam, VB4E will involve Viet Nam Chamber of Commerce and Industry (VCCI, <https://e.vcci.com.vn/>) and a business partner to become co-founding members of the platform.

9. SCOPE OF THIS CONSULTANT ASSIGNMENT

The focus of this consultancy is to conduct analysis of other business engagement initiatives on environmental protection (including self-motivated businesses, official and unofficial platforms) in Viet Nam to identify the priorities and the niches of VB4E; to identify market segment and target audience that can join the initiative and leverage the funding for collaborative projects under VB4E's platform. The analysis results will be inputs for developing the strategic approaches of VB4E.

11. KEY DUTIES AND RESPONSIBILITIES

IUCN Viet Nam will provide consultants with relevant documents of VB4E including concept note, business consultation report and other relevant materials, etc. Responsibilities of consultant will include 3 following major activities:

1. Stock-taking report

Desk study review of the past and on-going business engagement initiatives on environment protection in Viet Nam (both success and failures) to identify what might work and withdraw lessons learnt and provide recommendations on following points:

- ✓ What are the priorities and tactics for developing VB4E and why?
- ✓ How does VB4E add values to other initiatives and avoid duplications?

- ✓ How to sell the ideas of VB4E to businesses effectively and how to make them interested and engaged further in the Platform?
- ✓ What are the core values and benefits that VB4E can offer to businesses?

2. Market segmentation and approaches

- ✓ Identify market segments:
Which business group should VB4E target such as MNCs, SOEs, SMEs, large Vietnamese private or joint stock companies, etc. (There is no limitation on the business sector for joining VB4E).
- ✓ Target audience:
Identify target audience that VB4E should focus in initial phase Y19 and onwards
- ✓ Approaches:
Find out the most potential companies that may have interest to become members and provide financial support for VB4E with analysis on their CSR strategies, areas of interest, needs, and motivation for partnership with environmental NGOs or institutions like IUCN.

Arrange the meetings between IUCN with at least 10 potential companies (large companies with enough capacity/resources and low/medium-impact-brands) to discuss collaboration along with IUCN staff (details of collaborative projects with each company can be consulted with IUCN staff);

3. Training

Conduct a training on effective business engagement approaches for IUCN Viet Nam staff (HN & HCM staff).

Annex 2

TIME TABLE AND DELIVERABLES

The timetable for the delivery of outputs is as follows:

Task	Deliverables	Days	Deadline
1. Call for consultant (posted)		N/A	27 May
2. Sign contract		N/A	24 June
3. Desk study review of on-going business engagement initiatives	Report drafted	3	25 June
4. Review CSR strategies of potential companies Arrange meetings with them (around 10 companies) (to work closely with IUCN staff for developing collaborative ideas for each business partner)	Meetings arranged and attended	7	26 July
5. Stock-taking report (draft 1) incorporating secondary data and primary data from meetings	Reported prepared	3	5 Aug
6. Submit report to IUCN	Draft 1 submitted	N/A	5 Aug
7. IUCN to provide comments (online, F2F meetings)	Comments provided	N/A	12 Aug
8. Revise the report based on IUCN comments		3	16 Aug
9. Finalize report and submit to IUCN	Final report produced	2	30 Aug
10. Prepared contents and conducted training for IUCN staff (1-day- or half-day training will depend on the design)	Training materials produced/Training conducted	3	12 Sept (exact time TBC)
Total		21	Days