



*for a living planet®*

## Terms of Reference

Consultancy Assignment  
Vietnam Corporate Market Assessment

Work location: Ho Chi Minh City, Vietnam

Duration: Apr – Jun, 2013

### 1. Background of consultancy assignment/ project

WWF Vietnam needs to evaluate potential to engage the corporate sector in Vietnam. The financial and business center is Ho Chi Minh City (HCMC) and WWF has no presence there. WWF thus needs to hire a consultant based in HCMC to determine the scale of the potential to engage across the spectrum of long-term engagement options. Findings of the assessment will inform a medium to long-term marketing strategy for WWF in Vietnam, including the possibility of establishing a WWF presence in HCMC.

### 2. Objective of the consultancy

Gather data on major potential corporate donors and partners based on who is giving significant sums to local and international NGOs, in particular, but not limited to environment/conservation, and understand what they are getting in exchange. Calculate the size of the fundraising market. We would also like to understand maturity level towards conservation and prioritisation/interest of topics/activities (which topics amongst the public and corporations, what activities the corporate sector prioritizes (CSR vs sustainability), what objectives they are trying to achieve).

- a) Quantify CSR funds volume in each sector, what causes and NGOs/INGOs are corporations supporting with CSR/Foundation monies and what propensity to support conservation.
- b) Current levels of awareness and measures taken to address sustainability impacts of their core business

Attitudes towards WWF and conservation: get a sense of awareness of and attitudes towards WWF.

- c) Determine levels of interest to work with WWF and what value do they expect from the partnership
- d) To qualify the potential for WWF to engage corporations across a spectrum of engagement options:
  - 1. Communications – cause-related marketing, licensing usually with consumer goods manufacturers and retail outlets, department stores, etc
  - 2. Strategic Philanthropy for financial support of a conservation project – all sectors except for no-go oil and gas, mining, alcohol and tobacco.
  - 3. Transformational engagement – greening supply chains through WWF partner certification agencies such as MSC, AFC, FSC, Better Cotton and Sugar initiatives with producers and manufacturers, traders and distributors of commodities'
  - 4. Product-related engagement with corporations that use a WWF programme or product such as Green Office, Corporate Club, Environmental Education for employee engagement, work place giving – all sectors except for no-go sectors mentioned above.
- e) Potential to raise funds for each engagement option above

Establish income forecasts for WWF from the corporate sector, average amounts possible for each engagement option (above) from data of actual transaction volume, or best estimates following discussions with the corporation.

- f. Determine corporations that are low-hanging fruit with propensity to engage with WWF within the next 6-12 months with corresponding income to WWF; corporations with high probability to engage over the next 12-24 months and potential income. If possible, determine which corporations could we expect long-term partnerships.

### 3. Scope of work/ Major responsibility

- Finalize list of corporations and sectors to approach, identify key persons to contact to obtain the right information and initiate the relationship with WWF.
- Meet with corporations
- Write up assessment report and preliminary forecasts of areas of engagement and potential revenue

### 4. Outputs/ deliverable of performance and time schedule

1. Final list of corporations and contact persons
2. Schedule meetings and conduct interviews
3. Write up results, realistic business objectives per corporation and final conclusions

No	Activity	Expected outputs	Date
1	Finalize list of corporations and contact persons	Final list	20 Apr
2	Schedule meetings and conduct interviews	interviews conducted	Apr - May
3	Report on findings	Final report and business objectives per corporation	10 Jun

### 5. Required profile:

**Knowledge/Expertise:** Knowledge of WWF and WWF's work

**Experiences:** Experience in corporate engagement to determine areas for potential collaboration and business objectives

**Skills and Abilities:** Communication skills, ability to work quickly, think strategically with attention to detail, write English clearly, proficiency with numbers