



To express interest in this assignment please email priyanka.subba@crs.org

**CRS Farmer to Farmer Program
Volunteer Assignment Scope of Work**

Notice for potential volunteers:
Some assignment details are subject to change.

Summary Information	
Assignment Code	TL220
Country	Timor-Leste
Country Project	Modernizing Agriculture
Host Organization	ACELDA
Assignment Title	Marketing Communication
Assignment preferred dates	February -March 2020
Objectives of the assignment	<ul style="list-style-type: none"> ▪ To develop any communication Materials and launch website for ACELDA ▪ To train relevant staff on website maintenance and updating
Desired volunteer skill/expertise	<ul style="list-style-type: none"> • Qualifications in IT and web design • Experience in hands-on website designing • A good understanding of current standards in website designing and development • Knowledgeable in the proper usage of codes, scripts, tags and search engine optimization • Conversant with content management systems such as WordPress • Tech-savvy • Willing and available to offer technical support to the hosts after the assignment
Type of Volunteer Assistance	Business Enterprise Development (E)
Type of Value Chain Activity	Marketing (M)
PERSUAP Classification ¹	Type III

A. BACKGROUND

CRS Farmer-to-Farmer (F2F) Program is a USAID funded 5-year program (July 2018 – June 2023) that will provide technical assistance from United States (U.S) volunteers to farmers, farmer groups (cooperatives and associations), agribusinesses and other agriculture sector institutions. The program objectives are to facilitate

¹ USAID precisely classifies PERSUAP in four categories; **PERSUAP Type I** assignments directly related to pesticides recommendations, **Type II** as assignments with indirectly related with pesticides, **Type III** assignments related to curriculum review and designing, business plan development and strategies development and **Type IV** as assignments associated with other USAID projects and collaborators.



economic growth within targeted agriculture sub-sectors, enhance sub-sector inclusiveness to expand participation to a broader range of individuals and communities and to increase the American public's understanding of international development issues and US international development programs. Volunteers, recruited from all States and the District of Columbia, are individuals who have domestic careers, farms and agribusinesses, or are retirees who want to participate in development efforts. F2F program will assist in agriculture development, commodity value chain competitiveness and firm upgrading by providing technical assistance to introduce new technologies, innovations and development of local capacity for more productive, profitable, sustainable and equitable agriculture systems.

The Timor-Leste Ministry of Agriculture and Fisheries Strategic Plan² recognizes the fundamental importance of agriculture to Timor-Leste's economy and the impact of agriculture on poverty reduction, food and nutrition security, economic growth, and income and employment generation through its linkages to other sectors of the economy. The agriculture sector in Timor-Leste accounted for 19% of Gross Domestic Product (GDP), or over \$253 million in 2013. However, there is a considerable net deficit in agricultural trade as imports in 2014 were valued at approximately \$60 million. Major imports include rice, sugar, meat (chicken, beef, pork), vegetable oil, fish, milk, and vegetables (potato, onion)². In rural communities 57% of women and 60% of men are actively involved in agriculture³. Agriculture consists primarily of subsistence farming with limited access to inputs, technical knowledge, and market linkages. There is a heavy reliance on traditional agricultural practices such as slash-and-burn cultivation. Most smallholdings are mixed rainfed farms growing maize, cassava, red kidney beans, sweet potato, rice, groundnut, and vegetables. Coffee, coconut and candlenut are the most common tree crops. Livestock, such as poultry, pigs, cattle, buffalo, goats and sheep are raised on a small-scale and extensive

ACELDA is an agri-business firm in Timor-Leste. Currently ACELDA's primary business is sourcing and processing candlenut. The ACELDA as a company of Baucau has produced more than 228 barrels (200 kg/barrel) per year of candlenut oil that exported to Aloha Company in Hawaii for many years. Candlenut is called kukui nut in Hawaii and was valued by the early Hawaiians for its medicinal qualities. More recently, Oils of Aloha, a U.S. company based in Waialua, Hawaii, has established a market in the cosmetic industry for kukui nut oil and was interested in fostering a business relationship between Oils of Aloha and candlenut exports in Timor-Leste.

Candlenut trees grow in abundance in the Baucau Municipalities and others territory of Timor-Leste and appear to require minimal care and management. and candlenuts were collected mostly by women and children and were considered a minor source of income to the household. Moreover, individuals from several villages considered candlenut primarily as a risk-averse measure. When sales of other products were good, they would hold onto the nuts until they could get a better price per kg. Thus, candlenuts were viewed as a commodity that could be cashed in if or when villagers needed to do so. And through the ACELDA currently has 750 fixed farmers that supply raw material from three villages in Baucau that close to his processing center.

ACELDA also buying local rice from the community that facing shortage of domestic rice to supply for customers like supermarket and shops in both Dili and Baucau. ACELDA launched Timor-Leste's first ever local rice brand,

² <http://extwprlegs1.fao.org/docs/pdf/tim149148.pdf>



'Fos Timor' in September 2014, marking an important milestone for the country in competing with imported rice on quality through the creation of new rice market. For the local producers, the increased capacity of ACELDA to consistently source large amounts of rice provides these producers with a stable and recurring market for them to sell their produce. Through the consistent sale of surplus product, a more stable market for producer is created which contribute to earning additional income for Farmer across Timor-Leste.

On May 5th, 2017, ACELDA has started their new investment of home industry for soap and shampoo processing by using candlenut oil, coconut and sandalwood oil as prime material. For the development of this new investment, the company is expecting to produce an annual capacity of 3,375,240 soaps and 1,022,376 shampoos. ACELDA is committed to expand his business through creating website to increasing selling the product both at national and international levels.

B. ISSUE DESCRIPTION

These are some reasons to ACELDA for request CRS F2F volunteer assistance to develop website platform for selling goods, that will be helping the company to sell more and earn more profit. In addition to increasing selling point and buyer easier to find ACELDA, ACELDA need a Marketing information. Currently the ways ACELDA selling the product is through two stores: one in Baucau and in Dili, deliver directly to the buyers, email, short message service (SMS) and phone call, other than that to promote their business are through exhibition, government agencies, Local and International NGO portal.

It is this situation that they wish to correct by establishing the website platform brochure and Facebook pages. By so doing, ACELDA hope to increase their exposure, credibility, accessibility and drive commerce. They want to make it more convenient for their clients to reach them and also to reduce the cost of marketing. They want their customers to be able to learn more about them and what they can offer by being available to customers for 24 hours. With the internet having become the yellow pages' phone book, they can't afford to be invisible anymore.

With window-shopping no longer being what it used to be having largely been replaced by online search engines, these entities appreciate the fact that 'no website means losing businesses. They want to establish professional, polished looking website that functions easily and offers customers easy navigation, strong photo images, professional quality content and an overall experience that engages them enough for them to want to do business with them.

This assignment is geared towards establishing an online presence for ACELDA to increase their interactions with customers, build relationships, compete and ultimately boost sales

C. OBJECTIVES OF THE ASSIGNMENT

The main objective of this assignment is to establish an online presence for ACELDA to increase their interactions with customers, build relationships, compete and ultimately boost sales.

Specifically, the volunteer expert will perform the following tasks:

- Develop brochure, Facebook pages and launch a website for ACELDA



- Train relevant staff on website and Facebook maintenance and updating

D. HOST CONTRIBUTION

ACELDA will select, determine the attendances regarding to training participant. The ACELDA will also ensure that the necessary class rooms and local training aids and other teaching materials are in place. The host will also provide the volunteer with and facilitate the volunteer for meal services. The ACELDA will also assign a focal person who can guide and facilitate the volunteer specialist during the assignment period. The host will also provide lunch, office space and office furniture as well as vehicle if any travel is required during the assignment duration.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

This assignment volunteer will contribute to the following:

- One website developed and launched
- Trainings on basic maintenance conducted to key staff

F. DELIVERABLES

1. Final report Field report with recommendation and simple guidelines submitted,
2. Group presentation with local stakeholders at the end of the assignment in country
3. Out brief meeting with Ambassador and Mission
4. Group presentation for CRS staff
5. Volunteer outreach activities in the US and in country

6. SCHEDULE OF VOLUNTEER ACTIVITIES IN TIMOR-LESTE

Please note that this is a tentative schedule and will be finalized post volunteer selection with consultation with volunteer.

Day	Activity
Day 1	Arrival into Timor-Leste. The volunteer will be picked by a car provided through CRS’s client hotel with a placard bearing “ CRS logo and volunteer name ”.
Day 2	<ul style="list-style-type: none"> • Briefing meeting at CRS office with CRS F2F staff, security briefing and logistics and itinerary of the trip and discuss anticipated outcomes and work plan; • Meeting with ambassador and USAID mission
Day 3	<ul style="list-style-type: none"> • Setup with guesthouse and other logistics • Briefing meeting with staff and Leader of ACELDA • First hand briefing on outlines of topics of the training, plan, approach, etc, and adjust the topics as required. • Work planning discussion with the staff of the ACELDA • Prepare course/training and plan with the ACELDA to proceed with the assignment (lecturing, advising, and practicing)
Day 4-6	Conduct the assignment according to an agreed schedule on web design
Day 7-8	Report written
Day 9-13	Continue conduct the design and training



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Days 14	<ul style="list-style-type: none">• Wrap up sessions that emphasize key concepts of the assignment: the ACELDA evaluates the assignment and discusses final report recommendations with the volunteer.• Group presentation to the host in the presence of CRS F2F staff and local leader
Day 15	<ul style="list-style-type: none">• Out brief meeting with Ambassador and Mission• Debriefing for CRS staffs in CRS office• Submit all reports, return logistic items and complete all required activities
Day 16	<ul style="list-style-type: none">• Travel back to USA

7. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS

- Before travelling to the assignment place, the volunteer will stay in Plaza Hotel at one of the CRS's client hotels that will be booked and confirmed before the arrival date. <https://www.agoda.com/>
- In Dili, the hotel usually has rooms that include services such as airport pickup and drop-off, breakfast, wireless internet, etc.
- The hotel or CRS will arrange a vehicle for short travel from the hotel to CRS or using Taxi
- CRS Timor Leste will provide the volunteer with a laptop computer (if s/he needs), local internet dongle (modem/EVDO) and mobile phone with charged local SIM-card. Any other required logistics and facilities can also be requested by the volunteer during her/his stay in Timor-Leste.
- CRS will provide a vehicle and accompany the volunteer to the place of assignment in the first day
- During her/his assignment period on the field, the volunteer will be staying at ACELDA compound (office) with no Wi-Fi; Far from the community house is around 500 m; From Baucau town is taken 20 minutes' drive, Room is no AC; far from restaurant so he/she can prepare his own food for buying food from

supermarket or can join with ACELDA menu with less nutrition/variations of the menu.



Picture1. ACELDA Compound-CRS-TL

- ACELDA will provide material for the training needs
- CRS HQ will provide the volunteer with a per-diem advance to cater meals and incidences.
- Before departing for the US, the volunteer will also liquidate advances (if any) at CRS Timor-Leste
- For more information, please refer to country information that will be provided

G. RECOMMENDED ASSIGNMENT PREPARATIONS

- Prior to travel, the volunteer will be advised to prepare necessary training and demonstrating aids and written handouts. Softcopies of the handouts and any other paper materials can be printed for immediate use at either office of CRS on request by the volunteer.
- If the volunteer requires use of simple training aids like flip charts, markers, masking tapes, etc, s/he should make the request and collect from either office at Dili office prior to travel to the assignment place.
- Translation of handouts to local languages can be done in the locality of the assignment, if shortly required. Depending on the meeting places, the volunteer may use a laptop and projector for power point presentations
- The target training is for staff, workers and beneficiaries with a high level of illiteracy
- Recommend reading are Dr. Mike Colegrove report, Bacau Municipalities <http://www.timorleste> and several in web: <http://marketdevelopmentfacility> ; <https://www.ctahr.hawaii.edu>
- Related to the weather condition now is enter to dry season so she/he can bring the sun block



8. KEY CONTACTS

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