



To express interest in this scope of work, please email Mireille.Ngokion@crs.org

**Farmer to Farmer Benin
Volunteer Assignment Scope of Work**

Summary Information	
Assignment Code	BJ242
Country	Benin
Country Project	Cashew subsector
Host Organization	National Union of Cooperative of Benin Apple Cashew Processors (UNCTPC-B)
<i>Type of Volunteer Assistance</i>	Business/Enterprise Development (E)
<i>Type of Value Chain Activity</i>	Marketing (M)
Assignment Title	Training on marketing and communication tools and techniques
Assignment preferred dates	May-August 2020
Objectives of the assignment	<ul style="list-style-type: none"> • Assess the participants background on market strategy and communication • Train the women members on marketing and communications tools and techniques • Assist the women to draft a marketing and communication plan • Train the participants on technique of commercial negotiation and market research
Desired volunteer skill/expertise	<ul style="list-style-type: none"> • Expert in market strategies development and communication tools and techniques • Relevant experiences in training and coaching on market strategies development and commercial negotiation, • Practical experience in marketing techniques and communication • Be familiar to participatory approach • Having experiences with women agricultural products processors is an asset

A. BACKGROUND

The National Union of Cashew Apple Processors' Cooperatives of Benin (UNCTPC-B) was created on March 29, 2019 with 26 transformation units which are the founding members. The UNCTPC-B's formalization process is underway. Since its creation, it has so far registered more than ten (10) applications for membership. The UNCTPC-B's members are engaged in cashew apples processing into varied derived products. It is active in promoting the benefits of eating cashew apple juice to Beninese consumers. It currently needs the technical, financial, material and human resources for its proper functioning. The UNCTPC-B has more than 300 women members in the country. The main objective of the organization is to produce and promote cashew apple juice. But to achieve this objective, the organization's members need to build their capacity on cashew apple juice processing, and reinforce in processing cashew apple juice equipment. Besides, the knowledge on marketing strategy and communication to promote their products is vital for the development of their processing activities and the and to develop their organization.

B. ISSUE DESCRIPTION

Benin is one of the biggest cashew producers in Africa and produces annually 134.000 tons of cashew. Consequently, the cashew plantations provide every year a huge quantity of cashew apples. The processing of cashew apple in juice is one of major activities of the women members of the UNCTPC-B. This activity does not allow UNCTPC-B members to make a good living because of difficulties they are encountering to have access to market and the related communications issues are hindering their activities. Indeed, the cashew apple juice is not well known even those who are apprised of it, are reluctant to consume it. This because of the wrong idea people have on cashew apple juice which they think is harmful to human beings. Therefore, the women members of the UNCTPC-B need to build their capacity on marketing strategy and communication not only to make their products accepted by more people but also to conquer other markets.

C. OBJECTIVES OF THE ASSIGNMENT

The main objective of this assignment is to build the capacity of Cooperative's National Union of Benin Apple Cashew Processors (UNCTPC-B) on marketing and communication strategies.

The specific objectives aim to:

- Assess the participants background on market strategy and communication
- Train 60 women members on marketing and communications tools and techniques
- Assist the women to draft a marketing and communication plan
- Train 60 women on technique of commercial negotiation and market research

D. HOST CONTRIBUTION

The contribution of Cooperative’s National Union of Benin Apple Cashew Processors (UNCTPC-B) to this assignment will consist of mobilizing, supporting the commuting, the lodging and the feeding fees of the participants to the training sessions. In addition, it will provide conference room for the training sessions. They promise to take in charge of the roundtrip commuting of the volunteer from his or her hotel to its headquarter every day.

E. ANTICIPATED RESULTS FROM THE ASSIGNMENT

Thanks to this training, the participants will acquire new knowledge which will help them to build their capacity on marketing strategy and communication. At the end of this training session, The UNCTPC-B’s members should be able:

- To design a marketing and communication’ plans
- To develop successfully marketing strategy and communication tools
- To develop technique of commercial negotiation and market research

In addition, they will increase their sales for about 50% and gain more money to improve their well-being.

F. DELIVERABLES

The deliverables expected from this assignment are the follow

- The training of the women members on marketing and communication tools and techniques is done
- A marketing and communication’ plan is drafted
- The training on commercial negotiation and market research is done
- Debriefing with USAID and country staff after assignment is done
- Assignment report is provided

G. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)

This training will be held in two sessions

Day	Activity
Day 1	Travel from home to US international airport
Day 2	Arrival at Benin International Airport, picked up and check in at Livingstone Hotel.

Day 3	At 9.00 am, the volunteer is greeted at the hotel by CRS staff and thereafter go to CRS office for introductions, security briefing and orientations about logistics and expectations and anticipated outcomes. Any necessary hand-outs will be prepared at CRS offices and Travel to Dassa and check in Hotel Jeco. CRS Benin F2F team introduces the volunteer to the UNCTPC-B responsible and the administrative board, Benin cashew project responsible in Dassa as well as to the chief of police and to Mayor of the district. The volunteer will review and finalize the work-plan and discuss with them on any other arrangement for the work.
	First sessions
Day 4	Make a quick diagnosis to better understand the issues related to the participants businesses and marketing issues Train 30 participants on marketing and communication tools and techniques
Days 5	Train 30 participants on marketing and communication tools and techniques
Day 6	Train the participants on commercial negotiation and market research tools and techniques
Day 7	Assist Participant to draft marketing and communication' plans
	Second sessions
Day 8	Make a quick diagnosis to better understand the issues related to the participants businesses and marketing issues Train 30 participants on marketing and communication tools and techniques
Day 10	Train 30 participants on marketing and communication tools and technique
Day 11	Train the participants on commercial negotiation and market research tools and techniques
Day 12	Assist Participant to draft marketing and communication' plans
Day 13	Debriefing meeting for wrapping up of assignment and depart to Cotonou.
Day 14	Debriefing at CRS office with USAID Mission and CRS staff. Volunteer will finalize his/her reporting at CRS office and fill out all necessary M&E forms.
Day 15	Depart for USA

H. DESIRABLE VOLUNTEERS SKILLS

As described above, the volunteer we are looking for this assignment must have relevant professional skills and practical experiences in marketing and communication. Especially, he or she must have:

- Expert in market strategies development and communication tools and techniques

- Relevant experiences in training and coaching on market strategies development and commercial negotiation,
- Practical experience in marketing techniques and communication
- Be familiar to participatory approach
- Having experiences with women agricultural products processors is an asset

I. ACCOMMODATION AND OTHER COUNTRY LOGISTICS

In Cotonou, the volunteer will stay at Livingstone Hotel or Nobilla Airport Hotel, whereas at Dassa, the volunteer will stay at the Hotel Jeco. In Benin, CRS will pay for hotel accommodation. In addition, a local network SIM card will be provided to the volunteer as well as a spare computer if needed at his or her arrival in Cotonou. In Dassa, CRS will hire a local translator for the volunteer's work and UNCTPC-B will contribute to the volunteer's commuting as well as mobilizing and supporting its members for the required sessions. Mrs Adelaide Laourou, the President of the administrative board of UNCTPC-B and the secretary will work closely with the volunteer during the preparations and his/her work, to ensure that the assignment goals are being achieved.

J. RECOMMENDED ASSIGNMENT PREPARATIONS

1. Training Materials

The volunteer should prepare materials for hand out which can be printed at CRS office in Benin before his arrival. Flip charts, markers, masking tapes can be obtained at the CRS offices in case the volunteer wishes to make some illustrations during the sessions.

2. Working Environment

Dassa is located in the center of Benin in the Collines (Hills) department. It is situated at about 210 km from Cotonou. People there are mostly Christians but all of them are well involved in endogenous religion. People there speak two mains languages: Idasha and Fon. Also, in Dassa, people are open to collaborate with foreigners.

3. Recommended Reading

The volunteer may read some documents on agricultural products processing in derived products like juice, syrup, etc., in Africa and about cashew apple processing activities and sales.

4. Weather Appropriate Clothing

The weather appropriate clothing is light and not dark clothes. In the center of Benin, the weather is a bit hot and humid with some temperatures varying between 23 to 36 Celsius degree. It is also a sunny weather with some rains fall from March.

K. KEY CONTACTS

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