



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

<b>Summary Information</b>	
<b>Assignment Code</b>	<b>BJ226</b>
Country	Benin
Country Project	Soya subsector country project
Host Organization	SOJAGNON NGO
Type of Volunteer Assistance	O
Type of Value Chain Activity	S
Assignment Title	Training on marketing and communication tools and techniques
Assignment preferred dates	April-May 2020
Objectives of the assignment	<ul style="list-style-type: none"> <li>• Assess the participants background on market strategy and communication</li> <li>• Train the participants on marketing strategy,</li> <li>• Train the participants on communication techniques and tools,</li> <li>• Assist the host to draft a marketing and communication plan</li> <li>• Train the participants on technique of commercial negotiation and market research</li> </ul>
Desired volunteer skill/expertise	<ul style="list-style-type: none"> <li>• Expert in market strategies development and communication tools and techniques</li> <li>• Relevant experiences in training and coaching on market strategies development and commercial negotiation,</li> <li>• Practical experience in marketing techniques and communication</li> <li>• Be familiar to participatory approach</li> </ul>

## **A. BACKGROUND**

SOJAGNON is a Non-Governmental Organization created in Benin in 2009 to support actors in soybean value chains. As the name indicate, SOJAGNON (Soybean is good) contributes to the promotion of Soy bean subsector in Benin. Mainly, the NGO is dedicated to better organize soya value chains actors and to improve agricultural technical. It provides advices, in soya processing technologies transfer to improve nutritional status of the population and facilitate access to markets. Its core domains of interventions are: promotion of soybean value chains, food security and nutrition, advocacy and agribusiness development. SOJAGNON's interventions are mainly concentrated since a while on soya subsector development, but today considering the challenges of the agricultural sector, has extended its activities, to develop other branch such as cassava, peanut, grounding lens, etc.

SOJAGNON activities covered 19 districts in four departments. To carry out the activities, SOJAGNON develops and implements projects with the financial support of some keys partners as Ministry of foreign affairs of Netherlands, World Bank and IFDC. Though these projects the NGO has impacted 1000 persons including 807 women. SOJAGNON activities are mainly focused on women empowerment.

The NGO has a national office in Abomey-Calavi and an office in Glazoué in the department of “collines”. It is also equipped with an agribusiness department, Benin Agribusiness Incubation Hub (BAIH-Sarl), to transform research results into agribusiness-

SOJAGNON was officially register in November 2011 under the N°3/076/PDM-C/SG/STCCD of November 2<sup>nd</sup>, 2011 and inscribed in the 122<sup>nd</sup> year N ° 6 of the Official Journal of the Republic of Benin of March 15<sup>th</sup>, 2012.

## **B. ISSUE DESCRIPTION**

To improve the agricultural sector performance, one of Benin Ministry of Agriculture’s strategies is to promote entrepreneurships in agricultural sectors. SOJAGNON NGO as a partner which supports soya and others agricultural subsectors value chains, want to build small and medium farmers ‘capacity on marketing strategy and communication. Indeed, access to markets is one of major problems farmers are facing and to tackle this, it’s vital to strengthen the latter’s skill on marketing and communication. To effectively offer this service, SOJAGNON ought to reinforce its staff capacity. Moreover, the host

organization aims to develop its communication strategy in order to be well known and broader its audience. This is the main reason SOJAGNON NGO has asked for this training.

**C. OBJECTIVES OF THE ASSIGNMENT**

The main objective of this assignment is to build the NGO technical staff capacity on marketing and communication strategies.

The specific objectives aim to:

- Assess the participants background on market strategy and communication
- Train the participants on marketing and communications tools and techniques
- Train the participant on technique of commercial negotiation and market research
- Coach the host organization to draft a marketing and communication plan

**D. HOST CONTRIBUTION**

For this assignment, SOJAGNON NGO will mobilize the staff concerned by this activity and ensure the fees related to their participation to the training sessions. In addition, they will provide conference room. Moreover, the NGO will support the local transport of the volunteer from Godomey where the NGO office is established to his or her hotel in Cotonou on daily basis.

**E. ANTICIPATED RESULTS FROM THE ASSIGNMENT**

At the end of the assignment, NGO SOJAGNON will have at least 20 persons, skilled technically to provide technical assistance and coaching farmers to access markets. Besides, the host organization thanks to a volunteer to own its communication plan.

**DELIVERABLES**

- ✓ A marketing and communication’ plan is drafted
- ✓ The training on commercial negotiation and market research is done
- ✓ A Final report is provided
- ✓ A Debriefing with CRS Benin and USAID local mission is done
- ✓ A PowerPoint for Group presentation is drafted

**F. SCHEDULE OF VOLUNTEER ACTIVITIES IN COUNTRY (DRAFT)**

Day	Activity
Day 1	Departure from US
Day 2	Arrive in Cotonou (Benin), pick up at the airport and check in Livingstone hotel

	or Nobilla Airport 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 and orientations (briefings including host brief), logistics and expectations and anticipated outcomes. Any necessary hand-outs will be prepared at CRS offices. Departure to the host office in Godomey at 10:00 and introduction meeting will be held at 10:30. The volunteer will review and finalize his work plan with the staff.
Day 4, 5, 6, 7,	-Make a quick diagnosis to better understand the issues related to the participants businesses, marketing and communication issues  - Train the participants on technique of commercial negotiation and market research
Day 8, 10 et 9	Train 20 participants on marketing and communication tools and techniques
Day-11, 12 et 13	Assist the host organization to draft a communication plan
Day 14	Debriefing with SOJAGNON NGO responsible and CRS Benin F2F staff, actions plan and recommendations review
Day 15	Debriefing at CRS office with USAID Mission and CRS staff. Volunteer will finalize his/her report at CRS office and fill out all necessary M&E forms

#### **G. DESIRABLE VOLUNTEERS SKILLS**

To achieve this assignment objectives, the volunteers should have professional relevant professional skills and solid practical experiences in marketing and communication.

Especially, he or she must:

- Be expert in market strategies development and communication tools and techniques
- Have relevant experiences in training and coaching on market strategies development and commercial negotiation,
- Have practical experience in marketing techniques and communication
- Be familiar to participatory approach

#### **H. ACCOMMODATION AND ANOTHER IN-COUNTRY LOGISTICS**

The volunteer during this assignment will stay in Cotonou in ILE WURA GUEST which is at about 15km far from the host office. CRS Benin will pay his accommodation fees which already include the breakfast.

In addition, a local network SIM card will be provided to the volunteer at his or her arrival in Cotonou as well as a translator for the training session. SOJAGNON NGO will take in charge his transportation from the office to the hotel and vis versa.

## I. 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

Godomey is a borough of municipality of Abomey Calavi which is about 15 km far from Cotonou. On rush hours, the traffic between Godomey and Cotonou is jam. Godomey is a multiculturalist area, fongbe is the main local language but many people can speak French. Generally Benin population is very friendly.

### 3. Recommended Reading

The volunteer may read documents on: agricultural value chains promotion and soybean value chains.

### 4. Weather Appropriate Clothing

In April- May months, the south of Benin is in rainy season and the climate is humid. The temperatures fluctuate between 25 ° C and 28 ° C. The dress code should consider this weather situation

## J. KEY CONTACTS

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