



**VETIVER FORWARD:  
DIGITAL INNOVATION FOR A FAIR AND SUSTAINABLE VALUE CHAIN**

**Terms of References: Building a Vetiver value chain digital platform while inserting it in  
Heifer International Haiti platform**

---

**1. Project details**

Executing agency: Heifer International Haiti

Main Donors: Heifer International Haiti, IFF, IDB\_Lab, Caron

Project Duration: 1 year

**2. Context**

Vetiver forward is a partnership between IDB Lab and Heifer International Haiti, International Flavors and Fragrances and Perfumes Caron to promote inclusion and improve the position of smallholder farmers in the value chain. The expected outcome is higher incomes for vetiver farmers by facilitating access to high value markets, inputs, technical services, and business training.

The project will take a value chain approach by working with key actors along the chain including Unicode S.A. (“Unicode”), one of the three leading distillers in the country, and International Flavors and Fragrances (“IFF”), the third largest flavor and Fragrance Company in the world and one of the main buyers of Haitian vetiver. Together, the actors will promote direct access to markets for farmers, improve quality and productivity through technical assistance and extension services, improve climate-smart capacities for sustainable production, and focus on enhancing the quality and branding of Haitian vetiver so that it maintains its dominant position in global markets.

The main innovation of the project is the introduction of a digital supply chain management tool that will be used by vetiver cooperatives to manage and coordinate all aspects of their operations. Each farmer participating in the program will receive an identification card with their

photograph, unique identification number and a QR code to store their data and private information. The platform will be adapted to the needs of the cooperatives so that it integrates farm data, weather data, farm gate prices, harvesting projections, and delivery and pick-up schedules to improve transparency and help farmers and cooperatives make better decisions.

The beneficiaries of this project will be 3,000 vetiver farmers and 6 cooperatives in the communities of Port-Salut and Cayes in the South Department of Haiti.

### **3. Purpose and Objectives of the consultancy**

The main purpose of the consultancy is to set up a platform that will serve as a centralized database and supply chain management tool for the cooperatives. Each farmer participating in the program should receive an identification card with their photograph, unique identification number and a QR code to store their data and private information. The platform should be designed to track and capture data in key stages of vetiver operations including plot data, planting, projections for optimal harvesting, actual harvesting dates, pick-up and delivery schedules, prices, sales etc.

In addition, varying levels of data access should be provided to relevant stakeholders such as donors, cooperatives and distilleries. The system should be underpinned by GIS mapping, aerial imaging, weather data, and drone technology to monitor farms on a regular basis and observe changes over time.

### **4. Modules to be included in the platform**

- Diagnose the Heifer platform with Heifer team to see the improvement to bring for the vetiver platform
- Review the registration of beneficiaries
- Registration of goods and services received by beneficiaries
- Review the registration of vetiver and crop plots (GPS points, POLYGONS).
- Update the record of transactions (purchases and sales of vetiver between the among actors in the value chain)
- Supply management (Coop/ distillery)
- Inventories and Traceability (Coop)
- Quality control of vetiver produced in target areas (Operation on each plot of Vetiver (Plantation date, Harvest date)

## **5. Data visualization and reporting**

- This digital platform aims to facilitate the value chain management and the production of good quality data.
- The platform should have a complete dashboard that shows every level of information including geographical information and the achievements using the set of project indicators.
  - a. Total annual sales of roots at the coop level
  - b. Total annual sales of roots at the farmer level
  - c. Percentage of roots harvested are at least 12 months old
  - d. Percentage of roots harvested at least 12 months old delivered to Unicode
  - e. Number of hectares under sustainable production
  - f. Number of cooperatives using the platform
  - g. Number of farmers and their plots registered via QR code in the system (sex disaggregated)
  - h. Number of cooperatives with direct sales purchase orders with distillers
  - i. Percentage of roots delivered to Unicode facility no more than 7 days after harvest
  - j. Number and Percentage of roots (bales) delivered from cooperatives to other distilleries
- Designed queries should be available and related spreadsheet can be extracted.

This digital platform should reflect the nine Building Blocks of a perfect value chain.

# NINE BUILDING BLOCKS

---



## 6. Deliverables and schedule

It should be rigorously timed and coordinate for the consultant to keep the process on track and for the MEL manager and the project management team to validate each step taken. The consultant will deliver the followings:

- Inception meeting

During a first exploratory meeting with principal stakeholders, the consultant will request all needed document and existing database/list of indicators and all needed information to determine the appropriate base for the database.

Recommendation report of 3 pages for the best base choice and first design draft

- Presentation of the database (1 months after starting date)

The consultant will do a presentation of the database, its different features and use and how it meets the expectations. The consultant will receive feedback and if needed modify accordingly.

A full database is shared with the project management team

- Training on the database

The consultant will provide a one-day training with different components to have all relevant team members trained on data entry and data extraction. The consultant should take in consideration that the training will be also an appropriate moment to receive feedback and

conduct modifications accordingly before sending it for last approval to the program coordinator and head of the project.

1-day training for the teams,

Final database with team feedback included and validated by project coordinator and head of project,

## **7. Budget and Payment**

Interested consultant should submit a budget following the form in annexes. Please note that the consultant would be required to use their own computers, printers, photocopier etc.

Payment is contingent on approval by Heifer direction and will be made in three instalments:

- a) 25% after inception meeting,
- b) 25% upon first submission of the database,
- c) 50% upon training and full validation of the database,

## **8. Qualifications Required**

The consultant must have the following qualifications:

- Experience in carrying out a similar mandate including the collection, analysis of primary and secondary data, the development of summary sheets. The Consultant must indicate in the expression of interest submitted the references relating to similar contracts already executed (name of assignment, place, year, name, and address of the client, start date, end date, description of the services provided by the staff in part of the mission), experience in similar fields.
- Proven experience in implementation of research projects management
- The consultant or group of consultants must have master's or higher degree in a relevant field, such as industrial engineering, technology, or a related field.
- He must have a minimum 3 years of demonstrable experience in related experiences
- Demonstrated experience in institutional engagement in the national context.
- Experience in the design and/or management of large-scale environmental management projects would be an asset.
- Experience in traceability in agricultural system
- Experiences working in the vetiver value chain
- Excellent written and oral communication skills in English and/or Spanish and French.

## **9. Criteria selection**

Recruitment will be by Quality Based Selection. The criteria defining quality are:

- a) The proposed methodology.
  - Technical and methodological approach (coherence and reason for the approach)
  - Understanding of the mandate,
  - Adequacy of the organization of the mission and the resources intervention schedule, feasibility, and coherence of the work plan,
  - Adequacy of the financial proposal with the study
  - Legal documents
- b) The skills of the consultant to the task.
  - academic training,
  - general experience in the agricultural sector
  - general experience and knowledge of the south department
  - specific experiences in set up digital platform for crops and value chain

## **10. Duration of the service**

This consultancy is expected for 6 months and will start the date on which both parties will sign the contract and agree to the contract's terms & conditions

## **11. Documents for applicants**

Interested consultants are requested to apply with the following documents

- Cover letter
- A proposal documents
- 3 top clients' reference

Questions regarding this TOR may be submitted no later than June 1st, 2022 before 16h00pm local time email to [logistique-ht@heifer.org](mailto:logistique-ht@heifer.org)

Applicant should send documents to [logistique-ht@heifer.org](mailto:logistique-ht@heifer.org) no later than June 6<sup>th</sup>, 2022, before 16h00pm local time, to attention of Heifer Project International Haiti with subject line: DIGITAL INNOVATION.