



# Co-operative Development Foundation of Canada

SINCE 1947

## Overseas Volunteer Opportunity - Indonesia

### Marketing and Business Development Specialist

*Contribute. Discover. Grow. Volunteer with CDF Canada.*

<b>Location:</b>	Makassar, Indonesia
<b>Start Date:</b>	September– November 2019 (exact timing will be negotiated with the successful candidate)
<b>Duration:</b>	Up to 30 days in-country mission (including travel days), and 10-15 days in Canada (preparation, orientation, and reporting) (exact duration will be negotiated with the successful candidate)
<b>Language Requirement:</b>	English (mandatory); Bahasa Indonesia (desirable)
<b>Deadline:</b>	August 12, 2019

### The Project

INVEST Co-op Indonesia project is part of a four-year (2015-2019) and a four-country (Indonesia, Malawi, Mongolia and Peru) Program bringing sustainable economic growth to women and men small producers through the Integrated Co-operative Business Model, which generates the conditions for increased production, productivity, access to markets and financial services. The Program is funded by Global Affairs Canada (GAC), with a contribution from the Co-operative Development Foundation of Canada (CDF Canada).

INVEST Co-op Indonesia project is being implemented by CDF Canada, in partnership with Koperasi Serikat Pekerja Merdeka Indonesia (KOSPERMINDO), the Fisheries and Marine Institute of the Memorial University of Newfoundland (MI), and Induk Koperasi Kredit Indonesia (INKOPDIT), also known as CUCO Indonesia. It aims to strengthen the position of women and men small aquaculture producers of seaweed, milkfish, and shrimp (SMS) in four regencies of South Sulawesi: Takalar, Jeneponto, Bantaeng and North Luwu. This will be achieved by:

1. Working directly with the women and men small aquaculture producers to improve the quality and quantity of climate and disaster resilient production and access to financial services and markets through co-operatives;
2. Enabling co-operatives to be sustainable, profitable and run gender-equitable businesses by strengthening their capacity and institutional capability to serve their members better; and
3. Working with governments, private companies, business associations, and other stakeholders to strengthen networks and create a conducive environment for co-operatives to provide better livelihood to farmers.



To learn more about the Project please visit the following website: <https://investcoopindonesia.weebly.com/>

## Our Partners

INVEST Co-op Indonesia project is being implemented by CDF Canada in partnership with the following organizations:

- **KOSPERMINDO**, a primary marketing co-operative based in Makassar, Indonesia, that maintains business relations with national and international companies and has the vision of becoming a prominent trade center of seaweed in the world.
- **INKOPDIT**, a national apex body of credit unions based in Jakarta, Indonesia, that functions as a national financial services center to serve more than 900 financial co-operative centers throughout Indonesia, having become one of the largest non-bank financial institutions in Indonesia.
- **MI**, a technical institute within a large -18,500 students- and multidisciplinary university based in St. John's, Canada, that provides education, training, applied research and industrial support in the aquaculture and fisheries, maritime and ocean technology sectors.

## Your Assignment - Activities and Deliverables

The INVEST Co-op Indonesia project is designed to provide support to primary aquaculture producers on production, marketing and financing aspects. The farmers have already been trained on the Best Aquaculture Practices and production techniques, co-op governance, business plan development, financial literacy, and warehouse receipt system (WRS) implementation. At this point, the farmers have started demonstrating production growth and improved quality of seaweed, milkfish and shrimp (SMS), and their co-ops are providing better services to members (and communities at large). Business relationships and seaweed trade transactions are being developed with the marketing co-op KOSPERMINDO and other potential buyers.

The project also facilitates the moving up the value chain of the aquaculture farmers. Individual members of the primary co-ops have already established a small-scale production of aquaculture snacks such as seaweed crackers, jelly and shredded milkfish. These producers are in the process of receiving governmental registration of their production and have also applied for HALAL certification. However, the products are mostly produced on irregular requests by small clients and, in combination with the lack of marketing experience, it does not allow to scale up the production and to generate a stable income. Besides, on the commodity side, co-ops lack experience in marketing as well. The possibilities for other income generating activities for the primary co-op members, as well as an assessment of the initial plan of the KOSPERMINDO to start large-scale seaweed processing and production of food products should be assessed and rationalized.

## Objectives

The specialist will work with the seaweed, milkfish and shrimp producing and marketing co-ops in South Sulawesi, Indonesia, and will be partnered with local consultants to identify new market opportunities for different crop value-chains, and to develop sound marketing and business strategies for processed products and selected commodities produced by co-op members. In addition, the specialist will also develop branding and marketing guidelines with the co-ops to raise their marketing position and competitiveness, while following the regulatory procedures.

The volunteer will work closely with the Project Coordinator, local consultants and the KOSPERMINDO management team on the following set of objectives:

- One-day visits and discussions with each INVEST Co-op Indonesia primary producer co-op and with KOSPERMINDO to understand the different crop value chains, available resources, business plans, existing strategies and bottlenecks of each co-op. During these visits, the Volunteer will have the possibility to discuss existing crop value chains in the project location with the local project representatives and local consultants.
- Two-day market assessment through meetings with various stakeholders and market players (such as retailers, resources network PT (JASUDA), governmental agencies, processors) will be organized to assess business opportunities, taking into considerations aspirations from primary co-ops. Visits to the

local markets and retail stores will be conducted.

- One-and-a-half-day workshop with each primary co-op and with KOSPERMINDO to finalize / develop operational and marketing/business plans for processed products and selected aquaculture commodities. Guidelines on marketing and branding strategies for processed products to be developed by the Volunteer. The workshop will also be enriched with the expertise on food safety and business development. Core participants will be the co-op members, including those involved in processed food production, other income generating activities (IGAs), co-op managers, board members, and supervisory members. Other co-op members (and potential members) may be invited to increase their understanding of the future co-op development in regard to marketing activities. KOSPERMINDO members (non-INVEST Co-op Indonesia beneficiaries) will be invited as well.

## Deliverables

The Volunteer prepares a Report (in English) with the following outlines:

1. Executive summary
2. Description of the process and preparation
3. Highlights from the series of the workshops with each INVEST COOP producer co-ops.
4. Highlights from the KOSPERMINDO workshop (The content should cover the process, tools, discussions, agreements reached, and follow up actions - by who and when)
5. Market analysis, opportunities and risks mitigation strategies per product / commodity
6. Guidelines on marketing and branding strategies
7. Conclusion, and recommendations for the next steps

The specific activities of the assignment include:

- Participate in CDF Canada's volunteer orientation process (both online, via SKYPE and possibly at CDF Canada's offices in Ottawa) prior to travel to Indonesia.
- Local team introductory and preparational meeting, follow up meeting on the progress in second-tier co-op KCC organization since the CDT#4 Mission in May 2018, travel to four regencies of South Sulawesi (Takalar, Jeneponto, Bantaeng, and North Luwu) for the Focus Groups Discussions with each producer co-op and the five-day workshop with KOSPERMINDO. Agenda to be determined prior to the mission in collaboration with local project staff who will accompany the volunteer throughout the mission.
- Prior to return to Canada, debrief the project team (local and Canadian counterparts) on main activities of the mission and overall conclusions, as well provide any recommendations.
- Submit In Kind Form to CDF not later than last business day of the month.
- Keep all receipts, keep track on CDF expense form and submit it to CDF.

## Qualifications

- Background and proven experience in marketing and/or business.
- Knowledge of marketing of agriculture or aquaculture products.
- Experience creating marketing strategies or plan.
- Experience creating and facilitating group learning/training sessions.
- Experience working with farmers and rural community groups.
- Knowledge of community participation methodologies.
- Preferably, some experience working in Indonesia or another developing countries context.
- Knowledge of co-operatives is an asset.
- Knowledge of international phytosanitary standards (SPS) and other requirements for agriculture/aquaculture products to access markets is an asset.
- Demonstrated ability and interest in communicating and interacting effectively with people of a different culture.

## Terms and Conditions

This is a voluntary assignment. CDF Canada supports volunteers through the provision of a comprehensive package designed to cover a modest and healthy lifestyle, while allowing for effectiveness in the placement:

- Return international and domestic airfare.
- Ground transportation.
- Accommodation.
- Meal and incidental allowance.
- Visa-related costs (if needed).
- Travel insurance.
- Vaccination-related costs (if needed).
- Dedicated interpreter/translator (if needed and depending on the position and duration of the assignment).
- Pre-departure support and orientation.
- Support and orientation during the assignment.
- Debriefing upon completion of the assignment.

### **E-volunteering**

Depending on the nature of the placement, volunteers are encouraged to provide **e-volunteering** support to our local partners or CDF Canada before or after their placement. Volunteers also have the option of requesting support from an e-volunteer to help them with their work while they are in placement.

### **Engaging Canadians**

CDF Canada provides technical and logistical support to young and experienced professional through volunteer assignments to apply and gain new skills and knowledge in international co-operative development. We ask each volunteer, regardless of placement duration, to share her/his experience during and/or upon completion of their assignment either in the country of assignment and in Canada. Experience may be shared through providing human interest stories and photographs that can be used for social media outreach; participating in organized talks at universities or other public engagement activities to share and tell their experiences to motivate others.

### **Application Process**

Please submit a resume and letter of intent by **July 22, 2019** to [apply@cdfcanada.coop](mailto:apply@cdfcanada.coop). You must be a Canadian citizen or permanent resident. Successful candidates will be required to obtain a police-check from their local police/RCMP detachment. ***All applicants are thanked for their interest in CDF Canada; however, only those selected for an interview will be contacted.***