

Terms of Reference for

RFP for Market Analysis and Marketing Tools Development Aquaculture Microinsurance Product

Assignment location: Indonesia

Contract Date: February 4, 2019

Apply by: January 24, 2018

Introduction:

The Co-operative Development Foundation of Canada is seeking a qualified consultant or consulting company to conduct a market analysis for developing an aquaculture microinsurance product to be piloted in South Sulawesi, Indonesia. Given the relative lack of insurance products focusing on aquaculture, the analysis will focus on identifying the types of aquaculture insurance products needed by smallholder aquaculture farmers, attitudes of farmers towards insurance including willingness and ability to pay, current awareness and understanding of means to mitigate risks in aquaculture farming.

A team of CDF and their local partner, ACA Asuransi and an aquaculture expert will be present to assist with the assignment.

The INVEST Co-op program is a four-year, CDN \$18 million initiative funded by Global Affairs Canada with a CDN \$4 Million contribution from CDF. The program takes an integrated, co-operative approach; benefiting producers by increasing production, productivity and access to markets and financial services in Indonesia, Malawi, Mongolia and Peru. In Indonesia, INVEST Co-op is introducing aquaculture practices that are resilient to climate change and increase quality and yield of production. Support is also being provided to farmers to improve access to financial services and markets through their co-operatives. By training the co-operatives in the seven basic principles (in alignment with the International Co-operative Alliance ICA), the project aims to enable co-operatives to be profitable, sustainable, and to run gender-equitable businesses by strengthening their institutional capacity to serve their members better. Aquaculture microinsurance will also be developed to protect the farmers against financial impact of losses due to weather disturbances. Activities will promote collaboration with governments, private companies, business associations, research institutions, and other stakeholders to strengthen networks and create a conducive environment.

Description of the Assignment:

The assignment has two phases and will include the following activities:

Phase 1:

- Liaise with the project team and local partner to refine the methodology
- Interview the local partner and aquaculture expert for better appreciation of aquaculture practices possible microinsurance needs of farmers and potential product offerings
- Research on aquaculture microinsurance products currently on the market

- Conduct field work and focus groups to determine the level of understanding of aquaculture microinsurance among the target group and the aspects of their production that require insurance
- Report and present findings to the project team and local partners

Phase 2:

- Research existing best practice marketing strategies used by other organizations in the country
- Determine the most appropriate media for promoting the microinsurance product developed for the target group
- Develop and test pilot prototype marketing materials with CDF Canada staff, partners, and selected groups within the pilot co-operatives
- Finalize and deliver the marketing materials and a brief report on the findings of the research conducted with recommendations on how to move forward with marketing for the full product roll-out in mid-2019

Key Research Questions:

- What are the aquaculture farming practices in South Sulawesi and the risks involved in production?
- How does climate change affects aquaculture farming? Specifically related to rainfall, wind direction and speed, wave condition?
- What are the production hazards that the farmers would like to ensure?
- How much is the price that farmers are willing to pay for a microinsurance product?
- In the course of the analysis, what are the other factors that need to be considered in developing microinsurance products for aquaculture?
- How can the microinsurance product be best promoted in a way that is clear, transparent, understandable, and embedded in the wider context of risk management?
- What are the most innovative and successful marketing methods currently being used in the country that would be appropriate for this product?
- How can we scale up the marketing campaign?

Proposed Approach/Methodology

The approach should be inclusive and iterative, including CDF staff, their partners, and representatives from the target co-operatives to design and implement the project. A combination of document reviews, market research, focus group discussions and key informant interviews should be used in an iterative manner to build the case for developing aquaculture microinsurance product. The data collected and the methodological approach used should be gender-sensitive in nature, considering such aspects as the time and location of surveys and focus groups, and the gender of the enumerators.

Proposed Timeline and Deliverables:

Timing for this consultancy is critical. The INVEST Program is winding down by end of 2019. As such, it is important to complete the analysis by the end of February to give way for the development of the microinsurance product in March and develop the communication tools in May.

Deliverables	Due date	Estimated number of days
Submit proposal and draft workplan	January 21	
Sign contract	January 31	

Document review and participation in group calls	February 1 -6	2 Days
Field immersion plan– with survey instruments, research schedule, and data collection tools (In-country)	February 8	2 Days
Field research	February 11-22	10 Days
Key findings presentation (including document/market research and field research findings)	February 26	4 Days
Draft key findings and recommendations on the market research	February 28	4 Days
Focus group discussion on microinsurance promotion and delivery	May 2-3	2 days
Co-creation session with CDF Canada and partners	May 6	1 day
Prototype development	May 7-10	3 days
Rapid prototype testing	May 13-15	3 days
Draft key findings and recommendations on marketing tools	May 16-20	3 days
Final materials and recommendations	May 21-22	2 days
Final report	May 24	1 day

Consultant(s) Expertise and Qualifications:

- Advanced university degree in a relevant field (Masters; PhD)
- Demonstrated professional experience conducting market research for microinsurance products with experience using surveys and a variety of participatory methodologies in the field
- Proven experience in designing gender-inclusive studies
- Knowledge of microfinance as it pertains to the co-operative sector
- Educational background in social sciences, international development, gender and development is an asset
- Excellent oral and written communication skills in English
- Demonstrated understanding of the Indonesian culture is an asset
- Excellent analysis and report writing skills
- Ability to travel

CDF encourages local Indonesian consulting teams to apply.

Compensation:

Compensation will be commensurate with experience. Travel and related expenses must be pre-approved and will be reimbursed in accordance with guidelines specified in the contract.

Submissions:

Please send a proposal and CVs outlining key qualifications, comments on methodology, fee expectations, and a brief writing sample by **January 21ST, 2019**. Only shortlisted candidates will be contacted.

Submission to be sent to Jean Roxas at jroxas@cdfcanada.coop