



## TERMS OF REFERENCE

<b>Job Title:</b>	Individual national consultant(s) to deliver trainings and training materials to producers and exporters in fresh fruits, members of the Aid for Trade beneficiary associations, for topics of major interest, as per the list of training listed in the current TOR
<b>Important note:</b>	Individual consultant(s) shall clearly stipulate to which LOT(s) they apply, please refer to Annex 2
<b>Duty Station:</b>	Chisinau, Moldova with missions to selected locations, primarily in the North of the Republic of Moldova (Briceni, Edinet, Orhei)
<b>Project Reference:</b>	Improving Trade and Productive Capacities of Moldovan Fresh Fruit Producers
<b>Type of Contract:</b>	Individual Contract (IC)
<b>Duration of Assignment:</b>	<b>Up to 3 working days for preparatory activities, 1-3 working days to deliver the training(s) (depending on the LOT - see Annex 2), and up to 2 working days for follow-up activities. The trainings are to be delivered during May-November, 2013.</b>

### Background:

The “Improving Trade and Productive Capacities of Moldovan Fresh Fruit Producers” project is funded by the Aid for Trade regional initiative and implemented by the United Nations Development Programme in Moldova, in collaboration with Moldovan Investment and Export Promotion Organization (MIEPO). The project helps fresh fruit producers and exporters to improve their international competitiveness and market access externally, both in the CIS and in the EU markets. The Project focuses on the promotion and pilot implementation of new technologies and practices that have the greatest potential to address the needs of the fresh fruits sector in terms of (1) improving product quality, (2) insuring product safety, (3) reducing unit costs and (4) increasing product shelf life. At same time, it provides tailored trainings on various topics that will contribute to better implementation of modern technologies, increased export capacities and knowledge of foreign markets, improved communication and negotiation skills, among others. It also supports the producers and exporters to participate to international and regional trade fairs and exhibitions, so that to promote local produce and get

into direct contacts with producers and exporters of similar commodities and technologies from other countries and regions.

In order to meet its overall goal, the Project announces a competition for individual national experts able to deliver tailored trainings on the topics listed under Annex 2 to the current TOR, on the basis of the European or international best practices, by using and adapting modern teaching curriculum and combining theoretical session with fully or partially demonstrative sessions on the ground.

### **Objective:**

The objective of this consultancy service is to select and hire independent national consultants to develop new or adapt existing teaching modules and train Moldovan producers and exporters in fresh fruits on the topics listed under Annex 2 to the current TOR. Trainings shall be tailored to the needs of the local producers, mandatorily include theoretical and demonstrative sessions. Trainers shall take into consideration the best available regional or international teaching/training practices in the field and rely on well-structured teaching modules and materials.

The trainings component of the Project is directly linked to the ongoing Aid for Trade GRANT SCHEME PROGRAMME (GSP-2013), through which the Project will support producers to implement modern technologies aiming at (1) improving product quality, (2) insuring product safety, (3) reducing unit costs and (4) increasing product shelf life. This means that national consultant(s) shall closely collaborate and interact with producers, which are part of such Programme, and tailor the training modules so that to incorporate relevant subjects and demonstrative exercises.

### **Scope of work and expected output:**

In order to achieve such objective the consultant shall:

- Develop new or adapt existing training module(s) on the topic(s) listed under Annex 2 (the training module(s) shall comprise all teaching materials needed to conduct the training and, upon necessity, list of training materials for demonstrative purposes);
- Share the training module(s) with the Project and incorporate relevant comments and suggestions, so that to fully reflect the needs of the producers/members of the client associations;
- Develop the final version of all training materials needed to conduct the training, both its theoretical and demonstrative parts;
- Develop the list of training materials for the demonstrative sessions and undertake, in close collaboration with the Project, the sourcing of such materials on the regional market, ideally on the Moldovan market;
- Provide the training session(s) in line with the time schedule agreed with the Project; ensure that each training is conducted at highest standards and collect feedback from the participants;
- Report on the conducted trainings and eventually fine-tune the teaching materials that will ultimately rest with the client associations and members;

- Actively participate in undertaking all needed logistical arrangements, so that to ensure qualitative trainings and consistent follow-up.

### **Generic deliverables:**

	<b>Deliverable</b>	<b>Timetable</b>
<b>1.</b>	Draft training module(s) developed and shared with the Project and client associations; list of needed demonstrative materials developed and shared; needed sourcing of such materials performed on the regional, ideally local market.	At least 2 weeks before the scheduled date for training, see Annex 2
<b>2.</b>	Training session(s) provided to the clients.	Depending on the specific topic, see Annex 2
<b>3.</b>	Report on conducted training session(s), ensure consistent evaluation and follow-up, and deliver the fine-tuned final training module to the Project.	Within 2 weeks after the completion of the training and depending on the date for training, see Annex 2

Note 1: Deliverables are subject to amendment based on eventual further consultations with client associations; further guidance and amendment of the deliverables may be undertaken during the assignment, as needed and discussed.

Note 2: For details on the timetable, please always refer to Annex 2 of the current TOR.

Note 3: When applying to the current competition, individual consultant(s) shall clearly stipulate to which LOT(s) they apply. Individual(s) can apply for several LOT(s) in one single application. In such cases they will be selected according to the below qualifications and by taking into consideration their overall qualification under each LOT(s).

### **Organizational Setting:**

The national consultant(s) will work under the supervision of the Project Manager. The Contractor will work outside the project office. The Project and the client associations will offer logistical support for the implementation of all training activities.

### **Inputs:**

The Project personnel will provide the consultant with the necessary information and materials for the fulfillment of tasks and will provide support in facilitation of the necessary meetings. The Project will also offer templates for the reporting on training activities.

## **Qualifications:**

### *Education:*

- University degree in Agronomy, Horticulture and/or other relevant fields. Post graduate education will be considered as a strong asset;
- National or international certification(s) in training or ToT(s) is a strong asset.

### *Experience and Skills:*

- Proven extensive experience (at least 5 years) in the implementation/administration of training activities for producers and exporters in fresh fruits; minimum of 3 years of proven experience in trainings on the specific selected topic(s), as per Annex 2 to the current TOR;
- Proven extensive knowledge of the advanced technologies and equipments in fresh fruits production and export promotion;
- Skills in delivering high-standard trainings tailored to the specific needs of the target audience; flexibility and creativity in delivering trainings and seminars;
- Developed skills in communication with various stakeholders in private sectors;
- Excellent skills in organizing and coordinating training activities;
- Proficiency in written and spoken Romanian and Russian. Knowledge of English will be a strong asset.

## Annex 2: Specific topics as part of the Trainings component

LOT No.	Topic	Key topics to be included in the theoretical/demonstrative modules	Tentative location	Tentative date	Estimated number of participants
LOT 1.	Applied negotiations and communications skills	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ verbal and non-verbal communication</li> <li>▪ specific types of communication activities</li> <li>▪ negotiation styles, styles that influence the negotiation approach</li> <li>▪ know and develop fundamental skills in the field of human relations applied in negotiation</li> <li>▪ models, concepts and techniques that can be applied in different contexts of negotiation</li> <li>▪ apply specific concepts of business communication (identity, image, reputation, advertising, advocacy, media relations, internal communication and communication with business partners, social responsibility, relationship with public authorities)</li> <li>▪ different strategies and methods of communication, negotiation strategies and techniques in various contexts</li> <li>▪ manage crisis communication</li> <li>▪ know the benefits and risks of public communication and media and apply evaluation criteria;</li> <li>▪ planning a negotiation process, prepare and sustain impact presentations in a negotiation process;</li> <li>▪ Select and use appropriate communication ways and means to streamline the negotiation process;</li> </ul> <p>Practical module and simulation exercises shall be described in details by the consultant in his/her technical offer.</p>	Chisinau	15 November 2013	20
LOT 2.	Fruit harvesting – key element for quality assurance	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ Basics of modern harvesting of apples, cherries and plums</li> <li>▪ Peculiarities of harvesting for each of the above commodities separately</li> <li>▪ Key factors for high quality products during the harvesting period</li> <li>▪ Techniques to determine optimal period for fruits harvesting, by each commodity</li> <li>▪ Harvesting rules for each commodity</li> <li>▪ Demonstrative exercises.</li> </ul>	Briceni and Edinet	2 and 9 July 2013, respectively	25 and 25 participants respectively

		Practical module and simulation exercises shall be described in details by the consultant in his/her technical offer.			
<b>LOT 3.</b>	New varieties of plums	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ New types of rootstocks for plum</li> <li>▪ New types/varieties of plums (for processing, fresh consumption, processing)</li> <li>▪ Planting schemes</li> <li>▪ Modern technological features (types of crowns, irrigation, support, among others)</li> <li>▪ The main diseases and pests</li> <li>▪ Return on investment and business planning</li> </ul> <p>Practical module and simulation exercises shall be described in details by the consultant in his/her technical offer.</p>	Orhei and Edinet	1 and 2 August 2013, respectively	25 and 25 participants respectively
<b>LOT 4.</b>	Pre-cooling for stone fruits	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ Benefits of pre-cooling for stone fruits</li> <li>▪ Pre-cooling technologies for plums, cherries and peaches.</li> <li>▪ Return on investment and business planning.</li> </ul> <p>Practical module and simulation exercises shall be described in details by the consultant in his/her technical offer.</p>	Edinet	7 June 2013	25 participants
<b>LOT 5.</b>	Peculiarities of apple growth for long-term storage	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ Stages of fruit development</li> <li>▪ Cell division period</li> <li>▪ Cell elongation period</li> <li>▪ Maturation and death</li> <li>▪ Physiology of fruit development</li> <li>▪ General map of the processes of interaction</li> <li>▪ Storage capacity</li> <li>▪ Influence of growth factors on preserving apples</li> <li>▪ Exchange of substances and ripening fruit</li> <li>▪ Irrigation regime</li> <li>▪ Role of calcium</li> <li>▪ Conditions to ensure needed level of calcium in fruits</li> <li>▪ Long-term storage technology for apples</li> <li>▪ Harvesting terms for apples</li> <li>▪ Determination of fruit pulp density</li> <li>▪ The starch content of the pulp and its location</li> <li>▪ Determination of starch (non-radial and circular)</li> <li>▪ Determination of dry substances</li> </ul>	Orhei, Briceni and Edinet	15, 16 and 17 June 2013	25 participants in each of the three sessions

		<ul style="list-style-type: none"> <li>▪ Indices utilization</li> <li>▪ Fruit collection and storage for storage</li> <li>▪ Types of cold storages</li> <li>▪ Cooling system</li> <li>▪ Temperature gradient of the room</li> <li>▪ Model of air traffic flow</li> <li>▪ Placing containers in room</li> <li>▪ Storage errors and regimes</li> <li>▪ Changing consumer qualities during storage, Shelf Life</li> <li>▪ Consumer value</li> <li>▪ Other methods of influence on the process of storage</li> </ul> <p>Practical module and simulation exercises shall be described in details by the consultant in his/her technical offer.</p>			
<b>LOT 6.</b>	«Fruit Wall» technology	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ Theoretical and practical justification behind the Fruit Wall technology</li> <li>▪ Key advantages and disadvantages</li> <li>▪ Implementation of the Fruit Wall technology in different types of orchards</li> <li>▪ Return on investment and business planning.</li> </ul> <p>Practical module and simulation exercises shall be described in details by the consultant in his/her technical offer.</p>	Orhei, Briceni and Edinet	15, 16 and 17 July 2013	25 participants in each of the three sessions
<b>LOT 7</b>	Effective participation to international and regional trade fairs and exhibitions	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ Effective techniques in participating to international and regional trade fairs and exhibitions</li> <li>▪ Presentation skills</li> </ul> <p>Practical module and simulation exercises shall be described in details by the consultant in his/her technical offer.</p>	Chisinau	23 August 2013	20 participants
<b>LOT 8</b>	Risk management in export activity	<p>Theoretical module, to contain such topics as:</p> <ul style="list-style-type: none"> <li>▪ Risks associated with insurance activity</li> <li>▪ Risks associated with crediting activity</li> <li>▪ Possible ways to mitigate such risks</li> </ul>	Chisinau	29 November 2013	20 participants