



## CONSULTANCY DESCRIPTION

### COMMERCIALIZATION EXPERT – GHANA-CAMEROUN

In charge of facilitating commercialization of products from Green Value Chains and developing Noé's private sector partnerships

#### Context

Created in 2001, [Noé](#) is a non-profit organization whose mission is to safeguard biodiversity around the world. Part of Noé's work internationally aims at developing [sustainable value chains](#) in the surroundings of protected areas, through the rational exploitation of natural resources and a fair income for local communities in partnership with private companies. This program operates by providing technical and financial support to local NGOs to implement projects combining community development with biodiversity conservation.

Noé is currently implementing its **project for the strengthening of commercialization capacities in Cameroun and Ghana**. The project specific objectives are to:

- Contribute to the development of green value chains in and on the outskirts of protected areas;
- Enhance the biodiversity conservation and the sustainable use of natural resources by the communities;
- Strengthen the civil society.

Noé works in partnership with 4 local NGOs and 1 social business in Cameroun, and 5 local NGOs in Ghana around seven protected areas (the Mole National Park, the Ankasa Tano transboundary Forest, the Western Wildlife Corridor and the Atewa Range Forest in Ghana, and the Bénoué National Park, the Dja Reserve and the Mbam and Djerem National Park in Cameroun). The project sees to the support of several green value chains such as beekeeping, organic shea, organic coconut oil, in-conversion and organic cocoa, zero-deforestation cocoa, cashew, moabi butter. One of the key actions to be implemented is to ensure a proper link to the national, regional and/or international market for those products.

As such, Noé is seeking to recruit an international consultant to support its project.

**Location:** someone already based in central or west Africa (ideally in Ghana or Cameroun) with potential travels in Ghana and Cameroun)

**Contract:** Consultancy contract for a maximum total of 30 months, with purchase orders delivered by Noé every 4 months. Noé provides missions fees according to a budget and processes pre-established with Noé.

According to the present TORs and from our budget forecast, expected level of effort should not exceed 150 man days (between 3 and 5 days per months) throughout 30 months.

**Timing of work:** the starting date will be the signatory date of the contract

## Main responsibilities and activities

Throughout the duration of the contract, with the support of the Programme Managers in Cameroun and Ghana and in close collaboration with our partnering NGOs, the consultant, based on purchase orders, will work on the following items:

1. Analyse the overall market situation and sales requirements for the different products in the two countries (Ghana, Cameroun):
  - Identification of national, regional and international marketing channels,
  - Identification of import/export procedures (taxes, costs, port logistics, airport logistics, customs...);
  - Identification of social business engaged in green value chains that could be supported by the project;
  - Identification of relevant actors to answer specific questions;
  - Monitoring of the various national, EU, US and other international regulations.
2. Develop medium and long term commercialization strategies:
  - Contribute to the elaboration of Noé's position and strategy towards the commercialization of the products supported by its programmes in general;
  - Develop a full long lasting commercialization strategy in the countries of the project (which opportunities? Which specific targets? Which scale?).
3. Create new opportunities of commercialization at national and international level:
  - Identification of potential clients for green value chains at international level (in conjunction with Noé's headquarters teams);
  - Identification of potential clients for green value chains at national level in conjunction with Noé's local teams (supermarket distribution...).
4. Bring technical support to our partners (both Civil Society Organizations and social businesses):
  - Support their strategic development, support the development of marketing strategies and differentiation of the products;
  - Strengthen their capacity on marketing and commercialization;
  - Support the determination of the product prices;
  - Support with the lab analysis and other quality testing;

- Participate in national/regional workshops including with other experts and stakeholders, to discuss technical, social, economic, environmental, legal of green value chains products.

## Monitoring and evaluation

Under the overall supervision of Noë's green value chain coordinator based in HQ, she/he will also work closely with Noë's coordinator in Cameroon and in Ghana. She/he will also work with the head of partnerships and communication.

## Expected Deliverables

Deliverables will be described for each purchase order.

## Required Skills

The ideal candidate will be an environmental enthusiast, committed to biodiversity conservation, community based initiatives and sustainable development, and will have the following skills:

- Good knowledge and experience in:
  - Commercialization, marketing and international business in West/Central Africa
  - Organic et fairtrade certifications and processes
  - Cosmetics sector
- A specific interest in local NGO capacity building and community development
- An existing network of buyers/retailers
- Autonomous and practical mind, with good organizational capacities
- Very good interpersonal skills
- Good writing skills and communication ability at meetings and events
- Proficiency in computer tools (Pack Office)
- **Excellent level of English and French** (written and oral) – candidates who do not meet this requirement should refrain from applying as they will not be considered
- **At least 5 years of experience in the field required.**
- An existing network or past experience with regional cosmetic and agri-business companies should be seen as an asset.

*Background:* from BSc to MSc in one of the following or equivalent:

- International commodity business
- Marketing and sells
- Agronomy

## Application

To apply, please send your **CV, cover letter by November 26<sup>th</sup> 2021** and a financial offer (daily fees) to [recrutement@noe.org](mailto:recrutement@noe.org)

Noé reserves the right to negotiate the proposal with the shortlisted candidate