

## **Market orientation**

### **Experts for coaching of Ivorian cooperatives towards local cocoa processing ref. 202411215**

#### **Organisation: The Netherlands Enterprise Agency - Centre for the Promotion of Imports from developing countries**

The Netherlands Enterprise Agency (in Dutch: Rijksdienst voor Ondernemend Nederland, RVO) supports private and public organisations with funding, international business partners, knowledge, and regulations.

More information about RVO can be found on: [www.rvo.nl](http://www.rvo.nl) and <http://english.rvo.nl/>.

The Centre for the Promotion of Imports from developing countries (CBI) is a department of The Netherlands Enterprise Agency and is commissioned by the Ministry of Foreign Affairs of the Netherlands. CBI supports SMEs in developing countries with, among others, export coaching, business coaching and coaching on Corporate Social Responsibility issues.

More information about CBI, how we work and our projects can be found on our website [www.cbi.eu](http://www.cbi.eu).

#### **Purpose of the notification**

The purpose of the market orientation is to identify a coordinating expert, who will form a team of expert(s) in Côte d'Ivoire, and who can lead the CBI intervention in Cote d'Ivoire in preparing Ivorian cooperatives for local cocoa processing.

#### **Extent and duration**

The project runs from approximately February 2025 until January 2026. The project will start as soon as the contract is signed, for the duration of 12 months.

#### **Budget indication**

Maximum €90,000, excluding Dutch VAT and (if applicable) including local VAT and all local costs.

#### **Purpose of the project**

With this CBI intervention, the results, lessons-learned and successes of the OrangeCocoaPro (OCP) combi-track on local processing of cocoa will be scaled and further embedded in the local ecosystem in Côte d'Ivoire (CDI). Within OCP, cooperative CADESA has been selected to be supported in developing local processing.

CBI will work with a larger group of cooperatives in CDI, the 'second movers', and provide them with coaching and capacity building. This will be customized to their needs and their current situation. Topics will include market requirements, export processes, local processing governance, access to finance and CSR-requirements. At the same time, frontrunner CADESA will be encouraged and given a podium to share their successes and lessons learnt. Thereby, this intervention will contribute to the OCP combi-track and reaching systemic change in the Ivorian cocoa sector. Ultimate goal is that the beneficiaries of the CBI project will be prepared for building and/or using their own local processing facility, like the frontrunner CADESA. They will have access to finance, linkages with suppliers of machinery, investors, potential buyers. It will enhance the cooperatives' export market position, and contribute to more jobs and increased income of cocoa producers in CDI.

#### **Results**

Activities of this project are focusing on the following results:

1. Ivorian cocoa cooperatives selected for coaching & technical assistance ;
2. Selected cooperatives have received coaching and technical assistance on the following topics: Export marketing & process, resulting in EMP and local processing plan, local processing (safety, quality control, marketing), Product quality improvement (including fine flavour cocoa), Meeting buyer requirements, strengthening internal governance (in

collaboration with Agriterra), Access to Finance (in collaboration with Agriterra), improving traceability through digitization (in collaboration with Agriterra), CSR policies and practices, CS3D and EUDR (in alignment with other organisations providing support on this);

3. Technical Assistance will also include making linkages with other combi-track consortium partners of CocoaTech d'Ivoire like InvestInternational, RoyalDuyvis Wiener, LC Packaging, etc.;
4. CADESA shares lessons learned from the CocoaTechD'Ivoire initiative with other cooperatives in the sector in various sessions;
5. Lessons learned by the CBI supported cooperatives are shared with rest of sector and embedded in the knowledge and learning program.

## **Activities**

Activities will include:

*Phase 1* Select beneficiaries for the CBI interventions

Coop requirements:

- Create a list of requirements that coops should comply with (willingness to further invest in local processing, governance, finance, etc)

Coop Audit & Selection:

- Check the list of coops audited by Agriterra for the combi-track
- Check the list of other coops that Agriterra works with
- Find possible other coops that could be second movers
- Do the audit
- Together with the CBI programme manager decide which companies are eligible for the project

*Phase 2* Capacity building to coops to prepare them as second movers (after frontrunner CADESA) in the transition in CdI towards more local processing.

These trainings should be customized to the relevant coop, since the coops differ in their level of competency across different areas. Some examples are provided below:

- Governance structures
- Export marketing & process, resulting in EMP and local processing plan
- Local processing (safety, quality control, marketing)
- Product quality improvement (including fine flavour cocoa)
- Market intelligence
- Climate smart cocoa farming and quality improvement
- Meeting buyer requirements, learn on import restrictions/regulation on end products (EUDR/CS3D)
- Attracting investors
- Matchmaking activities with EU buyers who are interested in (semi-) finished processed Ivorian cocoa materials
- Linkages with other combi-track consortium members for Access to Finance (Invest International, IDH FarmerFund), customers (JS Cacao, Tony's), machinery (DuyvisWiener), LC Packaging.
- OPTIONAL: Training on the implications of EUDR/CS3D for selected cooperatives under this intervention, but also for other interested cooperatives/sector stakeholders.

*Phase 3*

- Start Practitioners Group about local processing, using the platform of ASPCA, Association of the Presidents of the Cooperatives; to learn from each other, to disseminate good practice/failures; for CADESA to demonstrate the viability of their approach.
- Start wider Practitioners Group for the full sector, where CBI beneficiaries and CADESA can share their lessons learnt with the rest of the sector in CdI

General:

- Update and align with CBI programme manager (PM) regularly
- Align closely with Agriterra in all activities, not to duplicate interventions
- align with the CocoaTech D'Ivoire project and the development of CADESA's factory

- Align with EKN Abidjan if necessary
- Reflect with CBI on the findings and propose recommendations

The expert will be requested to form a team with other experts available in Ivory Coast. He/she will have a coordinating role, have good oversight over all activities, and will be the focal contact person for CBI.

### **Required Skills/ Experience**

The expert should indicate that she/he and her/his team:

- Have a demonstrated network in the cocoa sector and possess knowledge of processing cocoa in CDI
- Have understanding of the Ivorian politics and context
- Have experience with logistical support such as facilitating and hosting (multi-)stakeholder meetings and workshops
- Have experience in identifying new experts available in CDI, if these are not present in current network
- Experience with access to finance for cooperatives and investment climate
- Have experience with setting up a Community of Practice or Practitioners Group, to enable the sector to share lessons learned
- Have connections with EU buyers who are interested in (semi-)finished processed Ivorian cocoa materials
- Have knowledge on EU import requirements and regulation
- Have experience with project coordination and planning
- Have experience in hosting and conducting workshops
- Is capable to be present at location in Abidjan upon demand to be able to arrange logistics and workshop facilitation
- Have experience with coaching of cooperatives
- Have experience with budget management
- All experts are proficient in French
- Demonstrate gender sensitivity

### **Application procedure**

As a result of the market orientation, the organization (RVO.nl) can decide to start a follow-up process. Interested partners can be invited to this process to make a request for proposal. If more than 5 applicants respond to the market orientation, a supplier selection will take place on the basis of a selection prior to the request for quotation. It is anticipated that this process will result in a framework agreement.

In case of a follow-up process, no distinction will be made between parties that have or have not participated in the market orientation.

### **Application**

Interested companies are invited to send an expression of interest to Leonie Verhoef of the Procurement Office by sending an e-mail to [leonie.verhoef@rvo.nl](mailto:leonie.verhoef@rvo.nl) with copy to Ms Anne-Marie Roorda [aroorda@cbi.eu](mailto:aroorda@cbi.eu). Please state the name of the contact person of your company and his or her e-mail address. Please also confirm your expert team meets all above mentioned Required Skills/ Experience or fill in the attached response form.

You do not have to send any documents; please only send a short message including your company information, address and your curriculum vitae (CV) that you are interested.

**Deadline**

The deadline for responding to this market orientation is set at **31 December 2024**.

Yours sincerely,

Leonie Verhoef  
Procurement Consultant

**Procurement Office**  
**Ministry of Economic Affairs and Climate Policy**  
**Netherlands Enterprise Agency**