

Terms of reference
Mapping of the binational value chain for the craft sector
in Haiti

1. General Information

1.1 Beneficiaries

The beneficiaries of this call are stakeholders from the private sector of the Republic of Haiti from the craft sector.

1.2 Contracting authority

Caribbean Export Development Agency.

1.3 Relevant information

The governments of the Dominican Republic and Haiti as well as the European Union have entrusted the Caribbean Export Development Agency (Caribbean Export) with the implementation of the “Trade and Private Sector Component” of the Binational Cooperation Program between Haiti and the Dominican Republic under the 11th European Development Fund (EDF) FED /2018/399-379. This component seeks, on one hand, to improve the general business and investment climate in Haiti and the Dominican Republic and, on the other hand, to enhance the international image and perception of the two countries.

The program has three (3) main objectives :

1. To promote more balanced and formal trade exchanges between Haiti and the Dominican Republic;
2. To improve the quality of goods produced in the two countries and the competitiveness of companies by paying particular attention to the following three (3) value chains: cocoa / chocolate; essential oils / cosmetics; and Handicraft/fashion/accessories/jewelry;
3. To Consolidate institutional cooperation between Ministries dealing with trade affairs and Customs Administrations, as well as dialogue between the public and private sectors as well as within the private sector.

In view of the 2nd objective, Caribbean Export will seek to develop and/or strengthen the binational crafts/fashion/accessories/jewelry value chain. The Agency will ensure the development of a cartographic study of the binational value chain in order to be able to use tools useful to the sector serving to promote craftsmanship as a cultural heritage with the perspective of supplementing the tourist trade offer of the two countries.

Therefore, the next advisory mission will be to work on the production of an album mapping the craft sector in Haiti as well as the artisan villages that facilitate the creation of this value chain.

1.4 Referral and other donor activities related to the program

As part of the 10th Binational EDF Program, Caribbean Export, in collaboration with its binational partners, has decided to work on the development of a strategy to maximize the export potential of both countries (the Dominican Republic and Haiti). It is for this purpose that the Program funded a research work on the identification and mapping of value chains of high-potential sectors for the two countries entitled "Identification and Mapping of Binational Value Chains within high-potential sectors between Haiti and the Dominican Republic". The report describes and analyses the craft value chain in each of the two countries, and it encompasses areas of potential collaboration between the two countries in the relevant sector.

The Cartographic Study will also take into account the findings of the Binational Diagnosis of Handicrafts between Haiti and the Dominican Republic conducted last summer. Through this report, it was a question of identifying the positioning of the stakeholders including their commitment, their supply capacity, their importance on the market and their position within each country in order to develop the Chain Strategy. of Haitian Value and the binational Action Plan.

In addition to this these reports, Caribbean Export also worked on the creation in December 2020 of the Virtual Drawing Center with access to 3D technology at the National Handicraft Center of the Dominican Republic (CENADARTE).

Strengthening technical and financial capacities is undoubtedly the key to the development of small and medium-sized enterprises (SMEs), it is also a crucial issue in job creation and economic growth in both countries. To this end, Caribbean Export works continuously to support and encourage intra and extra regional trade as well as the exchange of good practices in the craft sector in Haiti and the Dominican Republic, by providing technical and specific training, by promoting dialogue. within the private sector between the two countries, and this with the specific aim of helping to create the craft cluster in Haiti and the Dominican Republic and the Haitian-Dominican cooperation platform.

The Caribbean Export Development Agency (Caribbean Export) has been leading for several years various initiatives focused on programs aimed at strengthening the competitiveness of regional small and medium-sized enterprises (SMEs), promoting trade and development within CARIFORUM, to strengthen trade and investment relations between CARIFORUM and the outermost regions of the French Caribbean (FCOR) and the EU's overseas countries and territories (OCTs) in the Caribbean, as well as to promote cooperation stronger trade and investment between the Caribbean Community (CARICOM) and the Dominican Republic.

Haiti is renowned for its craftsmanship and the folklore origins of its creations. Its production reflects the diversity and richness of this value chain. Many studies have been carried out in

this area, we can mention among them, the sectoral mapping of Haitian production which was directed to 5 departments and carried out by the Chamber of Craftsmen and

professions. These reports make it possible to have an approach allowing to have a clear and precious perception of the production of the niche sectors of the artisanal sector on the whole of the Haitian territory and will also be complementary to the national cartography of the value chain of the craft industry in Haiti.

2.0 Objective, goal and expected results

2.1 General Objective

The general objective of this advisory mission will be to develop the cartographic study of the value chain of crafts in Haiti. This study should find out about the direct actors in the chain (producers, processors, wholesalers, retailers, etc.), indirect actors (suppliers of financial services, storage, transport, inputs, equipment, etc.), the specificities of Haitian crafts, production spaces, their stories, their folklore as well as the environment in which the chain is inscribed with regard to the actors and beneficiaries.

More specifically, this mapping should collect the following information with actions which should include:

Characterization of the elements that constitute the cultural heritage of Haitian craftsmanship.

The techniques and expressions of its products, the uniqueness of each production area, the social reality of artisans including the legal framework.

The search for the folkloric origins of the elements of Haitian craftsmanship

Link the different artisan expressions to Haitian folklore, natural resources and the tourist offer of each region of Haiti and the island.

The search for the historical origins of elements of Haitian craftsmanship

Highlight the identity of each community in the Haitian handicraft production area through images while highlighting the historical cachet of the context, production techniques, designs, colors and target markets

2.2 Expected results within the framework of the project

The consultant will be expected to produce the following results:

1. **Report 1 / Report on the preparatory meeting:** this report will include the report of the scoping meeting with the project team which would have made it possible to cross-read the TDRs and the technical note in order to refine the consistency between the request and the proposal as well as the affinity and details of the methodological approach.

2. **Report 2** - Characterization of the elements that constitute the cultural heritage of Haitian craftsmanship.
The presentation model of the detailed album of the cartography of crafts in Haiti, it is expected to provide details on the data related to the location of the actors (production basins, etc.), the typology of the actors.
3. **Report 3 – Final report** – Presentation of the Final Catalog (Illustrated Album) reflecting the search for the historical origins of elements of Haitian craftsmanship. Highlight the identity of each community in the Haitian craft production zone through images while highlighting the historical cachet of the context, production techniques, designs, colors and target markets

All reports will be written in French and English.

3.0 Assumptions and Risks

3.1 Assumptions underlying the project

Stakeholders will ensure the necessary support to the consultant (s).

The schedule must be established in such a way as to allow the accomplishment of the mission.

Relevant data and information will be available so that the research can be undertaken on schedule.

3.2 Risks

Risk analysis should take into account possible delays in data collection due to reluctance on the part of the stakeholders involved to provide information or participate fully in assessments, as well as consider possible delays caused by other reasons.

4.0 Scope of the work

4.1 Specific activities

In order to obtain the expected results, the consultant (s) must carry out at least the following activities:

1. Characterization of the elements that constitute the cultural heritage of Haitian craftsmanship. The search for the folkloric origins and the historical origins of the elements of Haitian craftsmanship. The photography of images at the level of each community by showing the historical cachet, the production techniques, the designs, the colors and the target markets.

In-depth empirical and scientific literature search Present the final report in Printed album form and in electronic format.

4.2 Project management

The Caribbean Export Development Agency will be responsible for the management and coordination of this project, together with the key stakeholders, namely the Ministries of Commerce and Industry of Haiti and of DR, National School of Arts (ENART), National Office of Handicrafts (ONARTS) National Center for Handicrafts DR (CENADARTE), Ministry of Tourism and Creative Industries of Haiti, European Union, BONFED, DIGECOM, FEDOCAMARAS and CCIH.

4.3 The Deputy Director of the Binational Program will take overall responsibility for the project and inform the Program Steering Committee of the progress of the project. The day-to-day supervision of project activities will be the responsibility of the Senior Advisor in charge of private sector development of the Haiti-RD Binational Program (based in Haiti).

5. Logistics and schedule

5.1. Situation

The mission is assigned within the framework of the Dominican Republic - Haiti binational Program, but its implementation will not necessarily require a permanent physical presence in the two countries.

5.2. Duration

The assignment must be carried out over a period of 80 working days spread over a maximum of 130 calendar days.

5.3. Start date and execution period

The work is to start in August 2021 and be completed in December 2021.

6. Conditions requisites

6.1. Staff

6.1.1 This call for applications is open to consulting firms and individual consultants with experience in the services described above. The lead consultant should have extensive experience in the value chain industry and must meet the following profile:

- University degree in management, development, social sciences, capacity building, or other related fields related to the work to be performed

- Knowledge, relevant technical expertise and experience of at least 10 years in the field of value chain development and development of strategic documents, facilitation of training / workshops or institutional strengthening
- Experience in carrying out at least two studies on value chains and supporting PMEs
- Strong commitment to strengthening the capacities of partners, with the will to adopt a participatory and consultative approach and intercultural coordination;
- Good knowledge of the trade and development situation in the Caribbean, and in particular the export challenges faced by businesses in the region
- Be fully available during the completion of the contract
- Excellent presentation and communication skills (oral and written).
- Very good knowledge of Spanish, French and Creole.
- Applicants must be nationals of an ACP country (Africa, Caribbean, Pacific) or of a member country of the European Union or represent a company headquartered in one of these countries.

6.2. Required documents

Applicants must at least present the following documents:

1. Proposal comprising at least: company profile, understanding of the project and methodology, list of available experts and their qualifications, schedule / Gantt chart of activities and detailed budget proposal
2. Document certifying citizenship in the case of individuals or the establishment of the head office in the case of companies.

Offers must be submitted in both languages Spanish and French.

Once the consultant has been selected, no changes can be made to the organization chart presented.

7. Reports

7.1. Project visibility

The logos of the European Union, Caribbean Export, as well as Haitian and Dominican public institutions participating in the initiative must appear on the strategy.

7.2. Reporting conditions

7.2.1 Le consultant devra présenter les rapports suivants :

- **Preliminary report:** it will be presented within a week of signing the contract and will involve a preparatory meeting with Caribbean Export to discuss the report. This will clearly define the approach and methodology to be used in order to carry

out the mission as well as any modification or suggestion deemed suitable, jointly with Caribbean Export, for the smooth running of the same.

- **A detailed mapping report with the characterization of the elements that constitute the cultural heritage of Haitian craftsmanship and the analysis of the crafts sector**, it is expected to provide details on the data related to the number and location of actors (production basins, etc.).
- **A report with the research of the folk origins of the elements of Haitian craftsmanship and the in-depth empirical and scientific documentary elements** linking the different artisan expressions to Haitian folklore, highlighting the identity of each community in the production area of the Haitian craftsmanship through images while highlighting the historical cachet of the context, elaboration techniques, designs, colors and targeted craft markets in Haiti and the merged presentation of all consultation reports.

Reports must be submitted in both languages Spanish and English.

The work produced by the expert (s) will be the property of Caribbean Export and the other members of the Steering Committee.

7.3. Submission of applications

The various documents to be produced mentioned above should be submitted to the senior advisor in charge of private sector development of the Binational Program based in Haiti.

Applications must be submitted no later than 5:00 p.m. (Haiti time) on July 29th, 2021 to the following email address kmarseille@carib-export.com with the reference **“Haitian Handicrafts Mapping”**.

8. Supervision and evaluation

8.1 Definition of indicators

The level of execution of the project will be assessed on the basis of its complete and satisfactory completion, as well as the timely submission of the documents described in section 2.2 and the results specified in the work plan. Observations made in respect of the reports submitted on the work in progress, apart from acceptance, will not constitute conditions for the continuation of the project.

8.2 *Special conditions*

Any