

Improving export potential of Jordan's flower producers

Decent Work in Jordan's Floriculture Sector

Terms of reference

Introduction

The agriculture sector in Jordan provides a critical source of sustenance and income, particularly for the poorest segments of society. The Government estimates that 25 percent of poor households rely on the sector for a source of income¹. These households include a large number of refugee and migrant workers. Since the inflow of Syrian refugees in 2013, the sector has seen more Syrian workers on farms that were traditionally dominated by Egyptian and other migrant workers.² While its overall contribution to GDP is modest (4 percent), the sector has doubled its share of GDP over the last 5 years (from 2 percent)³, largely as a result of growing domestic demand.

The informal nature of the sector makes application of national labour legislation and international labour standards challenging, and near impossible to monitor. Evidence from a 2018 assessment conducted by the ILO shows that most agriculture workers were without contracts, regular payments, social protection or occupation safety and health measures.⁴ Such decent work deficits persist across agricultural sub-sectors, although the floriculture industry has particular characteristics.

The 'Decent Work in Jordan's Floriculture' Project (hereafter, the project) funded by the Australian government, addresses decent work deficits in this subsector. The project aims to achieve its set objectives through applying a compliance model at the farm level, as well as piloting interventions to help producers enhance decent working conditions in their operations and enhancing productivity at the same time. Critical to the achievement of the expected outcome is an environment that introduces adequate incentives and sanctions for producers to comply with environmentally and socially just labour standards.⁵ In order to influence the establishment of such an environment, the project will work closely with trade and export specialists to enhance producers' ability to access markets. This can include marketing assistance, participation in trade fairs and training on new production techniques. Provision of such assistance will be clearly linked to compliance, where non-compliance will hinder access to new markets and render non-complying firms ineligible for assistance under the project.

¹ <http://inform.gov.jo/en-us/By-Date/Report-Details/ArticleId/63/smid/420/ArticleCategory/216/Assessment-of-the-Agricultural-Sector-in-Jordan>

² A Challenging Market Becomes More Challenging: Jordanian Workers, Migrant Workers and Refugees in the Jordanian Labour Market. https://www.ilo.org/beirut/publications/WCMS_556931/lang--en/index.htm

³ <http://www.ssif.gov.jo/UploadFiles/JEGProgramEnglish.pdf?lang=ar>

⁴ Decent Work and the Agriculture Sector in Jordan. Evidence from Workers' and Employers' Surveys. https://www.ilo.org/wcmsp5/groups/public/---arabstates/---ro-beirut/documents/publication/wcms_646170.pdf

⁵ This includes guidelines for a just transition toward environmentally sustainable economies and societies for all (ILO, 2015)

Objective

The ILO is looking to hire a consultant/ subcontractor to provide technical assistance in the support of linking flower farmers/ producers with international and regional market opportunities and help to administer export and production assistance, this will strengthen partnerships with market experts to facilitate growers' access to domestic, regional and international markets

The consultancy also entails the development and dissemination of marketing materials for the floriculture sector to enhance its visibility with national, regional and international buyers.

Main tasks and activities

The consultant/ subcontractor will be responsible for the following tasks:

1. Review the recent Value Chain Analysis report conducted by the project, to draw on relevant findings and recommendations to inform the initiatives and activities of this assignment
2. Conduct interviews with ILO project team and specialists, exporters and investors in the sector, Ministry of Agriculture, key players and importers in potential export markets, and other international stakeholders engaged in the sector such as CBI to conduct an assessment for export market access requirements in order to inform the initiatives and activities of this assignment
3. Based on the findings of the export market access requirements, conduct capacity building for farmers/producers with a view to improving their competitiveness, including for exports
4. Establish (at least three) workshops and partnerships between farmers/producers and buyers or potential buyers to enhance the sector's visibility
5. Develop (at least three) marketing materials for flower farmers/producers, in cooperation with Jordanian Association for Cut Flower & Ornamental Plants (JCFA) and other relevant organizations to be disseminated to potential buyers/investors in the national, regional and international market. Several types of marketing material to be developed including but not limited to videos and printed materials.
6. Disseminate marketing materials to potential buyers and investors in the sector

Timeframe

To achieve the abovementioned objectives, the ILO is looking to hire a consultant/ subcontractor from end April to end June 2022 (TBC).

Deliverables & Payment Schedule

The payments will be scheduled as per the below table.

Each payment will be paid after the submission of the required deliverables, and upon the approval and complete satisfaction of the project manager/CTA.

Deliverable	Date to be delivered by	Payment
Short summary report on export market access requirement assessment	xx	xx



Report on export capacity building for farmers; and on 3 conducted workshops/partnership meetings submitted	xx	xx
Marketing materials developed and shared with ILO and report on distribution list of these materials	xx	xx
Total		xx

Disclaimer

All deliverables will be subject to final revision and approvals by the ILO.

Qualifications requirements: education, experience, and language

Education

- Minimum first level university degree in marketing, economics, agriculture, international development or related field.
- An advanced university degree in agriculture or marketing is an advantage.

Experience & Skills

- Minimum 3 years professional experience in business development position, preferably in the floriculture sector or other agriculture related programmes;
- At least 2 years of work experience in working with international export organisations;
- Proven professional experience in international trade;
- Proven professional experience in private sector development
- Proven experience in designing, developing, and producing marketing materials;
- Proven ability in negotiation skills and to interact with multi partners and beneficiaries; Professional experience in floriculture sector will be an advantage;
- Knowledge on agriculture/ floriculture sector issues in Jordan will be an advantage.

Languages

Excellent spoken and business writing skills in English. Arabic is an advantage.

Supervision

To achieve this, the consultant will report to the CTA who will check and approve the final deliverables.

How to apply

Individuals wishing to apply must submit the below listed documents (in English) via email to the Project Officer at nashawat@ilo.org.

1. Availability
2. Updated CV, and highlighting relevant experience
3. A proposal covering suggested activities with a workplan
4. Detailed financial offer, including number of working days and rate per day in US dollars.
5. Work sample

Emails must use subject title: **ILO.Flori.Export Potential_01/2022**

The deadline for receiving applications is 13 April 2022 COB. Only applications that fulfil the requirements indicated above will be considered.