



Term of Reference

CONSULTANCY ON EUDR COMPLIANCE SUPPORT FOR MAROU CHOCOLATE IN VIETNAM

Project: Circular Economy Cocoa - “From Bean To Bar”

Budget line: 6.1.2.2 | Date: 10.11.2025

Helvetas is an independent development organization based in Switzerland, with affiliated organizations in Germany and the United States. Since 1995, Helvetas has been active in Vietnam, working across various sectors, including Agriculture, Biodiversity Conservation, Forestry, Eco-tourism, and Rural Economic Development.

1. BACKGROUND

Context

Under the SWITCH-Asia program of the European Union, Helvetas is implementing the project “Circular Economy Cocoa: From Bean to Bar.” The project aims to promote circular economy solutions in cocoa and other agri-food sectors, leading to equitable economic growth decoupled from harmful environmental impacts. It is being implemented from 2022 to 2026 across 6–7 key cocoa-growing provinces in Vietnam’s Central Highlands and Mekong Delta regions.

Sustainable certification schemes such as the European Union Deforestation Regulation (EUDR) complement circular economy approaches in the cocoa sector by promoting traceable, deforestation-free, and resource-efficient production, ensuring that value is created with minimal waste and environmental impact across the supply chain. The EUDR requires that commodities such as cocoa and cocoa-derived products placed on or exported to the EU market be demonstrably deforestation-free and legally produced. Achieving compliance demands robust systems for traceability, geolocation data, legality verification, and risk assessment—posing new challenges for producers and exporters in Vietnam.

Marou Chocolate, Vietnam’s leading producer of premium single-origin chocolate, has demonstrated a strong commitment to sustainable sourcing and transparency. Through digital traceability tools and close partnerships with farmers, Marou promotes responsible cultivation and equitable value distribution. However, to fully align with EUDR requirements and maintain market access to the EU, Marou needs to further strengthen its traceability and data management systems, establish risk mitigation measures, and build long-term due diligence capacity.

To advance Vietnam’s sustainable and deforestation-free cocoa sector, Helvetas seeks a consultancy team or firm to support Marou in assessing and refining its traceability and compliance systems, and in developing practical tools and a roadmap to meet EUDR requirements before April 2026. This activity will reinforce responsible sourcing practices while contributing to the project’s broader ambition of building circular, transparent, and environmentally responsible cocoa value chains that support inclusive and sustainable economic development. The EUDR training materials developed under this assignment may also be adapted for use by other companies, if relevant.

2. OBJECTIVES

The overall objective of this consultancy is to support Marou Chocolate in strengthening its traceability and compliance system for EUDR alignment, contributing to sustainable and transparent cocoa value chains in Vietnam.

The specific objectives of this assignment are to assist Marou in:

- Assessing the current data management and traceability system for Marou's cocoa sourcing and planned cultivation expansion in relation to EUDR requirements; identifying gaps and providing guidance to complete and verify key data (e.g., geolocation, legality);
- Developing a practical risk assessment and mitigation framework tailored to Marou's supply chain;
- Developing a practical Action Plan and internal monitoring framework to achieve full EUDR compliance before April 2026;
- Building internal capacity to maintain and monitor EUDR compliance in the long term.

3. SCOPE OF WORK

The Consultant will support Marou Chocolate in assessing and strengthening its data management and traceability system to ensure compliance with the EU Deforestation Regulation (EUDR). The main tasks include:

- **Baseline Review and Field Validation:**
 - Review Marou's existing datasets, documentation, and Tracefarm platform related to cocoa sourcing and cultivation expansion.
 - Validate key information (geolocation, area, farm size, supply chain mapping) through desk review and 1-2 field visits.
 - Identify data gaps, inconsistencies, and system limitations affecting traceability and legality verification.
- **Gap Analysis and Data Enhancement:**
 - Assess the completeness, accuracy, and alignment of key datasets with EUDR requirements.
 - Provide practical recommendations to address missing or inconsistent data.
 - Propose feasible solutions to strengthen traceability, legality verification, and sustainability assurance.
- **Risk Assessment and Mitigation Framework:**
 - Develop a risk assessment and mitigation framework for existing and potential cultivation areas.
 - Define key criteria and processes for legality and deforestation risk control.
- **Integration and Process Improvement:**
 - Recommend how to integrate EUDR-required datasets, geolocation tracking, and monitoring functions into the existing Tracefarm platform.
 - Suggest process adjustments for sourcing, data management, and supplier engagement to ensure compliance and transparency.
- **Capacity Building and Documentation:**

- Conduct training sessions for Marou and partner teams on EUDR due diligence procedures, risk assessment, and data recording.
- Support the development of documentation for Marou's EUDR compliance profile and Due Diligence Statement.
- Prepare an action plan and internal monitoring framework to achieve full compliance by April 2026.

4. REQUIRED QUALIFICATIONS

The consulting firm or team of experts is expected to meet the following requirements:

- Advanced university degree (Master's preferred) in agriculture, environment, supply chain management, forestry, or related fields.
- Proven experience in EUDR-related initiatives or in applying voluntary sustainable agriculture standards (e.g., 4C, Rainforest Alliance) for similar crops.
- Familiarity with traceability and data management systems, including the use of geo-referenced farm data and data storage requirements for EUDR.
- Experience working with SMEs or supply chains in the cocoa, coffee, or similar agricultural sectors in Vietnam.
- Solid understanding of EU and Vietnamese legal and environmental due diligence regulations.
- Demonstrated ability to conduct field assessments, analyze data collection and traceability practices, and develop practical roadmaps for compliance.
- Strong analytical, reporting, and communication skills in English and Vietnamese.

5. TIMELINE AND DELIVERABLES

*The consultancy period is 3 months, from December 2025 to March 2026.

Activity	Deliverables	Timeframe
Contracting		November 2025
Assessment	• Field visit report summarizing key observations and data validation results.	December 2025
Capacity Building	• Training materials in Vietnamese and English. • Training and internal coaching sessions for staff and partners on EUDR compliance, Due Diligence System (DDS) preparation.	December-January 2026
Reporting	• Final Report (in English and Vietnamese) - presenting the assessment findings, identified gaps and related risks, proposed solutions, and a roadmap for EUDR compliance. • PowerPoint presentation - summarizing key findings, proposed actions, and recommendations for management discussion and follow-up.	February-March 2026
Contract Liquidation		March 2026

6. APPLICATION AND DEADLINE

Applications should include:

- Technical Proposal: Team composition with CVs highlighting relevant experience and roles of each members; proposed approach and methodology, detailed work plan, and quality assurance procedures.
- Financial Proposal: Detailed costs including number of working days, consulting rates for each team member, budget justification, field travel expenses, and any additional costs. The EU Cost Norms (2022) is suggested to be applied.

Interested candidates should send their Profiles, Technical and Financial Proposals to Helvetas Vietnam at diep.dinh@helvetas.org and helvetas.vietnam@helvetas.org by **November 20, 2025**.

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