



ASIA PACIFIC  
FOUNDATION  
OF CANADA

FONDATION  
ASIE PACIFIQUE  
DU CANADA



## Request for Proposal (RFP): Key Stakeholder Interviews on Viet Nam's National Action Plan on Responsible Business Practices

### I. Introduction

The Asia Pacific Foundation of Canada (APF Canada) in partnership with Catalyste+ invites proposals from qualified research organizations or consultants to undertake primary data collection through key stakeholder interviews to analyze the current state of responsible business practices in Viet Nam. This activity is part of the Catalyste+ Innovative Leadership for Equitable and Accessible Democracy (i-LEAD) program in Viet Nam, funded by the Government of Canada.

This assignment will contribute to a broader analytical report on the implementation of Viet Nam's *National Action Plan on Responsible Business Practices* (RBP) and its implications for enterprise readiness, inclusion, and participation in global supply chains, including under trade frameworks such as the Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP).

### II. About APF Canada and Catalyste+

APF Canada is an independent, not-for-profit organization focused on strengthening ties between Canada and Asia through research, education, and convening activities. The Foundation produces a range of research outputs, including reports, policy briefs, case studies, surveys, and digital media, and provides Asia Competency training for Canadian organizations and students.

Catalyste+ is a Canadian economic development organization that provides mentorship and advisory services to strengthen local skills and organizational capacities in emerging countries and Indigenous communities around the world.

### III. i-LEAD Program and Research Collaboration

The [i-LEAD program](#), led by Catalyste+, seeks to improve equality and the enjoyment of human rights, particularly by women and marginalized populations, in Viet Nam, the Philippines, and Mongolia, in collaboration with Global Affairs Canada. This will be achieved by enhancing inclusive, transparent, accountable, and gender-responsive national and local government services; and enhancing

civic participation and inclusivity of women and marginalized populations in government initiatives and decision-making processes, in these countries.

As part of this initiative, Catalyste+ is collaborating with research partners, including the APF Canada, to generate policy-relevant research and stakeholder insights. The intended audience for the broader analytical report will include Vietnamese and Canadian government stakeholders, businesses leaders, and international partners engaged in trade and supply chain governance.

#### IV. Description and Objectives of the Analytical Report (Informed by Stakeholder Interviews)

Viet Nam's integration into global supply chains, is increasingly shaped by environmental, social, and governance (ESG) expectations embedded in international trade systems. The Government of Viet Nam's *National Action Plan on RBP* represents a key policy instrument to align domestic governance frameworks with these evolving standards, focusing on priority areas such as investment, labour, vulnerable group protection, environmental protection, and consumer protection.

RBP will have implications for a range of stakeholders, including governments, business owners, employees, civil society organizations (CSOs), and communities. But awareness of these practices and their implications remain fragmented, and the capacity to implement them is limited, particularly for small and medium sized enterprises (SMEs), which represent the majority of enterprises in Viet Nam. At the same time, there is strong appetite in Viet Nam to support businesses to become more globally competitive and sustainable, to attract investments, and to build strong reputations overseas.

The research project aims to:

- Assess how Viet Nam's National Action Plan on RBP is being implemented across national and provincial institutions and enterprises
- Analyze and evaluate coordination mechanisms across ministries and provincial authorities
- Evaluate translation of RBP policy into practical guidance and operational practice
- Analyze SME awareness, readiness, and constraints in adopting RBP
- Examine RBP impact on SME participation in Comprehensive and Progressive Agreement for Trans-Pacific Partnership (CPTPP) supply chains
- Identify implementation gaps and propose actionable policy recommendations

## V. Project Scope

The selected consultant will lead key stakeholder interviews and primary data collection in Viet Nam through direct, in-country interviews that contribute to three core dimensions of the broader analytical report:

1. **Policy Design & Institutional Coordination**
  - Distribution of roles responsibilities across ministries
  - Mechanisms for inter-ministerial coordination and reporting
  - Translation of national policy into provincial implementation
2. **RBP Implementation and Enterprise-level Reach**
  - Operationalization of policy into regulatory guidance
  - Legal reforms and regulatory adjustments
  - Enterprise level support mechanisms
  - Monitoring and reporting systems
  - Institutional constraints
3. **SME Readiness, Inclusion, and Trade Integration**
  - Alignment between RBP and CPTPP commitments
  - Enterprise awareness and adoption of RBP across key trade sectors
  - Constraints to SME participation in supply chains
  - Inclusion gap for women-led and marginalized enterprises
  - Early indicators of RBP impact on SME integration into CPTPP markets

## VI. Deliverables & Milestones

The selected partner will be responsible for:

1. Conducting approximately **15-20 semi-structured key stakeholder interviews**, with partners across:
  - National ministries and agencies (e.g. MOJ, MOLISA, MPI, MONRE, MOIT) (5-7 interviews)
  - Provincial authorities (e.g., Ho Chi Minh City, Da Nang, Hanoi) (3-4 interviews)
  - Business associations (e.g., VCCI, VASME) (2 interviews)
  - SMEs across trade relevant sectors (e.g., manufacturing, textiles) (6-7 interviews)
  - Technical experts (optional)
2. Supporting **stakeholder mapping** and leading **respondent recruitment and coordination**
3. Producing **high-quality research and summary outputs**, including:
  - Detailed interview notes in English

- Verbatim or near-verbatim transcripts in English
  - Structured analytical summaries of findings aligned with the three key analytical dimensions in English
4. Ensuring **inclusive sampling approaches**, including representation of:
    - Women-led and marginalized enterprises
    - Other underrepresented business groups
  5. **Regular progress updates** and participation in coordination calls

## VII. Project Timeline

Milestone	Date
Project Kick-off	June 2026
Confirm Interview Questions & Script	June 2026
Fieldwork Implementation (Interviews)	June-July 2026
Submission of Outputs	July 27, 2026

These timelines may be refined in consultation with the selected consultant.

## VIII. Qualifications & Requirements

Interested consultants **must be eligible to work and conduct in-person interviews regionally and nationally within Viet Nam in Vietnamese**, and should demonstrate:

- Proven experience in policy research, ESG, governance, or trade
- Strong qualitative analysis and interview expertise
- Familiarity with trade frameworks and supply chain dynamics (CPTPP knowledge is a strong asset)
- Established networks with relevant stakeholders (strong asset)
- Experience working in Viet Nam or similar contexts
- Ability to apply inclusive and gender-responsive research approaches

## IX. Budget

Proponents are encouraged to propose the most cost-effective approach and to clearly articulate any scope trade-offs or alternative design options.

## X. Proposal Submission

Qualified consultants should submit a proposal in **ONE MERGED PDF file** including:

Please [click here](#) to apply

1. **Technical Proposal**
  - Stakeholder engagement, interview, and analysis strategy
  - Work plan and timeline
  - Key personnel and qualifications
2. **Financial Proposal**
  - Total cost in VND
  - Detailed breakdown of costs (including cost-per-interview and translation costs, if needed)
3. **Relevant Experience**
  - Examples of similar projects completed
  - Reference(s) from past client(s)
  - Sample outputs to showcase past work

#### XI. Submission Deadline:

Proposals must be submitted no later than **Monday, May 25 at 17:00 Indochina Time (ICT)** with the subject line: "Proposal – Key Stakeholder Interviews on Viet Nam’s National Action Plan on Responsible Business Practices."

#### XII. Evaluation Criteria

Proposals will be evaluated based on:

- Relevance and quality of interview and analysis strategy (30%)
- Qualifications and experience of the consultant (30%)
- Feasibility of the work plan and timeline (20%)
- Cost-effectiveness and value for money (20%)

#### XIII. Contact Information

For any inquiries regarding this RFP, please contact:

**Mari Naganuma, Program Manager, i-LEAD**  
Asia Pacific Foundation of Canada  
Email: [Mari.Naganuma@asiapacific.ca](mailto:Mari.Naganuma@asiapacific.ca)

---

APF Canada and Catalyste+ look forward to receiving your proposals and working with partners to generate evidence-based insights on responsible business practices and Viet Nam’s engagement in global supply chains.