**Coaching Concept Cambodia**

**BSOD EU Market Requirements**

**Background:** In cooperation with the GIZ program SRECA, sequa gGmbH coaches local BSOs in conducting and elaborating market intelligence material on the EU market requirements for selected import products. In this final phase, the BSOs shall elaborate on their existing findings and results from previous cooperation in order to disseminate them amongst their target group.

**The Parties:** MoC, MAFF

**Date:** October to December 2022

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| Project Idea/ Need | * Both BSOs have conducted comprehensive desk research on EU requirements in 2021. Findings were collected by means of a template and cast into ppt presentations: * **EU Market Requirements for Cashew Nut** by MoC * **EU market requirements for Longan** by MAFF   Based on these studies, both BSOs shall receive coaching for disseminating their findings amongst the target group. |
| Desired Outcome | *The BSOs will work as teams to*   * *Finalise and finetune their existing presentations on EU market requirements for internal use* * *Have a clear concept in regards to whom they will share their findings with and how* * *Decide on and work towards a deliverable to be shared with their target group* * *For this, the BSOs will draft a concept note for dissemination* |
| Approximate Timeline   |  |  |  | | --- | --- | --- | | **Activity** | **Content** | **Date** | | **Kick Off** | Overall objective of the project, selection of product focus, introduction of the team and coach | September 28th | | **First Coaching session MAFF** | * Recap on previous project phases and results * Define overall goals, product focus and deliverable | November 3rd | | **First Coaching session MoC** | * Recap on previous project phases * Define overall goals, product focus and deliverable | November 4th | | **Joint Workshop on Finetuning presentations** | 1,5 h workshop on   * Revision of existing presentations * Selecting Target group * how to finetune existing presentations and tailor them to the target group * Next steps for disseminating findings * Hand out of assignment template (concept note) | November 17th | | **Bilateral weekly jour fix / coaching session** | * BSOs will hand in their drafts of the presentation and the concept note prior to the jour fix * Together with the consultant, each BSO will discuss open questions and comments and continue to work on it during this session * Next steps and meetings will be agreed | MoC starting week 47  GDA/ MAFF first session December 1st | | **Deadline first drafts** | BSOs to send in their drafts on   * Presentation * Concept Note | December 9th | | ***On demand Continuous Coaching*** | If need be, the coach will assist the BSO in finalizing both the presentation and concept note | December – max. mid- January | |  |  |  | | |
| Input from the Cambodian BSOs | * Presentations on EU market requirements, as drafted in 2021 * Decision on the ideal channel and format to share these findings * Coordination amongst team members * Continuous work on and sending in drafts based on existing presentations and template |
| Input form sequa consultant | * Guidance on how to improve presentations * Coaching on how to share results * Consultancy for elaboration of final deliverable (if applicable) * Template for Concept Note |