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## TERMS OF REFERENCE – CONSULTANCY SUPPLIER

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**Project:** Swiss Tourism for Sustainable Development in Vietnam (ST4SD)  
**Consultancy service:** Communications services provision for the project launching ceremony

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**Client:** **HELVETAS Swiss Intercooperation**  
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**Submission deadline:** 7th January 2025

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### 1. Background

The Swiss Tourism for Sustainable Tourism in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Vietnam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Vietnam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and Center for Rural Economy Development (CRED), a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appoints the Vietnam Authority of Tourism as the project owner.

The ST4SD project supports the preparation of relevant policies and strengthen public-private dialogue at both national and subnational level, establish a new Swiss Executive Hospitality Training (EHT) programme at qualified Vietnamese training institutes, create a network of experts from the Swiss and Vietnamese tourism sector, and promote innovative concepts for businesses and destinations to strengthen sustainability (including the introduction of sustainability standards). In the long term, the project aims to contribute to the creation of new livelihoods and the sustainable economic development of Vietnam.

A project launching ceremony will be tentatively organized on the morning of 14th January 2025 in Hanoi with more than 60 participants. For the communications work of the launching ceremony, we are seeking supplier(s) to provide us with the communications services for the event with detailed requirements as described below.

### 2. Objectives

The communications activities for the project launching ceremony are carried out with an aim to:

- Communicate about the official launch of the ST4SD project.
- Communicate about the ST4SD project, including its mission, objectives, components, expected outcomes and its contributions to sustainable tourism development in Vietnam.

- Communicate about the support of the Swiss government through the Swiss State Secretariat for Economic Affairs (SECO) to implement the ST4SD project that aims to develop Vietnam's tourism sector in a more sustainable and inclusive manner.
- Communicate and enhance visibility of the project owner, project implementing organizations, its partners and its stakeholders.

### 3. Requirements

- **Event backdrop and standee design**
  - Design the backdrops of the project launch ceremony: planned to have one main backdrop of the event and one backdrop for agreement signing ceremony.
  - Design one standee for the project launch ceremony and print/ set up two standees at the event.
- **Media coverage**
  - Arrange for cameramen for photo shooting and video recording at the event.
  - Collaborate with the ST4SD project communications officer to invite and coordinate 10-15 reporters from national TV stations and newspapers to cover the event.

### 4. Budget and payment terms

- The budget for the communications services provision is flexible based on proposals received and consistent with the project's cost norms.
- Payment terms to be negotiated with selected suppliers.

### 5. Selection Criteria

- Quality and completeness of proposal
- Cost effectiveness
- Experience in providing communications services for events, preferably in the tourism industry.

### 6. Proposal submission

Interested suppliers are requested to submit their proposals detailing:

- Profile with relevant experience;
- Proposed financial budget (VAT included). The budget can be broken down for each requirement.

Please send your proposal to [comms@st4sd.vn](mailto:comms@st4sd.vn) and [helvetas.vietnam@helvetas.org](mailto:helvetas.vietnam@helvetas.org) before 3pm on Tuesday, 7<sup>th</sup> January 2025.

Please note that incomplete submission will not be considered and Helvetas only contacts shortlisted suppliers.

Place and Date: Hanoi, 2nd January 2025

#### Approved by

ST4SD Project Team Leader

Country Director of Helvetas Vietnam

**Kenneth Wood**

**Pham Van Luong**