
TERMS OF REFERENCE – FINDING A SERVICE PROVIDER

Project: Swiss Tourism for Sustainable Development in Vietnam (ST4SD)

Consulting services: Graphic designer and video editor

Product: Flyers, brochure, factsheet and video

Organization:	HELVETAS Vietnam
	Van Phuc Diplomatic Compound
	298F Kim Ma Street
	Ba Dinh District
	Hanoi City
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Contract term: From: June 25, 2025

Arrive: August 05, 2025

Application deadline: before 27/06/2025

1. Project Introduction

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD) project, funded by the Swiss State Secretariat for Economic Affairs (SECO), aims to develop Vietnam's tourism industry in a more sustainable and inclusive manner. As part of Switzerland's economic development cooperation activities in Vietnam, the project is jointly implemented by Helvetas Vietnam and Cred Agriculture and Tourism Solutions Consulting Company Limited (CRED). The Ministry of Culture, Sports and Tourism has appointed the Vietnam National Administration of Tourism as the project owner.

The ST4SD project supports the drafting and recommendation of relevant policies and enhances public-private dialogue at both national and local levels; develops and promotes the Swiss EHT between Swiss partners and qualified Vietnamese training institutions; and establishes a network of tourism industry experts from Switzerland and

Vietnam. At the same time, the project promotes innovative ideas for businesses and destinations to enhance sustainability (including the development of sustainability standards). In the long term, the ST4SD project will support the creation of new livelihoods and sustainable economic development in Vietnam.

During the 2023-2027 period, the project will be implemented in three provinces: Ha Giang (Northern mountainous region), Quang Nam (Central Heritage Road), and Dong Thap (Mekong Delta region). The provinces were selected based on the commitment of local authorities, their alignment with the province's current tourism development plan, and their opportunity to promote sustainable tourism development.

HORECFEX Vietnam is the leading annual exhibition and forum on technology and innovation in the hospitality industry. The exhibition contributes to the development of Vietnam's tourism and hospitality industry. HORECFEX 2025 in Da Nang is expected to attract more than 3,500 visitors, 80 exhibition booths and 45 speakers, as well as more than 50 presentations and seminars. Industry leaders will attend, including representatives from leading technology companies such as AI Chatbot, Microsoft and Oracle, as well as executives and decision makers from many national and international hotel and tourism companies.

ST4SD is looking for a supplier to design flyers, brochure, factsheet and produce video for promoting the values the project brings to make tourism more sustainable in Vietnam.

2. Objective

The selected supplier will deliver high-quality, professional promotional materials to effectively communicate the ST4SD project's mission and impact. Specific deliverables include:

- Graphic Design: Create 4 flyers, 1 factsheet, and 1 brochure that visually represent the ST4SD project's goals, activities, and impact in promoting sustainable tourism.
- Video Editing: Produce 1 professional video, based on provided footage, to showcase the project's initiatives and outcomes in an engaging and impactful manner.

3. Scope of operation

The selected supplier will be responsible for the following tasks, ensuring alignment with the ST4SD project's branding and objectives:

- Conceptualization and Collaboration: Engage with the ST4SD team to discuss and agree on creative concepts and messaging for the graphic materials and video.
- Design and Editing: Develop initial drafts of the four flyers, one factsheet, one brochure, and one edited video, incorporating feedback from the ST4SD team to refine and finalize the preliminary designs.

- Finalization and Delivery: Complete detailed designs and video edits, submitting final versions to the ST4SD team for approval, ensuring alignment with project branding and quality standards.
- Revisions: Incorporate feedback from the ST4SD team on initial drafts to ensure the final outputs meet project expectations and deadlines.

4. Output and Timeline

STT	Mission	Timeline
1	Meeting minutes documenting agreement on creative concepts and project deliverables	01/07/2025
2	Completion of initial designs for all graphic materials (four flyers, one factsheet, one brochure) and editing of the video	15/07/2025
3	Submission of first drafts for review and feedback from the ST4SD team	18/07/2025
4	Submission of final, approved versions of all deliverables	05/08/2025

5. Criteria for selecting service providers

- A minimum of 5 years of proven experience in graphic design and video editing, with a strong portfolio demonstrating high-quality work in branding, promotional materials, and video production, preferably in the tourism or sustainability sectors.
- Submission of a cost-effective financial proposal that offers value for money while maintaining high-quality standards, compared to other applicants.
- Demonstrated ability to create visually appealing, innovative, and professional designs and videos that align with the project's sustainability focus and branding guidelines.
- Proven track record of delivering projects on time and within scope, with strong communication and collaboration skills to ensure alignment with client expectations.

6. Required documents

Suppliers with suitable expertise and interest send:

- A comprehensive CV or company profile highlighting relevant experience, accompanied by a portfolio showcasing previous graphic design and video editing projects, particularly those related to tourism, sustainability, or similar fields.
- A clear and concise workplan outlining the approach, timeline, and methodology for completing the graphic design and video editing tasks, including key milestones and deliverables.
- Financial Proposal

Proposal should be sent to the email address assist3@st4sd, helvetas.vietnam@helvetas.org and olivier.messmer@helvetas.org before June 27, 2025.

Note: ST4SD only contacts selected suppliers.

Proposed by

Approved by

Team lead

Country Director