
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

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

Code: TOR.C1.18.07.2025

Consulting services: Design service provision for the Green Tourism Annual Forum and the International Conference on Sustainable Tourism in the Greater Mekong Subregion

Contract term: From: 14 Aug 2025 To: 14 September 2025

Application deadline: Before 3pm on Wednesday, 06 August 2025

1. Project Introduction

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.

Component 1 under the ST4SD project focus on promoting national and subnational action plans, master plans and other policies include relevant actions- and decisions are taken and implemented to foster sustainable tourism development. Towards the end of 2025, two significant events are planned under this component:

The Green Tourism Annual Forum is scheduled for 25-26 September 2025 in Da Lat city. This forum aims to develop an Action Framework for Green Tourism Development in Vietnam in the new context, establish a Green Tourism Network to support Vietnam's green transition in tourism, and propose mechanisms to encourage innovation and creativity in developing and managing green tourism destinations in Vietnam.

The International Conference on Sustainable Tourism in the Greater Mekong Subregion is scheduled for 18 November 2025 in Ninh Binh province. This conference aims to enhance linkages among countries in the Greater Mekong Subregion and promote sustainable tourism across the region.

The Vietnam National Authority of Tourism is organizing both events with technical and partial financial support from the ST4SD project. To ensure the success and impactful communication of these vital events, a professional design consultant is required to provide branding and communication product design services.

2. Objectives

The selected design consultant will be responsible for:

- Developing a comprehensive branding guideline for the Green Tourism Annual Forum.
- Designing all essential communication products for both the Green Tourism Annual Forum and the International Conference on Sustainable Tourism in the Greater Mekong Subregion.

3. Deliverables

- **Branding Guideline for the Green Tourism Annual Forum (in Vietnamese):**
Visual identity: This includes the design of a logo and taglines, defining the color palette, selecting appropriate typography, and establishing guidelines for imagery. It should also provide clear instructions on how to communicate key messages, taglines, and brand narratives effectively.
Communication guidelines: Clear instructions on how to appropriately integrate and align with the logos of other stakeholders involved in the event.
Template set: A comprehensive set of templates for various marketing materials, including but not limited to standees, backdrops, presentations and memorabilia, to ensure consistent brand application across all communications.
- **Communication products for both events:**
For each event, the consultant shall design and prepare: one (1) backdrop, one (1) standee and one (1) brochure

4. Level of effort

The estimated level of effort to conduct this consultancy is 6 days.

5. Selection criteria

- Quality and completeness of proposal

- Cost effectiveness
- Experience in designing communications products for events, preferably in the tourism industry.
- Previous experience working with international cooperation programs and/or the government of Vietnam

6. Proposal submission

Interested suppliers are requested to submit their proposals detailing:

- CV;
- Profile/portfolio with relevant experience;
- Applicant will indicate their expected daily rate (including VAT) to conduct the consultancy.

Please send your proposal to comms@st4sd.vn, helvetas.vietnam@helvetas.org, assist3@st4sd.vn before 3pm on Wednesday, 06 August 2025.

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

The email subject line should begin with: [TOR.C1.18.07.2025] National Green Tourism Forum Design Consultancy.

Please note that only shortlisted candidates will be contacted.