

Request for Proposal (RFP)

Consultancy service for Digital Marketing Training and Coaching for Ban Khun Community Based Tourism Destination

Helvetas invites interested parties to provide services or works as described below.

1. Contract description

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO) and implemented by Helvetas Vietnam and CRED, aims to make Vietnam's tourism sector more sustainable and inclusive. The Vietnam National Authority of Tourism (VNAT) is the Project Owner.

Under Component 3, ST4SD supports destinations, tourism enterprises, and local communities in developing sustainable tourism products, strengthening destination management, and improving market readiness.

Ban Khun Village, a community-based tourism destination supported by ST4SD, offers experiences based on Tay ethnic culture, traditional agriculture, local gastronomy, walking and cycling, homestays, and nature-based activities. Following its official launch and reception of its first visitors, Ban Khun needs to strengthen its digital marketing capacity.

ST4SD therefore seeks a qualified consultant to provide digital marketing training, coaching, and technical support for the Ban Khun Community-Based Tourism Destination, as detailed in the attached TOR.

2. Timetable

	DATE	TIME – ICT
Tender announcement	From 25 Jun – 20 July 2026	-
Video call information session (if applicable)	N/A	N/A
Deadline for written enquiries to email	15 July 2026	23:59
Last date for Helvetas to issue clarifications (clarifications can be found in the same link where the tender dossier was posted in Helvetas website)	18 July 2026	23:59
Deadline for submitting offers to email account ¹	20 July 2026	23:59

3. Nature of the contract

Purchase order/ Service or Works contract (agreement).

4. Negotiations

Helvetas reserves the right to enter into negotiations with all or part of eligible bidders in order to amend and/or complete their original offers.

¹ Any application received after this deadline will not be considered.

Negotiations may concern the technical, financial, legal and other aspects of the contract.

5. Eligibility

Participation is open to Vietnamese individual consultants and consulting teams. National consultants are eligible. Eligible individuals, firms, and/or consortia may apply.

A consortium may be a legally established entity or an informal grouping formed specifically for this tender. All members of a consortium (including the lead and all partners) are jointly and severally liable to Helvetas, while the lead partner bears overall

6. Costs for preparing offers

No costs incurred by the bidder in preparing and submitting the offers are reimbursable. Such costs fall under the responsibility of the bidder, including the costs incurred during negotiating and interviewing process.

7. Sub-contracting

Sub-contracting services to another legal person is not allowed.

8. Provisional commencement date of the contract

The contract is expected to commence in Aug 2026.

9. Initial period of execution and possible extension of the contract

The services are expected to be implemented between **Aug and October 2026** in line with the assignment timeframe. Any extension of the contract, if required, will be subject to mutual agreement between the Project and the Consultant and based on project needs and satisfactory performance.

10. Evaluation of offers

Offers will be evaluated based on the criteria and weighting specified in this RFP and its attachments. In case of consortium applications, evaluation will be conducted on the consortium as a whole.

The evaluation process is strictly confidential. The Purchasing Panel's deliberations are conducted collectively in closed sessions. Evaluation results and related documents are for internal use only and will not be disclosed to bidders or any third party other than Helvetas.

10.1 Eligibility criteria

Applicants must meet the eligibility requirements specified in this RFP and provide supporting documents for verification.

10.2 Evaluation criteria of eligible offers

Criteria for evaluation of the Technical offer

Requirements	Documentary evidence
Relevant experience and expertise: Minimum five years of experience in tourism marketing and destination promotion, including experience in community-based tourism, sustainable tourism development, digital marketing, social media management, and content development.	CV/ Company Profile

Training and destination experience: Demonstrated experience in delivering training and coaching for local communities, experience working with community-based tourism destinations in Vietnam, and ability to work effectively in rural and mountainous destinations.	CV/ Company Profile
Methodology and workplan: Quality and practicality of the proposed methodology, implementation approach, and workplan.	Technical proposal and proposed workplan

The bidders that pass the Technical evaluation (**min 50% of technical evaluation scoring**) will be processed for further evaluation.

Criteria for evaluation of the financial offer:

Requirements	Documentary evidence
Financial competitiveness and value for money	Financial proposal indicating the proposed daily rate (including VAT) and estimated number of consultancy days.

The weighting of the technical and financial evaluation criteria is as follows

Criteria	Max points
Technical offer*	100
Relevant experience and expertise	30
Training and destination experience:	35
Methodology and workplan:	35
Financial offer: Financial competitiveness and value for money	0

*Evaluation of offers will be conducted using the Weighted Value for Money method, taking into account the relative weights of technical quality and price.

Applicants shall provide an estimate of any travel costs required to complete the assignment.

Following the evaluation, Helvetas reserves the right to negotiate with eligible applicants and to amend or complete their offers.

The contract will be awarded to the economically most advantageous offer based on the combined evaluation of technical quality and price. Helvetas reserves the right to award only part of the required services or cancel the tender if the quality of offers is not satisfactory.

Where the selection is based partly on the proposed consultants, the selected consultants are expected to carry out the assignment. Additional consultants may be proposed during the implementation period, subject to Helvetas' approval.

11. Submission of offers

Offers must be submitted by email in electronic format only, in two separate files: one Technical Offer, including the CV(s) and supporting documents, and one Financial Offer.

- **Technical offer shall contain:**

- Updated Curriculum Vitae (CV) of the proposed consultant(s);
- Letter of Interest, if applicable;
- Technical proposal describing the understanding of the assignment and the proposed methodology and implementation approach;
- Proposed workplan and indicative timeline;
- Relevant supporting documents, if applicable.

The Technical Offer shall be submitted as a separate electronic file.

- **Financial offer shall contain:**

- Financial proposal indicating the proposed daily rate (including VAT) and the estimated number of consultancy days;
- Estimated travel costs required to complete the assignment, if applicable.

- **The Financial Offer shall be submitted as a separate electronic file.**

The Financial Offer must be presented in Vietnam Dong (VND). The proposed fees shall be inclusive of applicable taxes and other costs required to perform the assignment, unless otherwise specified in this RFP. For individual consultants, Helvetas shall withhold Personal Income Tax, if applicable, in accordance with Vietnamese legislation.

- **File naming**

The file names should include the applicant's name, the reference number, and the type of offer. For example:

- *Nguyen Van A_RFQC3-260626-KHUN-Digital Training_Technical Offer*
- *Nguyen Van A_RFQC3-260626-KHUN-Digital Training_Financial Offer*

- **Password protection: Both electronic files should be password protected².** The password will be requested from the applicant after the submission deadline during the evaluation process.

The applicant must remain reachable by telephone to provide the password when requested. Offers submitted without password protection or where the applicant cannot be reached to provide the password may not be considered for evaluation.

- **Submission:**

- The subject of the email should contain only the reference number: ***RFPC3-260626-KHUN-Digital Training***.
- The email body should include the applicant's focal point name, email address and telephone number for password enquiries.
- Offers must be submitted in English exclusively by email to: procurement@st4sd.vn; assist3@st4sd.vn.
- Offers submitted after the deadline specified in the RFP timetable will not be considered. The official submission time shall be the time shown on the email received by the above email addresses

12. Alteration or withdrawal of applications

Candidates may alter or withdraw their offers by written notification prior to the deadline for submission of tenders. No offer may be altered after this deadline.

² Offers received without password will not be considered for evaluation

13. Validity of offers

Bidders are bound by their tenders for 90 days after the deadline for submitting offers. In exceptional cases, before the period of validity expires, the Helvetas may ask bidders to extend the period of validity for a specific number of days, which may not exceed 40.

14. Terms of payments

The payment will be made via bank account transfer to the winner of the tender in VND in compliance with contract provisions.

15. Terms of cooperation

In the case of a contracting, the parties will have to perform according to the established time and in accordance with Helvetas – Supplier purchase order or Helvetas – Service provider contract. Helvetas has the right to increase or decrease the number of ordered items. Helvetas has the right to choose a supplier/implementer on the given offer according to its own discretion. Helvetas has the right to re-formulate the Request for Quotation (RFQ), Invitation to Bid (ITB) or Request for Proposal (RFP) to its own discretion, if any additional items are needed. In case of failure or non-compliance with contractual obligations, Helvetas has a unilateral right to terminate the contract without incurring any legal obligation.

The Applicant has to be familiar with all instructions, forms and requirements mentioned in the RFQ, ITB or RFP documents. The responsibility for the submission of the offer in accordance to these requirements lies entirely with the Applicant.

Helvetas signs a purchase order/contract with the winning bidder. The contract will come into force upon signature by both parties.

16. Ethics clauses/Corruptive practices

Bidders making false declarations may be subject to financial penalties representing 10% of the total value of the purchase order/contract being awarded. This rate may be increased to 20% in the event of a repeated offence.

Any attempt by a company/organisation to obtain confidential information, enter into unlawful agreements with competitors or influence the PP or the Helvetas during the process of examining, clarifying, evaluating and comparing offers will lead to the rejection of its offer and may result in penalties as described above.

Companies/organisations must not be affected by any conflict of interest with other bidders or parties involved in the project. Helvetas reserves the right to suspend or cancel the RFP procedure and/or purchase order/contract if corrupt practices of any kind are discovered at any stage of the award process or during the execution of a contract.

Companies/organisations will be rejected or purchase order/contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company/organisation which has every appearance of being a front company/organisation.

Contractors found to have paid unusual commercial expenses related to this project are liable, depending on the seriousness of the facts observed, to have their contracts terminated and/or be penalised.

The Helvetas reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the purchase order/ contract, Helvetas may refrain from concluding the purchase order/contract and/or terminate the purchase order/ contract.

17. Operational language

All written communications for this tender procedure and purchase order/ contract must be in English.

18. Additional information

The conclusion of the tender and the award of any purchase order/contract are subject to the availability of funds.

Helvetas reserves the right to annul this tender procedure at any time, without any liability on its side.

19. Annex

Annex 1: Terms of Reference

Annex 2: Code of Conduct for Contracted Parties