
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Production of Promotional Videos Connecting Tourism Destinations in Sa Dec, Dong Thap
Contract term:	From 25 July to 15 August 2026
Application deadline:	Before 10 July 2026

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

This activity is integrated under Component 3 of the ST4SD project, which focuses on Sustainable Products and Destination Development. Following the training and product development workshops conducted in Sa Dec, Dong Thap, the project is actively supporting the locality to design, refine, and promote community-based, eco-friendly tourism packages.

To effectively promote these new sustainable tourism offerings, ST4SD is looking for a qualified national videographer to capture and produce high-quality promotional videos that showcase Sa Dec's unique cultural and natural assets through sustainable travel experiences.

2. OBJECTIVES

The main objective of this consultancy is to produce a series of three (03) compelling, high-quality promotional videos capturing the newly developed cycling routes and sustainable tourism experiences in Sa Dec. The visual narrative must prioritize human-centered storytelling, highlighting authentic local interactions, cultural preservation, and the direct impact on the community.

Specifically, the consultant will produce:

- Video 1 (2 minutes) - Sa Đéc Flower Village Cycling Journey: Showcasing a continuous visual flow of a cycling tour connecting various floral destinations, agricultural landscapes, and bonsai gardens.
- Video 2 (2 minutes) - Sa Đéc Heritage Cycling Journey: Highlighting a cycling itinerary that explores Sa Dec's rich history, architectural heritage, local crafts, and cultural landmarks.

Note for Videos 1 & 2: Both videos must reflect the conceptual connection between destinations— weaving together local culture, ornamental plants, flowers, and heritage—all beautifully anchored and traversed by a sustainable bicycle tour.

- Video 3 (5 minutes) - Comprehensive Overview Video: A master synthesis of the two journeys above, with focus on the strategic role of the ST4SD project and the voices/stories of the local people as the primary beneficiaries.

3. EXPECTED DELIVERABLES

The consultant will be responsible for:

- Co-creating the narrative arc, storyboards, and shoot schedules in close coordination with the ST4SD communications team.
- Field production: Conducting high-quality filming (including professional audio recording, lighting, and aerial/drone footage where permitted) on-site in Sa Dec, Dong Thap.
- Post-production: Video editing, color grading, audio mixing, music licensing, and embedding English/Vietnamese subtitles.

Final products:

- 01 master video file of Video 1 (Full HD/4K, 2 mins).
- 01 master video file of Video 2 (Full HD/4K, 2 mins).
- 01 master video file of Video 3 (Full HD/4K, 5 mins).

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Proven professional experience in videography and post-production editing (portfolio required).
- Demonstrated experience working with international development projects, NGOs, or sustainable/community-based tourism initiatives.
- Strong capacity for "impact over results" visual storytelling, showcasing an ability to deliver humble, simple, and emotionally resonant narratives of local ethnic groups and community stakeholders.
- Excellent technical equipment (4K cameras, stabilizers, audio gear, and drones) capable of delivering broadcast-quality footage.
- Ability to work flexibly and adhere to tight deadlines.

5. PROPOSAL SUBMISSION

Interested suppliers are requested to submit their proposals detailing the following:

- CV and cover letter
- A brief technical proposal or portfolio link showcasing relevant past video projects (especially those focusing on community development, travel, or culture)
- Financial proposal: Applicants will indicate their expected daily rate (including VAT) and the estimated number of days required to conduct the pre-production, fieldwork, and post-production for this assignment.

The submitted documents must be password-protected. You will be asked for the password after submitting the application. Proposal should be sent to procurement@st4sd.vn and assist3@st4sd.vn before 10 July 2026.