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## TERMS OF REFERENCE – CONSULTANCY SUPPLIER

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**Project:** Swiss Tourism for Sustainable Development in Vietnam (ST4SD)  
**Consultancy service:** Production of 100 lapel pins for the ST4SD project  
**Output:** 100 lapel pins for the ST4SD project

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**Client:** **HELVETAS Swiss Intercooperation**  
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Hanoi

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**Contract duration:** From: 29th August 2024 To: 9th September 2024

**Expected Number of Days:** 12 days

**Submission deadline:** 27th August 2024

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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.

### 2. Objectives

The project is looking for a supplier to produce lapel pins for the Swiss Executive Hospitality Training (Swiss EHT) programme developed based on the cooperation between selected Vietnamese training institutes and EHL Hospitality Business School and EHL Hospitality Business School.

The lapel pins, which uses “Swiss EHT” - the abbreviated name of the programme, will be given to tourism experts and local lecturers certified by EHL who become master instructors of the Swiss EHT programme. These lapel pins will contribute to honouring the master instructors, increasing visibility, and promoting the programme developed following the Swiss and international standards.

### **3. Expected Outcomes**

100 lapel pins with the name of the Swiss EHT programme.

### **4. Main Tasks of the Supplier**

- Provide consultancy for the ST4SD project to select appropriate material, size, and shape for the lapel pins;
- Design “Swiss EHT” lapel pins;
- Produce 100 lapel pins for the ST4SD project.

### **5. Requirements for Supplier**

- Be a reputable firm with at least 3 years of experience in producing lapel pins for organizations and companies;
- Demonstrate the ability to deliver 100 lapel pins before the deadline as required;
- The proposed budget is consistent with the project’s cost norms and the supplier has a valid financial invoice.

### **6. Documents to be submitted**

Interested suppliers need to send financial proposal to [comms@st4sd.vn](mailto:comms@st4sd.vn) and [helvetas.vietnam@helvetas.org](mailto:helvetas.vietnam@helvetas.org) before 27<sup>th</sup> August 2024.

*Please note that Helvetas only contacts shortlisted suppliers.*