



## TERMS OF REFERENCE

# CONSTRUCTION OF SUSTAINABLE BRAND IDENTITY ITEMS FOR TRA QUE VEGETABLE VILLAGE

In Cam Ha commune, Hoi An city, Quang Nam province

<b>Reference materials</b>	ST4SD project document, planned budget and cost norms and relevant materials and actual situation in Cam Ha commune, Hoi An city.
<b>Project</b>	THE SWISS TOURISM FOR SUSTAINABLE DEVELOPMENT IN VIETNAM (ST4SD)
<b>Task</b>	Design a brand identity kit for Tra Que vegetable village, Cam Ha commune, Hoi An city, sponsored by the ST4SD project
<b>Budgetline number</b>	404.3110
<b>Objectives</b>	Construction of sustainable brand identity items for Tra Que vegetable village to enhance brand recognition and strengthen communication for Tra Que vegetable village, Hoi An city, Quang Nam province. It is funded by the ST4SD project.
<b>Implementation location</b>	Cam Ha commune, Hoi An city
<b>Implementation supervisor</b>	Component 3

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD) project is funded by the Swiss State Secretariat for Economic Affairs (SECO) and co-implemented by Helvetas Vietnam and the Center for Rural Economy Development (CRED). The objective of the project is to develop Vietnam's tourism industry in a more sustainable and inclusive manner by focusing resources on the development of the tourism ecosystem. The Ministry of Culture, Sports and Tourism appoints the Vietnam National 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 and 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.

As part of Component 3, implemented in Quang Nam province, the ST4SD project provides consultancy support in building and implementing several branding initiatives to make Tra Que vegetable village more sustainable and worthy of its recognition as the best tourism village in the world (recognized in 2024 by UN Tourism). Therefore, we are seeking individuals/groups/organizations to construct the brand identity items for Tra Que vegetable village, located in Cam Ha commune, Hoi An city, Quang Nam province.

### 1. Scope of work

#### a. Objectives

Install items related to the brand identity and logo of Tra Que vegetable village. The goal of the brand identity kit is to reflect the culture and traditions of Tra Que vegetable village, as well as to convey the sustainability aspect of the local area.

The contractor must use local materials for installation.

**b. Scope of work**

Design at actual space at Cau Bong courtyard (Tra Que vegetable village), with construction carried out using local materials.

Construction time: Complete before 8<sup>th</sup> December 2024.

**c. Deliverables**

- Results:
  - Ideas to construct brand identity items of Tra Que vegetable village with a focus on sustainability.
  - Implementation and construction of the items at Can Bong courtyard, Tra Que vegetable village

**2. Requirements for service supplier**

- At least 3 years of experience in the construction of brand identity items
- Being a local resident is an advantage
- Ability to complete the work before the deadline
- Proposed budget should be in line with the project's cost norms

**3. Submission deadline**

Interested candidates are required to submit the proposal to [assist3@st4sd.vn](mailto:assist3@st4sd.vn) or [helvetas.vietnam@helvetas.org](mailto:helvetas.vietnam@helvetas.org).

- CV/ profile
- Proposal on the brand identity kit and estimated costs/ quotation.

**Submission deadline: Before 4<sup>th</sup> December 2024**

*Note: Helvetas only contacts shortlisted candidates.*

**Approved by**

ST4SD Project Team Leader

Country Director of Helvetas Vietnam

**Kenneth Wood**

**Pham Van Luong**