
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project: Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consultancy service: Produce 01 (one) short video to introduce the ST4SD project
Output: 01 (one) short video to introduce the ST4SD project

Client: **HELVETAS Swiss Intercooperation**
Van Phuc Diplomatic Quarters
298F Kim Ma Street
Ba Dinh
Hanoi

 +84 243 843 1750

E-Mail comms@st4sd.vn
helvetas.vietnam@helvetas.org

Submission deadline: 3rd January 2025

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 ST4SD project is inviting proposals from qualified suppliers with a track record of success in producing 01 (one) short video to give an introduction on the ST4SD project with a provided script. The video will have Vietnamese voiceover, English subtitles, and is expected to be no longer than 05 (five) minutes. The video is created to provide an overview of the ST4SD project, including information about the stakeholders involved, the objectives of the project, and the anticipated results, aiming to contribute to the promotion of sustainable development for Vietnam's tourism industry. This product will be shared on the project's communications channels and shown at relevant activities/events.

The supplier will work directly with the Communications and Visibility Officer of the ST4SD project to discuss and agree on the working schedule, script, filming interviews (if necessary), and video editing after the contract is finalized and signed. The ST4SD project will be responsible for translating the content in this video.

3. Deliverable

- 01 (one) high-quality short video introducing the ST4SD project, with Vietnamese voiceover and English subtitles. The video should convey key information about the project, highlight its objectives, and emphasize the positive impacts the project will bring about once it is implemented.

4. Requirements for Supplier

- Be a reputable firm with at least 5 years of experience in producing communications products, including video production;
- Priority will be given to companies with experience in producing communication products for development projects, non-governmental organizations (NGOs), and international organizations, particularly in the tourism sector.
- Demonstrate the ability to deliver the video before the required deadline;
- The proposed budget is consistent with the project's cost norms and the supplier has a valid financial invoice.

5. Documents to be submitted

Interested service suppliers need to send the following documents:

- A company profile, including company information, its experience and a portfolio of previous work with similar communications products
- A financial proposal for the lump sum cost for the video production (VAT included)

The above-mentioned documents shall be sent by email to comms@st4sd.vn or helvetas.vietnam@helvetas.org no later than Friday (3rd January 2025).

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

Place and date: Hanoi, 27th December 2024