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**TERMS OF REFERENCE**

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Contract-no:

Project/mandate no: 1242.20.1.0 / Vietnam

Project/mandate name/country: Swiss Tourism for Sustainable Development

**Client** **HELVETAS Swiss Intercooperation**  
298F Kim Ma Street, Hanoi, Vietnam

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**Contract duration** From: Jan 10, 2024 To: March 10, 2025

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## 1. Background

The Swiss Tourism for Sustainable Development (ST4SD) project is funded by The Swiss State Secretariat for Economic Affairs (SECO) for a duration of four years, from April 2023 to March 2027, with implementation led by HELVETAS Swiss Intercooperation in Vietnam (Helvetas Vietnam) as the Lead Implementing Agency, and CRED Tourism & Agriculture Solution Consulting Company Limited as the Consortium Partner.

The main objective of the ST4SD project is to contribute to a more sustainable and inclusive tourism sector in Vietnam. In the long term, the project aims to support the creation of new livelihoods and promote sustainable economic development in the country. This overarching objective will be achieved by focusing on three key outcomes:

- Outcome 1 (macro level): Enhancing sustainable tourism development by ensuring that national and subnational action plans, master plans, and relevant policies include necessary actions. This includes facilitating the decision-making and implementation processes.
- Outcome 2 (meso level): Strengthening Vietnamese training institutions to provide quality training and develop skills and expertise in sustainable tourism. The project will assist in the selection and enhancement of these institutions.
- Outcome 3 (meso and micro level): Encouraging tourism destinations and companies to adopt more sustainable practices in their operations and investments. This outcome aims to make both the destinations and the companies more environmentally and socially responsible.

The project document has been officially signed and approved by the Ministry of Culture, Sports, and Tourism (MoCST), as confirmed in Decision No. 4151/QĐ-BVHTTDL. This approval marks a significant milestone for the project, and as such, a launching ceremony is planned to formally kick off the initiative.

This event holds great significance as it symbolizes the Swiss government's commitment

to providing non-refundable Official Development Assistance (ODA) funds to Vietnam. Through this project document, the MoCST will officially receive the allocated ODA funds. Both senior leaders from Switzerland and Vietnam have high expectations for the ceremony, which will serve as the formal inauguration of the project. The event is also an important branding opportunity for Switzerland, with key dignitaries, including the Minister and Ambassador, expected to participate.

## **2. Objective(s) of the mission (or consultancy)**

The objective of this mission is to

- Execute the signing of an agreement between the Swiss Government and the Ministry of Culture, Sports, and Tourism (MOCST) regarding the commitment to provide and receive non-refundable ODA funding, as stipulated in Clause 5, Article 33, and Point d, Clause 2, Article 8 of Decree No. 114/2021/NĐ-CP dated December 16, 2021.
- Officially launch and implement the activities of the project.
- Enhance exchange and in-depth discussions among project participants to improve cooperation efficiency and promote sustainable tourism development in Vietnam.

## **3. Expected deliverables**

Organize a successful launching ceremony for 60 key delegates, ensuring the event is executed smoothly and professionally, with all logistics, invitations, and preparations in place.

## **4. Key competencies and experience**

- 5+ years of experience in event organization, particularly with development organizations such as NGOs and INGOs, demonstrating a strong ability to coordinate and manage high-profile events.
- Proven track record of successfully organizing large-scale events, including international conferences, workshops, and formal ceremonies, with a focus on meticulous planning, attention to detail, and flawless execution.
- Strong understanding of legal requirements and regulations in Vietnam, with the ability to provide all necessary legal documentation as required by Vietnamese law, ensuring full compliance for the event and project activities.
- Ability to handle logistical challenges and contingencies, ensuring smooth execution of activities in any scenario, while maintaining flexibility and problem-solving capabilities.

## **5. Main Tasks and Activities of the Assignee (or Consultant)**

The service provider will undertake all activities necessary to implement the tasks listed below:

- Organize the Launching Ceremony for the Swiss Tourism for Sustainable Development Project in Vietnam (ST4SD) by organizing the conference venue for half a day, which will include the following:
  - o Coffee networking at the beginning of the session, followed by lunch (or dinner) after the ceremony.
  - o Provision of 50 simultaneous translation headsets.
  - o Setup of 1 translation cabin.
  - o Arrangement of name tags for all participants.
  - o Display of fresh flowers for decoration.
  - o Provision of a projector and LED screen for presentations.

- Additional requirements, as may arise during the event planning process, subject to mutual agreement between both parties, to ensure the event's success. This could include any additional services or adjustments that are necessary for the ceremony's smooth execution and to meet the specific needs of the event.

## 6. Working methodology

The Working Methodology will be detailed and presented by the service provider in the documentation and quotation submitted to Helvetas / ST4SD. This will outline the approach, steps, and processes the service provider will follow to ensure the successful planning, coordination, and execution of the Launching Ceremony.

## 7. Time Frame of the assignment

The indicative start date for the assignment is expected to be on January 20 and the period of implementation is expected to end on February 24, 2025. The assignment would officially end when the project accepts the deliverable and receives all the required documentation.

Date	Activity
Late January/ Early February	Meet with the project to discuss and provide information, as well as to outline requirements.
January - February	Prepare and execute the launching ceremony

## 8. Reporting / Debriefing: NA

Any interested service providers are kindly requested to submit their applications to the ST4SD email at [cm1@st4sd.vn](mailto:cm1@st4sd.vn), with a copy to [assist1@st4sd.vn](mailto:assist1@st4sd.vn), no later than **25 January 2025**.

Applications should include:

- Technical Proposal: Team composition with CVs highlighting relevant experience and roles of each member; proposed approach and methodology, detailed work plan.
- Financial Proposal: A clear breakdown of costs associated with the project.