



TERMS OF REFERENCE (TOR)

TO PROVIDE COMMUNICATION SERVICES FOR 2024 HIGH-LEVEL MEETING OF VIET NAM ENERGY PARTNERSHIP GROUP (VEPG)

Location	Hanoi
Type of contract	One-time contract
Language required	English and Vietnamese
Duration of work	November 2024

1. BACKGROUND

In 2017, the Government of Viet Nam and its international Development Partners formally established the Viet Nam Energy Partnership Group (VEPG) to strengthen cooperation, dialogue and exchange of experiences and knowledge in the country's Energy Sector. From 2022 onwards, the EU-funded programme "EU - Viet Nam Sustainable Energy Transition Programme" (SETP) continues to support the operation of the VEPG.

The overall objective of the Viet Nam Energy Partnership Group (VEPG) is to work towards effective and efficient international support to the government of Viet Nam and engage stakeholders to deliver a sustainable energy transition in Viet Nam, in line with national law and international agreements of which Viet Nam is a member. VEPG will provide a platform to coordinate dialogue, concrete actions, and inputs to fulfill Vietnam's vision of its energy transition. In the period of 2022-2027, VEPG consists of five Technical Working Groups (TWG): TWG 1 - Power Sector Strategic Planning, TWG 2 - Renewable Energy, TWG 3 - Grid Integration and Grid Infrastructure, TWG 4 - Energy Efficiency, and TWG 5 - Energy Market.

The VEPG High-Level Meetings (HLMs) – organized on an annual basis – is the major VEPG event that focuses on fostering a continuous energy policy dialogue between the Government of Viet Nam and Development Partners – as well as other stakeholders in the sector – and thereby contribute to achieving the objectives set forth under the partnership and in the VEPG's technical working groups.

The HLM is co-chaired by the VEPG Steering Committee (MOIT VM Nguyen Hoang Long, EU Ambassador to Viet Nam H.E. Julien Guerrier, and Country Director of World Bank in Viet Nam, Ms. Mariam Sherman). Participants of the HLM are leaders and senior officials of MOIT, senior officials of other ministries and government agencies, ambassadors and senior representatives from embassies, representatives from development partners, as well as leaders and managers from the private sector, research organizations, and NGOs, banks, financial institutions active in the energy sector.

Tentatively at the end of November 2024, VEPG will convene the 5th high-level meeting with the aim to discuss national energy policy, its challenges and opportunities, and recommendations from VEPG Technical Working Groups, and Task Forces.

VEPG Secretariat is seeking a video production agency to support script development and video production for the HLM to be organized in November 2024 tentatively, and to produce footage and recap video of the HLM under the supervision and guidance of the VEPG Secretariat and SETP Communications and Visibility Officer.

The video production and filming will take place in Hanoi, so for this reason VEPG Secretariat is limiting the bids to video production agencies based in Hanoi (office-based).

2. OBJECTIVE

The main objective of this assignment is to prepare and manage an event communication plan for the VEPG HLM 2024, including related communication materials for the event.

Specifically, the vendor will work on the following communication and visibility work packages:

1. Prepare and implement a communication and visibility plan for the VEPG HLM event (i.e media engagement plan, press release and press invitation, social media plan, etc. mainly through mainstream media, press, and social media accounts and websites of the VEPG, MOIT and EUD).
2. Manage media engagement for the whole event, including press release and press invitation for the press conference.
3. Provide production services for key visuals, communication materials of the VEPG HLM event (See details in section 3).
4. Provide high quality filming of activities during the HLM event to be used in reports, online articles and public relations materials.

The vendor will manage the full process and work under the supervision of VEPG Secretariat and SETP Communications and Visibility Officer (C&VO). A final report of the event communication is a part of this service.

The vendor may be requested to work from the VEPG Secretariat Office in Hanoi when needed.

3. DELIVERABLES

Services and deliverables include the following:

No.	Title/Key content	Description	Number of deliverables
1	Key moment/ symbolic action	A 5-minute video for the chair and co-chairs to deliver a message on strengthening solidarity for the sustainable energy transition	1 video
2	VEPG promotional video	5- 5-minute Documentary film/video with key messages (to be identified during script development), using existing and/or stock footage, filming interviews with stakeholders could be required. Key content: brief introduction of the VEPG, summary of the activities/outstanding outcomes of the VEPG in the last few years, mission and vision to deliver the energy transition targets, in line with the PDP VIII and supporting JETP, etc.	1 video
3	Short VEPG promotional video (to show at the event)	Shortened 2 min documentary film/video with key messages (to be identified during script development) (featuring sign-language interpreter)	1 video
4	Recap video of the VEPG HLM	3-4 min Timeline video with a message of VIP (Chair, and Co-chairs of VEPG, and panel discussions and other side activities - if any), including footage	1 video

5	Key visuals at the event (designing and production)	Including designing backdrops, name tags, etc. which follow the requirements of VEPG and the concept note approved.	1 package
6	High-level proceedings of the event.	A document wraps up the HLM, including background information, purposes, agenda, speeches, key messages of the panel discussion, direction of the VEPG Steering Committee and press conference, (all necessary information/input will be provided by the VEPG Secretariat)	1 electronic product
7	Press and media mass	-1 broadcast news on Viet Nam National Television Chanel VTV1 - at least 10 leading newspapers (3 paid newspapers/Journal/Magazine and at least 7 free newspapers) + Vietnamnet + Investment news + Tuoi Tre (free of charge sites: worldbank, EUD, MOIT magazine, Viet Nam Energy Magazine, Bnews, Petrotimes, Vneconomy. etc.)	

*Note: All the master file/ project files of the video production (use Adobe Premiere) and essential footage have to be delivered to the VEPG/SETP upon completion.

All the deliverables will be used on VEPG website and EUD in Vietnam’s social media networks.

Minimum output specifications:

- Include the logos of the VEPG, MOIT and EU at specified locations/instances of the communication materials;
- Include the Disclaimer of EU: ‘The operation of Viet Nam Energy Partnership Group (VEPG) and this video are funded by the European Union. All contents of this video are the sole responsibility of Stantec in consortium with Centre for Energy Environment Resources Development (CEERD), Danish Energy Management (DEM) and SNV Netherlands Development Organisation (SNV), and do not necessarily reflect the views of the European Union.’
- Include the Copyright Notice: “© – 2024 – VEPG. All rights reserved. Licensed to the European Union under conditions.” whenever appropriate.
- For video: At least Frame size: 1920 x 1080 pixels, Frame rate: 25 frames per second.

All other output details to be agreed upon with the VEPG, and in accordance with the Communication and Raising EU Visibility - Guidance for External Actions by the EU and prevailing industry standards. These will be included in the inception notes which will form part of the terms in the contract. The timeline for implementation and deliverables (including deadlines) will be agreed upon with the supervisors on an on-call basis. A final report of the communication and visibility has to be submitted electronically to the supervisors.

Selected vendors will need to use their own high-quality audio-visual equipment. VEPG/SETP will not provide any equipment. Please share the list of high-quality equipment that the applicant will use.

Please note that subcontracting other vendors to perform the job described in this Terms of Reference is not allowed.

4. WORKING ARRANGEMENTS

- The vendor will be invited and engaged to the VEPG Secretariat Office to discuss about requirements and quality of deliverables and services;
- A service contract (SC) as Framework Agreement are for services on an intermittent and repetitive basis;

- Upon request for services, the vendor must advise within 48 hours as to their availability for said services;
- Financial commitments will only be established each time the services are requested within the scope of the SC;
- Corresponding payments shall be made following certification by VEPG Secretariat and SETP C&VO that the services requested have been satisfactorily performed and Deliverables have been achieved by or before the due dates.

Regarding video review:

- The VEPG/SETP team will provide feedback and recommendations upon receipt of draft videos.
- The vendor must ensure all changes are made in a timely manner based on the feedback received from the VEPG/SETP Team.
- Final approval is subject to incorporation of inputs and feedback.
- Review process can entail two-three rounds of edits.

5. DURATION

October -November 2024

Timeframe / Duration of Engagement: Within two weeks of signing the contract, the vendor will present a communication and visibility action plan. A final report of the deliverables will be shared within 5 working days after the event ends.

6. FEES/CONTRACT VALUE AND PAYMENT SCHEDULE

A submitted financial proposal (quote) based on a full package price (VAT include), all-inclusive to cover professional fees and other requirements needed to complete the work is expected from the consultant/service provider. No travel is foreseen for this engagement.

The financial proposal must include a breakdown of costs, as much as possible. As this is a lump sum, no other payment will be made by the client other than the full cost indicated, once agreed and finalized in the service contract / purchase order.

Payments will be made, following the agreed progressive output milestones:

- 1st payment: 40 percent, upon contract signing.
- Final payment: 60 percent, upon complete turn-over of all deliverables against the agreed contract conditions.

7. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

Field of Expertise/Thematic Area: International Development Cooperation Communications, IEC Assets and Multimedia Production, Motion graphics animation.

The consultant/service provider should have a notable track record in high-level communications and development cooperation, and video production projects and an excellent portfolio of similar works in accordance with industry standards. Previous experience in working with a EU-UN or similar video production project is an asset.

Core: Interest in the EU-UN system and general knowledge of development issues; Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability; Ability to work in a multicultural environment.

8. PROVISION OF MONITORING AND PROGRESS CONTROLS

The service provider will work closely and report to the VEPG Secretariat and SETP C&VO. The present ToR is subject to modification, without changing the overall objective and the scope of work, on the basis of mutual consultations.

The copyright for all research commissioned by the VEPG Secretariat/SETP will be held by the VEPG/SETP. Publication or dissemination of the works performed by the service provider elsewhere is not permitted until the permissions are granted by VEPG Secretariat in written communication.

9. HOW TO APPLY

Interested individuals/companies should submit their proposals (technical and financial) with samples of past work and a detailed budget plan by no later than 4 November 2024.

Proposal should be submitted directly to the VEPG Secretariat email: secretariat@vepg.org.vn , cc: ttothihuyen@snv.org and Alessia.Maina@stantec.com