

Public Awareness Campaign on Energy Transition on Multimedia Channels (Vietnam)



Terms of Reference | 29 November 2023

Vietnam's net-zero announcement at COP26, the Just Energy Transition Partnership, and other high-level government of Vietnam statements, have brought attention to the need for energy transition. The Government of Vietnam is taking measures to gain social buy-in. However, there is a significant gap in public understanding of the energy transition, and no comprehensive public awareness programs are currently in place to address the current knowledge gaps.

This collaborative project between ETP and the Industrial Economy and Service Department (Ministry of Planning and Investment) will address the knowledge gaps in energy transition. It will leverage various multimedia channels such as TV channels, websites, and social media networks to disseminate engaging energy transition-related content including articles, news, reportage, and panel discussions. The project will reach a diverse audience in Vietnam, providing tailored content that aligns with their interests and needs. Its primary objective is to empower the general public, equipping them with the knowledge and skills necessary to actively contribute towards achieving the net-zero targets.

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I. Introduction

1. The Southeast Asia Energy Transition Partnership (ETP) brings together governments and philanthropies to work with partner countries in the region. ETP supports the transition towards modern energy systems that can simultaneously ensure economic growth, energy security, and environmental sustainability. To contribute to the achievement of the UN's Sustainable Development Goals (SDGs) and the Paris Climate Agreement objectives, ETP works in Southeast Asia, with a focus on three priority countries, namely Indonesia, the Philippines, and Vietnam. ETP works through four interrelated Strategic Objectives. These are (i) policy alignment with climate commitments, (ii) de-risking energy efficiency and renewable energy investments, (iii) extending smart grids, and (iv) knowledge, awareness, and capacity building.

II. Summary

2. Despite the government's efforts to increase public awareness for expediting the energy transition in Vietnam, there exists a noticeable gap in public understanding of various aspects of the transition, and comprehensive programs to bridge these gaps are currently lacking. The Project, which is a collaboration between ETP and the Industrial Economy and Service Department (Ministry of Planning and Investment), will tackle this issue by utilizing multimedia platforms to disseminate captivating articles, news, reports, and panel discussions on different topics related to the energy transition. Its main goal is to empower the general public with the necessary knowledge and skills to actively contribute towards achieving the energy targets.

III. Project Details

A. Rationale

1. The Vietnamese Government acknowledges the crucial role of promoting social involvement and enhancing public awareness to enable a comprehensive and successful energy transition. Despite ongoing efforts, a segment of the population remains unfamiliar with the significance of the energy transition process.
2. Although the Government, in collaboration with entities such as the World Bank, ADB, UNDP, UNIDO, and bilateral development partners, has initiated technical assistance programs in environmental matters, there is currently a lack of a systematic project dedicated to raising awareness among the public during the energy transition. Establishing such a project would be pivotal in garnering support for energy-related policies and ensuring a higher likelihood of successful implementation.
3. To address this intervention gap and support Vietnam in facilitating a smooth energy transition, this project, in collaboration with the Industrial Economy and Service Department (Ministry of Planning and Investment), aims to promote public awareness of the significance of energy transition. It will produce engaging articles, news, reportage, and panel discussions on multimedia channels, including TV channels, social media platforms, newspapers, and websites to equip the public with the necessary knowledge that can lead to the embrace of cleaner energy sources, more effective energy practices, and increased support for energy-related policies.

4. ETP will receive input from Clean, Affordable and Secure Energy for Southeast Asia (CASE) throughout the project and have frequent communication to ensure the two projects can effectively leverage one another to achieve greater reach and outcomes.
5. The project aims to reach and engage a wide audience in Vietnam, making it relevant to their diverse needs and interests. Social and gender considerations will be taken into account in the design of multimedia content and the use of diverse platforms. Particularly, the content will be inclusive and diverse, and on-screen representation of an identity group (e.g. women) will be on par with their representation in population estimates.
6. Sustainability considerations are also incorporated throughout the lifecycle of the media content. For instance, produced content should be made available in sustainable and widely supported digital formats/file types. In addition, sustainable storage methods such as cloud storage with appropriate backup systems should be used to prevent data loss. The materials should also be made available and easily accessible to the general public even after the completion of the project.

B. Impact

7. The project will increase public awareness of energy transition, reaching individuals from all socio-economic backgrounds and demographics regardless of their familiarity with the topic. The project will provide them with the necessary knowledge on energy transition and Vietnam's efforts to achieve a cleaner energy future. It intends to shift their perspectives, values, behaviours, and even lifestyles, to encourage their participation in the energy transition processes in Vietnam.

B. Objectives, Outcomes, and Outputs

8. The overarching goal of this project is to enhance public understanding and awareness of energy transition and strategies to achieve energy targets in Vietnam. This goal will be accomplished by pursuing the following objectives:
 - a. Inform the public on the different facets of the energy transition, including renewable energy technologies, policies, and regulations to support the transition, energy efficiency practices, and so on;
 - b. Enhance the public's comprehension of their roles in the energy transition process and how they can make effective contributions; and
 - c. Motivate the public to embrace energy-conscious practices and take an active part in the energy transition.
9. The specific activities and expected outputs are described in section IV. The primary outputs of this project are
 - a. **50 long-form articles** on energy transition;
 - b. **30 short posts** in the form of infographics and short promotion videos;
 - c. **31 TV broadcasts** in the form of news, reportages, panel discussions, and documentaries;
10. The combination of these media formats ensures that the public awareness campaign reaches a wide range of audiences, from experts and researchers to young and digitally-savvy audiences, as well as those who may not be actively seeking information. This approach maximises the campaign's impact by catering to various levels of interest and understanding, effectively raising awareness among a broad cross-section of society.

B. Sustainability and Gender Mainstreaming

11. ETP is committed to promoting and supporting gender equality and social inclusion (GESI) through its project implementation. Groups that will be impacted by the project activities shall be identified. The Project shall be inclusive of the invited stakeholders during the consultation and seek a balanced representation of women and other identified groups in project activities. The implementing partner should identify the implications, its outputs, and contributions to gender equality and social inclusion in the project activities. This task shall be accomplished through a clear methodology and approach which must be identified as part of the inception report.

IV. Project Deliverables

12. In line with the outputs and outcomes expected from this project (see Project Details), this section provides additional information on specific deliverables and activities required.
13. Contract Phases

The terms of reference are split into 2 phases in which Phase 2 is subject to the satisfactory delivery of Phase 1 and approval from the relevant parties to proceed with Phase 2.

- **Contract Phase 1: Planning** - includes Deliverable 1 - 4 (D.1 -D.4 from Table 1 below).
- **Contract Phase 2: Implementation** - includes Deliverable 5 - 8 (D.5 - D.8 from Table 1 below).

The proposal should include the offer for both contract Phase 1 and Contract Phase 2. Further to this, evaluation will be made covering the scope for Contract Phase 1 and Contract Phase 2. Further to this, a contract will be signed with the selected supplier for Contract Phase 1. Continuation to Contract Phase 2 is contingent upon satisfactory performance of the supplier on Phase 1 as well as the approval from the relevant parties (ETP, relevant government ministries) and continued need for Contract Phase 2.

14. Table 1 outlines the implementation timeline and associated milestones that are expected in this project. Additional details about each deliverable follow Table 1.

Table 1. Deliverables and implementation timeline

Payment Schedule	Deliverables	Estimated Delivery	Percentage of Payment
1	D. 1 - Inception Report With A Detailed Work Plan	Month 1	15%
2	D. 2 - <i>Two Consultation Workshops*</i> And Two Workshop Reports to be submitted after each workshop <i>*Payment may be split into 2 upon the satisfactory delivery of each workshop and its associated- workshop report.</i>	Month 1 (workshop 1) Month 2 (workshop 2)	15%
3	D. 3 - A Comprehensive Report On Audience Mapping And Analysis	Month 4	10%

Payment Schedule	Deliverables	Estimated Delivery	Percentage of Payment
4	D. 4 - A detailed plan for energy transition public awareness campaigns	Month 6	15%
5	<p>Partial delivery of the following deliverables is linked to the payment 5:</p> <p>D. 5 - 50 article products</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the first 25 articles <p>D. 6 - 30 short posts in the form of infographics and short promotion videos on social media platforms.</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the first 15 short posts <p>D. 7 - 31 broadcasts on TV channels</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the first 16 broadcasts 	<p>Month 11</p> <p><i>D. 5 - D.7 are continuous work that is expected to be completed between months 7 - 15</i></p>	15%
6	<p>Complete deliveries of the following deliverables are linked to the payment 6:</p> <p>D. 5 - 50 article products</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the second 25 articles <p>D. 6 - 30 short posts in the form of infographics and short promotion videos on social media platforms.</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the second 15 short posts <p>D. 7 - 31 broadcasts on TV channels</p> <ul style="list-style-type: none"> - Upon the satisfactory delivery of the second 15 broadcasts 	<p>Month 15</p> <p><i>D. 5 - D.7 are continuous work that is expected to be completed between months 7 - 15</i></p>	15%
7	D. 8 - Grand final report and <u>final workshop</u>*	Month 16	15%
Non-personnel reimbursable costs	<p>Some of the above deliverables (*) contain logistic organizations of workshops/discussion groups and meetings etc</p> <p>The consultant is required to propose in their financial proposal a ceiling cost to organize and execute all aspects of the workshops, including organization and logistics¹.</p>	As per the deliverables' milestone deadlines.	

¹ See detailed minimum requirements on the logistic organizations in the section IV. Project Deliverables

Payment Schedule	Deliverables	Estimated Delivery	Percentage of Payment
Contract Monitoring Requirement	Monthly Progress Report (Internal-facing reports) In addition to the listed deliverables, the consultant will need to provide monthly progress reports as per the provided template. Failure to submit this report will result in the payments being withheld.	Monthly submission	N/A

Importance: Events with an asterisk* include nonpersonnel costs that will be reimbursed against the actual costs. — The consultant is required to propose in the financial proposal both the personnel costs and non-personnel costs associated with deliverables 2 and 8. While the personnel costs for these deliverables will be a lump sum paid, the non-personnel costs* (final workshop, and two consultation workshops) will be reimbursed against the actual up-to-the-ceiling price proposed in the bidding.

Deliverable 1: Inception Report with a detailed work plan

15. The consultant must prepare an inception report with a detailed work plan and mobilise the necessary resources, ensuring the expectations of ETP are aligned with the understanding of the project from the consultant.
16. The inception report should contain, as a minimum:
 1. Introduction and project background
 2. Scope of Services
 3. Methodology and Workplan, including approach, methodology, and project gantt chart
 4. A detailed approach as to how each deliverable will be met and what each submission will contain
 5. Results of the audience mapping and analysis and communication/ outreach plans (See table 2)
 6. Identification of suitable media channels and rationale for choosing them
 7. A donor coordination strategy
 8. Project management inclusive of organisational chart detailing key personnel, their roles, and responsibilities, as well as their locations (strong in-country team and project management is expected)
 9. Gender Equality and Social Inclusion Mainstreaming
 10. Risks, mitigations, and assumptions
 11. Monitoring and Evaluation Framework, presented in the form of the ETP Results Based Monitoring Framework (RBMF)
 12. Communications Plan as described in the below table.

Table 2. The Minimum Requirements of the Communications Plan

The consultant is responsible for **drafting and executing a detailed communications plan for all workshops** (02 Consultation Workshops, and 01 Final Workshop) which will be embedded in the Inception Report. The bidder is required to budget the pricing for the execution of these communication materials in the non-personnel costs to be disbursed as per actual. The minimum requirements for the communications materials are as follows:

Item	Communications materials	Number
1	Social media posts (liaising with ETP)	15 (5 per event)
2	Press releases	3 (1 per public workshop/ event)
3	Newspapers The Consultant is required to connect with at least five relevant news agencies. The news will be based on a press release prepared (item 2)	15 (5 per public workshop/ event)
4	Online presentations of project progress and highlights work status to the ETP Secretariat and/or ETP Funders Steering Committees	4 in total, <i>subject to ETP's request</i> (1-hour maximum/ each)

Deliverable 2: Two consultation workshops and post-workshop reports

17. The Consultant is required to conduct **two consultation workshops**² to gather inputs from relevant stakeholders on the proposed methodology for campaign execution, strategy for disseminating campaign materials, and thematic areas to address.
18. The Consultant is expected to plan, deliver, and execute all aspects of the workshop, including all logistics such as identifying the venue and participants.
19. Workshop requirements:
 - a. The workshops will be in hybrid mode, with one located in Hanoi and another in Ho Chi Minh City
 - b. Duration: Half-day workshop.
 - c. Number of participants: a minimum of 100 for each of the workshops
 - d. Invitees: Participants should include governmental officials, industry stakeholders, businesses, academia, development partners, provincial leaders, media representatives, etc.
20. The consultant is required, in their proposal, to detail specifically the participant groups that they would engage in the consultation workshop.
21. Gender consideration needs to be taken into consideration in the workshop. The minimum % of women participants is 40%. Consultant to prepare the logistics of the workshop, e.g.: meeting venue for two half-day workshops, and conference call support. Bidders should assume all participants are already in Hanoi/ Ho Chi Minh City, hence no transportation cost is handled by the bidders.
22. After each consultation workshop, the consultant is required to submit a **post-workshop report** that should contain the following components:
 - a. Description of the workshop (e.g., background, objective, organisation)
 - b. Workshop agenda and participant components

² Under deliverable 2, the two consultation workshops will be paid on a reimbursable basis against the actual expenses. The financial proposal must include non-personnel costs expected to be incurred to execute these workshops, separate from the personnel lumpsum costs required to deliver the deliverable. The Consultant should include in the non-personnel costs all associated costs for the workshop including, venue, organization, and other travel and logistics expected.

- c. Workshop proceedings (e.g., summary of presentations, key points raised, important insights, significant outcomes or decisions)
- d. Gender considerations
- e. Stakeholder engagement
- f. Monitoring and implementation
- g. Media and communication
- h. Conclusion and next steps
- i. Annexes (supporting materials such as slides of the presentations, workshop handouts, gender-aggregated participant list, list of comments, etc.)

Deliverable 3: A comprehensive report on audience mapping and analysis

- 23. The consultant conducts audience mapping to identify interests, needs, and knowledge gaps on energy transition and categorise the general public into groups that will be addressed specifically. The consultant should also identify appropriate multimedia channels that will be used to reach the targeted audience and achieve the desired outcomes. In the analysis, factors such as socio-economic status, demographics, psychographics, and gender should be taken into consideration. The appropriate communication methods and channels to target each group should be identified here as well.
- 24. After conducting audience mapping, the consultant prepares a report detailing the methodology and also the analysis. The findings of the audience mapping and knowledge gaps will inform the subsequent deliverables.

Deliverable 4: A Detailed plan for energy transition public awareness campaigns

- 25. The consultant will develop and submit **a detailed plan for the execution and dissemination of all communication products** (deliverables 5 to 7). This plan should include specific content, identify key thematic areas to cover in media products, identify key messages, detail the methodology for campaign execution, incorporate a benefit analysis (who the campaign most impacts and the intended results), and present a well-thought-out strategy for disseminating campaign materials. This plan will be informed by insights gathered during a consultation workshop (deliverable 2) and audience mapping exercises (deliverable 3). The consultant will provide a comprehensive outline of the campaign's content, with a focus on tailoring messages to different societal groups. They should also specify the methods and channels through which the campaign will be organised.
- 26. Additionally, the plan should encompass clear mechanisms for monitoring and evaluation and strategies for mitigating potential risks.

Deliverable 5: 50 article products

- 27. Drawing from the results of the audience mapping and a review of relevant energy transition topics in Vietnam, the consultant will write and **submit to ETP for approval 50 informative long-form articles** (each article has approximately 800 words with 6-7 photos and in **both English and Vietnamese**). Articles offer a platform for in-depth exploration of topics on energy transition. They provide the necessary background, context, and detailed information, serving as foundational knowledge. This written content can serve as reference material for those looking for comprehensive information, including researchers,

policymakers, academics, etc. Topics are based on deliverable 4 and should be communicated to and approved by ETP/UNOPS.

28. These articles must encompass a comprehensive spectrum of topics directly related to Vietnam's energy transition, aiming to provide a deep and nuanced understanding of this critical landscape. They should cover a full range of energy transition topics, including but not limited to renewable energy, energy-related challenges and opportunities, and deliver topical knowledge, and discuss pathways to achieve energy transition in the face of all challenges relevant to Vietnam. All the topics need to be relevant to the Vietnamese energy transition landscape. The articles should be friendly to the public and accompanied by suitable and catchy images.
29. To enhance the readability and engagement of these articles, each one should be thoughtfully accompanied by relevant and captivating images. These images are intended to complement the written content, making it more accessible to a broader audience. The content needs to be approved by ETP and the Industrial Economy and Service Department (Ministry of Planning and Investment).
30. Once the articles are approved by ETP, the consultant is required to publish them in top 10 newspapers (based on viewerships) in Vietnam. Each of the 50 articles is to be published in 10 different newspapers with the top 10 viewership numbers in Vietnam. Additionally, two of these articles should be placed on the front pages of these newspapers to maximise their visibility and impact. Each article will include statements recognising ETP/UNOPS and the Industrial Economy and Service Department (Ministry of Planning and Investment), accompanied by their respective logos, and will also position the product within the larger project.

Deliverable 6: 30 short posts in the form of infographics and short promotion videos on social media platforms.

31. The Consultant is required to **develop and disseminate 30 concise and visually engaging social media posts in the formats of infographics (18 products) and short promotional videos (12 products, 15 seconds each).**
32. Infographics and short videos are designed to capture the attention of a wider audience, including those with shorter attention spans. The key targets are a younger and more digitally connected demographic, individuals who are new to the topic, and those who need a quick and visually appealing introduction.
33. These 30 posts are designed to be shared across various social media platforms, including the Facebook and Twitter accounts of 3 media organisations. Each post will serve as a brief yet informative piece of content that provides the audience with an accessible overview of various aspects and fundamental concepts associated with energy transition. The posts should also provide insights on the significance of the public in the context of energy transition and suggest actionable steps for individuals to contribute effectively.
34. The content will cover content that aims to give the audience an idea of what actions contribute to the energy transition of Vietnam and empower them to take action. This content should be accessible to all audiences, covering topics such as energy-conscious lifestyle choices and energy efficiency practices, and including actual case studies to help the audience better understand and relate.
35. The consultant is responsible for liaising with three well-known media organisations in Vietnam for the publication of these. Each short post will include statements recognising ETP/UNOPS and the Industrial

Economy and Service Department (Ministry of Planning and Investment), and will also position the product within the larger project. In addition, the consultant is expected to liaise with ETP/UNOPS to publish them on ETP/UNOPS' social media platforms.

Deliverable 7: 31 broadcasts on TV channels

36. The consultant **prepares and disseminates 31 broadcasts on energy transition topics** relevant to Vietnam on three major TV channels (based on viewership) in Vietnam (one time publication). The aim of developing and disseminating 31 broadcasts on TV channels is to provide the public with a comprehensive understanding of the country's energy landscape and the challenges and opportunities associated with transitioning to cleaner, sustainable energy sources. The consultant is responsible for research, content development, production, and dissemination.
37. The content will be delivered in various formats. The broadcast series will include the following:
 - a. **16 news segments (1 minute each):** These news segments will deliver quick updates and insights on critical energy transition developments in Vietnam. They will provide viewers with brief and informative updates on the country's energy transition progress. These aim to engage a broad audience, including working professionals and individuals from all age groups.
 - b. **12 reportages (3 minutes each):** These reportages will provide an in-depth, comprehensive exploration of specific energy transition initiatives, projects, and challenges in Vietnam. Some suggested topics include renewable energy potential, energy efficiency initiatives, investment, the role of green technologies, obstacles to energy transition, government policies and regulations, energy storage solutions, carbon market, energy innovation, etc. These cater to viewers who want more detailed information and a comprehensive understanding of energy transition.
 - c. **2 panel discussions (30 minutes each):** The panel discussions will be a platform for in-depth dialogues among experts and policymakers. Each 30-minute discussion will provide an opportunity to explore complex topics related to energy transition (particularly those relevant to the Industrial Economy and Service Department (Ministry of Planning and Investment)'s mandates). The topics need to be approved by ETP and the Industrial Economy and Service Department (Ministry of Planning and Investment). These cater to viewers who want more detailed information on energy transition.
 - d. **1 documentary (15 minutes):** The consultant is required to create and disseminate an informative documentary on the energy transition in Vietnam. The content for the documentary must be accessible, and informative, and should resonate with a wide-ranging audience, including those without prior knowledge of the subject. The aim of developing and disseminating the documentary is to engage viewers across different age groups who are interested in learning about energy transition at a deeper level. The documentary will last for 15 minutes and aim to inform the public of the need for energy transition in Vietnam along with the current progress (e.g., renewable energy initiatives, government policies, Vietnam's energy sources). The content should be approved by ETP and the Industrial Economy and Service Department (Ministry of Planning and Investment) before the Consultant proceeds to disseminate the documentary on 3 major TV channels in Vietnam.

38. The content should be accessible to all audiences, with a focus on engaging those without prior knowledge or interest in energy transition. Each broadcast will feature statements acknowledging ETP/UNOPS and the Industrial Economy and Service Department (Ministry of Planning and Investment), and will also provide context for the product within the broader project.

Deliverable 8: Grand final report and final workshop

39. The Consultant will write a grand final report, detailing the key outcomes and impacts of the project, lessons learned, as well as recommendations for future public awareness campaigns/ next steps.
40. **The consultant organises the final stakeholder workshop³** to communicate and discuss the key outcomes of the project and gather feedback and recommendations for upcoming phases/ projects. After the workshop, the Consultant will need to revise the final report to incorporate further findings and recommendations.
41. Gender consideration needs to be taken into consideration in the workshop. The minimum % of women participants is 40%. All key stakeholders related to the topic, particularly governmental entities, should be engaged. Journalists should be invited also to promulgate the findings of the workshop. The minimum number of participants is 100. The workshop should be in Hanoi, organised in a hybrid mode, and happen for half a day.
42. After the workshop, the consultant is to issue a report on the workshop. The post-workshop report should provide a comprehensive summary of the workshop proceedings, discussions, and outcomes. Here are the key elements that the report should contain:
 - a. Description of the workshop (e.g., background, objective, organisation)
 - b. Workshop agenda and participant components
 - c. Workshop proceedings (e.g., a summary of presentations, key points raised, important insights, significant outcomes or decisions)
 - d. Gender considerations
 - e. Stakeholder engagement
 - f. Monitoring and implementation
 - g. Media and communication
 - h. Conclusion and next steps
 - i. Annexes (supporting materials such as slides of the presentations, workshop handouts, participant list, list of comments, etc.)

Contract Monitoring Requirement: Monthly Progress Report

43. In addition to the listed deliverables, the consultant will need to provide monthly progress reports as per the provided template. Failure to submit this report may result in the payments being withheld.
44. **The consultant is required to submit a monthly Progress Report** that includes a concise narrative of the completed activities against all deliverables and the next steps. The progress report must also document the project activities completed under **all components** covering the period.

³ Under deliverable 8, **the final stakeholder workshop** will be paid on a reimbursable basis against the actual expenses. The bidder is expected to propose in their financial proposal the budget to organize and execute the workshop separately from the personnel lump sum cost required to deliver the deliverable.

45. The monthly progress report serves as the mentoring report and is an internal facing between the consultant and the ETP team. The monthly progress report must also include the following standard items:

- Updated Gantt Chart
- Updated Results-Based Monitoring Framework (RBMF) in a provided template
- Risks and mitigations
- Ratings/ impacts of the published/ disseminated media content (e.g., viewership and any audience feedback on the broadcasted materials)
- Lessons learned and next steps
- Minutes of Interviews and Consultations, if relevant

Other key information to be considered:

- A public-facing, publishable Executive Summary (no more than 2 pages) in professional English must be submitted with deliverables 1, 3, 4, and 8.
- A public-facing, catchy PowerPoint presentation highlighting key information must be submitted with deliverables 1, 3, 4, and 8.
- The Consultant is required to organise and coordinate with the CASE team on an agreed basis on behalf of the ETP team. The consultant will submit a brief progress report/ alignment matrix/ agreed items after each meeting.
- All project deliverables and presentations must be submitted in English and the Vietnamese language.
- All deliverables are subject to review by ETP and beneficiary entity(ies) where applicable, before approval. If there are comments and suggestions, the deliverables need to be revised accordingly before payment is released.
- All communications/ media products (deliverables 5, 6, 7) are produced and disseminated by the consultant with their names as the authors. In each of the mentioned deliverables, there needs to be recognition of ETP and MPI, subject to further instructions from ETP and the Industrial Economy and Service Department (Ministry of Planning and Investment).
- The consultant is required to update the results and achievements of the project in accordance with the agreed project-level Results-Based Monitoring Framework, as per the approved template. All results, where applicable, must be gender disaggregated
- The consultant is required to organise and execute all aspects of the workshops, including organisation and logistics.
- Any costs associated with workshops, events, etc. are reimbursable based on actual spending.
- The consultant must consider and highlight specific gender considerations in their proposal.
- The consultant must be available to attend 1 in-person workshop with the ETP secretariat in the region. The costs for this will be covered outside the financial scope of this proposal.

V. Timeline for the Project

The project will require **16 months from 2023 to 2025**. The actual project timeline will be presented by the consultant and agreed upon in the Inception Report. The timeline of the Project is shown in the TOR for the consultant's services.

Table 3. Proposed timeline of the project's deliverables

Activities	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Deliverable 1: Inception report with a detailed work plan																
Deliverable 2: Consultation workshops and workshop reports																
Deliverable 3: A comprehensive report on audience mapping and analysis																
Deliverable 4: Detailed plan for energy transition public awareness campaigns																
Deliverable 5: 50 article products																
Deliverable 6: 30 short posts in the form of infographics and short promotion videos on social media platforms.																
Deliverable 7: 31 broadcasts on TV channels																
Deliverable 8: Grand final report and final workshop																

VI. Key Beneficiaries

46. The stakeholders in this project are provided in table 4.

Table 4. List of beneficiaries of this project

Beneficiary	Benefit	Explanation
The Industrial Economy and Service Department (Ministry of Planning and Investment)	Direct	The Ministry of Planning and Investment is assigned by the Prime Minister to conduct communication campaigns on green growth, including energy transition and net-zero by 2050 target based on the country's COP26 declaration. In the National Action Plan for Green Growth Strategy, they are also the leading governmental entity in charge of organizing national communication activities on green growth, sustainable development, and other areas. Therefore, MPI is the direct beneficiary of this project.
Ministry of Information and Communications	Direct	The Ministry of Information and Communications plays a pivotal role in shaping and regulating the country's information, media, and communications landscape. They are also assigned by the government to create a communication plan on green growth and energy transition, and will also be the beneficiary of the project.
The public	Direct	By increasing public awareness and attention to the challenges and issues related to energy transition, people can be empowered to participate in the decision-making process and take actions to promote energy transition in Vietnam.
Government of Vietnam	Indirect	The assistance provided by ETP to both ministries and the private sector is expected to aid the government's endeavours to reach the climate change objectives outlined in the Paris Agreement, as well as achieve the goal of zero net emissions by 2050.

47. A [donor mapping](#) was conducted to prevent duplication of efforts between ETP and other development partners in the same areas, as well as to identify areas where ETP could provide support for energy transition that had not yet been addressed

VII. Results-Based Monitoring Framework and Risks

48. Results-Based Monitoring Framework

48. The Results of the Project are monitored through the following Framework in Table 2. All reports will update the achievement of the indicators.

Table 5. Results-based monitoring framework

Project Name: Public Awareness on Energy Transition on Multimedia Channels

IMPACTS

- Share of renewable energy (RE) in the total final energy consumption (TFEC)

OUTCOME

4. Knowledge, Awareness and Capacity Building

OUTPUT

- 4.1. Stakeholders (relevant Government entities, Public sector companies, Financial institutions, Private entities, Academia, and Consumers) involved in the RE/EE value chain, are knowledgeable and better informed to advance the energy transition agenda

INDICATOR	TARGET
IN 4.1-01 - Targeted audiences indicate improved knowledge about EE/RE and the ability to sustain energy transition efforts	IN 4-01: A minimum of 1 million views across media channels, and the views need to improve consistently (the views for the subsequent year need to increase by 10%)
IN 4.1-04 - No. of articles, press releases on social media, and mass media, for outreach	IN 4.1-04: A minimum of 10 articles on newspapers, 30 short posts with infographics or short promotion videos on social media platforms, 30 TV broadcasts (in the form of news, reportage, or panel discussion)

ACTIVITIES

- Audience mapping and analysis to identify interests and knowledge gaps on energy transition
- Production and dissemination of energy transition content that comes in the form of news, reportage, panel discussion) on websites, TV channel(s), and social media
- Monitoring and tracking the views/ ratings of the content

49. The results are reported with additional supporting information and evidence where applicable and necessary.

50. Risks and Mitigation Measures

50. The ETP team and the Industrial Economy and Service Department (Ministry of Planning and Investment) discussed the technical assistance activities and confirmed that there is no risk of overlapping with activities implemented by other donors in Vietnam. On the other hand, during the project design and development stage, ETP and the Industrial Economy and Service Department (Ministry of Planning and Investment) will work closely to ensure that the project addresses the needs of the Industrial Economy and Service Department (Ministry of Planning and Investment) and in line with the Government's regulations. The two teams will jointly provide proper justifications to any questions coming from the relevant authorities, which secure the timely approval of the project.

VIII. Qualification and Experience of the Service Provider

A. General requirements

51. The bidder should have a minimum of 5 years of continuous experience in delivering similar projects in the past with a track record of success. What is considered relevant experience are the following:
- At least 5 years of experience in producing public awareness programs on diverse media platforms in Vietnam
 - At least 5 years of experience in delivering/ disseminating training programs/public dissemination/broadcasting products of specialised scientific topics within the last 5 years.
 - Previous experience in providing education and public campaigns in the energy sector is an advantage
52. Offeror must provide a minimum of two (2) customer references from which similar services have been successfully provided, within any of the last 5 years

B. Requirements for the Consultant team leader

53. The lead individual should have the following qualifications:

Education:

- Bachelor's degree in Communication, Journalism, Screenwriting, or related field.

Work Experience

- A minimum of 10 years of experience in the field of communication and knowledge dissemination in Vietnam, with 5 years in leadership
- Broad knowledge and at least 5 years of experience in developing media content and strategies for public awareness projects on television and on digital platforms, particularly for Vietnam.
- Proven extensive experience (at least 5 years) in working with well-known Vietnamese newspaper agencies (e.g., Tuoi Tre, Vnexpress, Vietnamnet), broadcasters (VTV, VTC, etc.), and ministries, particularly the Ministry of Planning and Investment, etc. is required
- Having experience and knowledge in researching user behavior, needs and preferences of Vietnamese businesses, government agencies, and people.

C. Requirements for the project team

54. Bidders should propose a team that has the required skills, knowledge, and experience to provide the service within the timeframe outlined in this Terms of Reference. While ETP does not prescribe the composition of the team, the below list might be used as a reference for the expertise that the proposed team may have.
- Director
 - Production Manager
 - Content creator
 - Energy expert
55. Considering the importance of close coordination with stakeholders in Vietnam, it is required that the team proposed consists of consultant(s) who understand the local context in Vietnam.
56. The bidder should also assign a Contract Manager who would liaise on the non-technical part of the contract implementation, including coordination, liaising with key counterparts, and liaising with UNOPS on the submission of invoice and payment-related documents.

IX. Evaluation Criteria

A. Eligibility and Formal Criteria

57. The criteria contained in the table below will be evaluated on a Pass/Fail basis and checked during the Preliminary Examination of the proposals:

Criteria	Documents to establish compliance with criteria
1. Offeror is eligible as defined in Instructions to Offerors, Article 4	<ul style="list-style-type: none"> • Form A: Joint Venture Partner Information Form, all documents as required in the Form, if the Proposal is submitted by a Joint Venture. • Form B: Proposal Submission Form
2. Completeness of the Proposal. All documents and technical documentation requested in Instructions to Offerors Article 10 have been provided and are complete	<ul style="list-style-type: none"> • All documentation as requested under Instructions to Offerors Article 10, Documents Comprising the Proposals
3. Offeror accepts UNOPS General Conditions of Contract as specified in Section IV	<ul style="list-style-type: none"> • Form B: Proposal Submission Form

B. Qualification Criteria

58. The criteria contained in the table below will be evaluated on a Pass/Fail basis and checked during the Qualification Evaluation of the proposals.

Criteria	Documents to establish compliance with the criteria
<p>1. The company should have a minimum of 5+ years of continuous experience in delivering similar projects in the past with a track record of success.</p> <p>In case of a joint-venture (JV), the experience will be calculated as accumulation of the experience of the JV members.</p>	<ul style="list-style-type: none"> • Certification of incorporation of the Offeror • Form F: Performance Statement Form
<p>2. Offeror must provide a minimum of two (2) customer references from which similar services have been successfully provided, within any of the last 5 years.</p> <p>In case of JV, the customer reference can be accumulated from the JV members.</p>	<ul style="list-style-type: none"> • Form F: Performance Statement Form

C. Technical Criteria

59. Technical evaluation will be carried out to bids that pass the eligibility, formal, and qualification criteria, with requirements as follows:

- The maximum number of points that a bidder may obtain for the Technical proposal is 80. To be technically compliant, Bidders must obtain a minimum of 56 points
- Minimum pass score: 70% of maximum 80 points = 56 points

Overall Technical proposal points allocation

Section number/description		Points Obtainable
1	Offeror's qualification, capacity and expertise	25
2	Proposed Methodology, Approach and Implementation Plan	30
3	Key Personnel proposed and Sustainability Criteria	25
Total Technical Proposal Points		80

Section 1: Offeror's qualification, capacity and expertise

Section 1: Offeror's qualification, capacity and expertise		Points	Sub points
1.1	<p>Brief description of the organisation, including the year and country of incorporation, and types of activities undertaken, including the relevance of specialised knowledge and experience on similar engagements done in the past.</p> <p>Bidders partnering up with a Vietnamese entity to provide the strategic consultation and translations; as well as communications expertise is considered a valuable asset. (Max 4 pages written text plus 1 Matrix)</p>	20	
	1.1.1 Experience in projects of comparable size, type, complexity, and technical specialty		10
	1.1.2 Experience in providing similar services in Vietnam		5
	1.1.3 Understanding of local context, and partnering up with a Vietnamese entity/ consultants to provide for the strategic consultation, translations; as well as the communications expertise		5
1.2	<p>General organisational capability which is likely to affect implementation: management structure, and project management controls. (Max 4 pages written text)</p>	5	
	1.2.1 Management structure, management controls, and extent to which any part would be subcontracted		3
	<p>1.2.2 . Financial capacity/financial stability: Bidder should have a minimum annual turnover of 300,000 USD in any of the past 2 years.</p> <p>Offerer has sufficient liquidity, demonstrated by the ratio of "current assets / current liabilities" should be a minimum of 1, in any of the past 2 years. Offerors must include the 2-year most recent financial statements.</p> <p>In the case of a joint venture, annual turnover is calculated based on the total annual turnover of the JV members. In case of a joint venture, at least one of the JV members should have 1 liquidity/quick ratio in any of the past 2 years.</p>		2
Total points for section		25	

Section 2: Proposed Methodology, Approach and Implementation Plan

Section 2: Proposed Methodology, Approach and Implementation Plan		Points	Subpoints
2.1	Description of the Offeror's approach and methodology for meeting or exceeding all the deliverable requirements of the Terms of Reference In the description of how the offeror will deliver each deliverable, the offeror is expected to detail also strategies for achieving the deliverables, conducting effective public engagement, strategies to increase the reach of the project, details about collaborating entities/ news agencies/ broadcasts to support the delivery of deliverables, potential effects of each approach, methods for monitoring impact, and a comprehensive understanding of the media landscape in Vietnam.	20	
2.2	Quality Assurance	5	
	A plan outlining how the bidder intends to ensure oversight and quality assurance throughout the assignment. Quality Assurance plan should include discussion on risk assessment and its mitigation plan		5
2.3	Implementation Timeline	5	
	Bidder submits a detailed implementation timeline which includes detailed activities to be undertaken during this assignment, and is completed with Gantt chart		5
Total points of the section		30	

Section 3: Key personnel proposed and Sustainability Criteria

Section 3: Key personnel proposed and Sustainability Criteria		Points	Sub points
3.1	Qualifications of key personnel proposed	20	
	a) Project lead		6
	b) Director		4
	c) Production manager		4

	d) Content creator		4
	e) Energy expert		2
3.2	The bidder shall provide a statement or approach that demonstrates its commitment to support and mainstream gender equality and social inclusion through its operations and project implementation activities.	5	5
Total points of the section		25	

The Scoring Matrix for Key Personnel

Title	Minimum Qualification	Preferred experience	Max Points
Project Lead	Bachelor's Degree or higher education in Communication, Screenwriting, Journalism, or related fields. Knowledge of the energy and climate landscape, energy transition, and political, economic, and social situation in Vietnam is required.	Minimum 10 year experience in the field of communication and knowledge dissemination in Vietnam At least 5 years serving in a leadership role related to communication in Vietnam Proven successful involvement with, and good knowledge of government, community, and private sector in Vietnam is required Proven successful experience of leading the organisation and implementation of at least 5 public awareness campaigns in Vietnam, preferably for children, youth, and hard-to-reach groups Proven experience working with Vietnam's major news agencies and broadcasts is required.	6
Director	Bachelor's degree in Communications, Journalism, Filming, Media, and Television or related fields	Minimum of 10 years of experience as a director of media programs in Vietnam At least 5 years in leadership At least 5 years of proven experience in different media platforms,	4

		<p>including TV channels, social media, online newspapers, etc.</p> <p>At least 5 years of experience in directing media products in the energy sectors is preferable.</p> <p>Proven experience working with Vietnam's newspapers and broadcasts preferred.</p>	
Content creator	<p>Bachelor's degree or higher in Communication, Journalism, or Screenwriting knowledge.</p> <p>Knowledge of the energy and climate landscape, energy transition, and political, economic, and social situation in Vietnam is required.</p>	<p>Minimum of 10 years of experience in the field of communication, dissemination of educational knowledge and science in Vietnam</p> <p>At least 5 years of proven experience in different media platforms, including TV channels, social media, online newspapers, etc.</p>	4
Production manager	<p>Bachelor's degree or higher in Communication, Journalism or Screenwriting</p>	<p>Minimum of 10 years of experience in producing and managing communication, scientific, documentaries, and other communication programmes in Vietnam, with at least 5 years in leadership</p> <p>Knowledge of and at least 5 years of experience in the energy and climate landscape, energy transition, political, economic and social situation in Vietnam is required.</p>	4
Energy expert	<p>Master degree in energy/renewable energy/energy efficiency. Bachelor's Degree and 2 years of experience may substitute the education requirement.</p>	<p>Minimum of 10 years of experience in the energy sector.</p> <p>Deep knowledge of and at least 5 years of proven experience in the energy landscape, sustainable development, and climate change in Vietnam is preferred.</p> <p>At least 5 years of experience with creating content for communication programmes, particularly in the context of Vietnam, is preferred.</p> <p>At least 5 years of experience with creating content and engaging for hard-to-reach groups, children, and youth preferred.</p>	2

D. Financial Criteria (20 maximum points)

60. The financial part of those proposals that are found to be technically compliant will be evaluated as follows.
61. The maximum number of points that a bidder may obtain for the Financial Proposal is 20. The maximum number of points will be allocated to the lowest evaluated price bid. All other prices will receive points in reverse proportion according to the following formula:
62. Points for the Financial Proposal of a bid being evaluated =

$$\frac{[\text{Maximum number of points for the Financial Proposal}] \times \{\text{Lowest price}\}}{[\text{Price of the proposal being evaluated}]}$$
63. Financial proposals will be evaluated following the completion of the technical evaluation. The bidder with the lowest evaluated cost will be awarded (20) points. Financial proposals from other bidders will receive prorated points based on the relationship of the bidder's prices to that of the lowest evaluated cost.

Formula for computing points: Example

Points = (A/B) Financial Points
Bidder A's price is the lowest at \$20.00. Bidder A receives 20 points
Bidder B's price is \$40.00. Bidder B receives (\$20.00/\$40.00) X 20 points = 10 points

64. The total score obtained in both Technical and Financial proposals will be the final score for the proposal, with 80% allocated to the Technical proposal and 20% to the Financial proposal. The proposal obtaining the overall highest score will be considered as the winning proposal. This proposal will be considered to be the most responsive to the needs of UNOPS in terms of value for money.
65. The selection of the preferred bidder will be based on a cumulative analysis, analyzing all relevant costs, risks, and benefits of each proposal throughout the whole life cycle of the services and in the context of the project as a whole. The lowest-priced proposal will not necessarily be accepted.

Annex 1. Donor Mapping

Relevant programs/ projects on Public Awareness Campaigns

Name of Organization	Topic and detailed activity
ADB	Establishing the Wholesale Electricity Market One of the objectives of this project is to improve the capacity and knowledge of the energy sector agency to operate effectively the wholesale electricity market mechanisms.
	Technical assistance to EVN in the fields of Health, Safety, Environment (HSE) and Operation&Maintenance (O&M) This project aims to train and support EVN in developing HSE and O&M documents to meet international standards for the laly hydropower plant extension. It includes applying lessons learned to future projects and conducting workshops, training sessions, study tours, and supervisory missions to monitor HSE during construction.
German Federal Ministry for Economic Cooperation and Development (BMZ)	Renewable energy and energy efficiency (REEEP) This program provided training to technicians, engineers, and managers in the renewable energy and energy efficiency sectors.
BMZ + EU	Renewable Energy and Energy eEfficiency - (4E), Phase I This project aims to concentrate on the legal and regulatory framework, promoting the transfer of renewable energy and enhancing energy efficiency. It also includes capacity development by offering training programs for policymakers, project developers, and investors within the energy sector. Renewable Energy and Energy Efficiency (4E) – Phase II The objective is to equip public institutions with improved tools for tailored communication about renewable energy (RE) and energy efficiency (EE). Effective public relations, such as targeted campaigns to influence decision-makers or improve the perception of RE and EE, can capture the interest of influential individuals and widen the societal backing for the transition of the power sector.
EU + EU and Global Green Growth	EU and Global Green Growth Institute

Institute (GGGI)	The project aims to support energy efficiency startups in various sectors, particularly the industry, by providing technical and financial assistance. It will focus on training programs to enhance skills for promoting energy efficiency, strengthening management capacity, and facilitating networking opportunities for innovative energy efficiency products.
BMZ under the German Climate Technology Initiative (DKTI)	Support for scaling up wind power The project advocates for knowledge advancement by means of technology and research collaboration initiatives among education and research institutions, as well as private entities, in Vietnam and Germany.
BMZ	Smart Grids for Renewable Energy and Energy Efficiency The project focuses on three main areas to promote participatory development of smart grid solutions. One aspect of the projects is human capacity development through establishing a Smart Grid knowledge hub.
The German Federal Ministry for Economic Affairs and Climate Actions (BMWK)	Clean, Affordable and Secure Energy for Southeast Asia (CASE) One of the objectives is to establish a knowledge platform to enable information sharing and retention of expertise.
EU	Civil society meets RE&EE - trainings, seminars and communication skills to boost RE&EE as a key tool for sustainable development and green growth strategy in Vietnam (E-Enhance) (Grant - EUR 600,000) The goal of this initiative is to promote the development of renewable energy and energy efficiency in Vietnam through providing training and seminars.
	Danang Solar Energy Development (Grant - EUR 444,169) One of the objectives of the project is to improve capacity and knowledge among local authorities, energy managers, private investors, relevant stakeholder and even rural and remote households regarding energy efficiency through on-job trainings, study tours or showrooms.
EU and Global Green Growth Institute	Accelerating Innovation for Energy Efficiency (TA - \$2,555,000) The project aims to promote the capacity of startup projects focused on the economical and efficient use of energy in the industry sector, with a secondary focus on the transport, building, and residential sectors.
USAID	Vietnam Low Emission Energy Program II (V-LEEP II) (TA 36.25 million USD) V-LEEP II will work in coordination with EREA and MPI at the national level to mitigate

	institutional risks associated with private investment in provincial-level procurements by providing capacity building to provincial entities.
UNIDO	<p>Implementation of Eco-industrial Park Initiative for Sustainable Industrial Zones in Viet Nam (Grant - US\$ 4,554,000)</p> <p>The project aims to promote the transfer, deployment, and diffusion of clean and low-carbon technologies and practices in industrial zones (IZ) in Vietnam to minimize greenhouse gas (GHG) emissions, releases of persistent organic pollutants (POPs), and water pollutants. It focuses on knowledge and capacity building to promote sustainable industrial zones in Vietnam</p> <p>Accelerating energy efficiency in larger industries through energy management systems, system optimization and the promotion and adoption of energy efficiency in small and medium-sized enterprises (Grant - \$6,500,000)</p> <p>The project aims to bring about long-term development benefits for Viet Nam, such as substantial energy savings, minimized environmental and climate change impacts, improved energy security, and enhanced capacity of government counterparts and project beneficiaries. One of the project's objectives is to build institutional capacity</p>
Australian Government	<p>Mekong-Australia Partnership (MAP): Human Capacity Building</p> <p>The Australian Government is providing short training courses to Vietnamese energy agencies under the Building Human Capital initiative:</p> <ol style="list-style-type: none"> 1) Transitioning to a competitive electricity market amidst high renewable energy integration for MOIT, EVN, and subsidiaries. 2) Strengthening power system and market operations with high renewable energy integration for the National Load Dispatching Centre. 3) Energy transition master class for the National Assembly Office.
Danish Government	<p>Danish Energy Partnership Programme III with Vietnam (DEPP II and III)</p> <p>The program's objective is to assist Vietnam in developing low-carbon pathways related to energy to support NDC. The program aims to enhance Vietnam's NDC mitigation targets and associated measures by 2025. It includes activities such as training and capacity building for energy modelling and conducting energy audits.</p>
GIZ	<p>Clean, Affordable and Secure Energy for Southeast Asia (CASE)</p> <p>The project involves providing training to key energy institutions and decision-makers on energy transition-related topics, including both technical and regulatory aspects.</p> <p>Smart Grids for Renewable Energy and Energy Efficiency</p> <p>The project aims to improve the Legal Framework, enhance capacity development, and promote technology cooperation in the field of smart energy solutions. This will be achieved through trainings on grid operations with a focus on renewable energy (RE) and smart grid technologies, scenario-based grid planning, and the establishment of a platform for smart grid experts to exchange ideas and access the latest information. Additionally, study tours will be organised for practitioners and decision-makers.</p>

	<p><u>Promoting the Transition of the Energy Sector in Vietnam (TEV)</u></p>
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	<p>The project trains and advises MoIT on energy transition scenarios and policy implementation, covering modelling, impact analysis, policy recommendations, legal framework design, and technology requirements. It also supports peer exchange and pilot applications of energy transition-supportive technology solutions.</p>
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