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Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO



TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consultancy service:	Designing an informational poster on four projects funded by the Swiss State Secretariat for Economic Affairs (SECO) that have been implemented in Vietnam to promote its sustainable development
Output:	An informational poster on SECO-funded four projects
Client:	HELVETAS Swiss Intercooperation Van Phuc Diplomatic Quarters 298F Kim Ma Street Ba Dinh Hanoi
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Contract duration:	From: 26 th September 2024 To: 10 th October 2024
Expected Number of Days:	14 days
Submission deadline:	24th September 2024

1. Background

The Swiss Tourism for Sustainable Tourism in Vietnam (ST4SD) 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 Swiss Import Promotion Programme (SIPPO) is a well-established mandate of the Swiss State Secretariat for Economic Affairs (SECO) within the framework of its economic development cooperation. Its mission is to support developing and emerging countries to connect and integrate with the international trade network more easily. Since 2017, SIPPO has been implemented by Swisscontact organization, BHP Brugger and Partners and Helvetas Swiss Intercooperation.

The regional BioTrade project spans two phases and focuses on biodiversity conservation through sustainable trade of biodiversity-based products. It integrates local producers and exporters into global value chains, thereby increasing incomes for rural populations in Myanmar, Vietnam, Laos, and Cambodia who rely on biodiversity resources for their livelihoods.

The Productivity Ecosystems for Decent Work Programme (PE4DW), implemented by the International Labour Organization (ILO), aims at addressing constraints to productivity growth and decent job creation. The PE4DW programme contributes to improving productivity and creating jobs sustainably at all 3 layers of intervention: national level, sector, and enterprise. The project also seeks solutions to promoting more productivity for enterprises and simultaneously ensure benefits for workers as well as enhance dialogues and cooperation at workplace.

In Vietnam, the Swiss State Secretariat for Economic Affairs (SECO) has funded to implement the four projects, namely ST4SD, SIPPO, BRT, and PE4DW, to promote the country's development towards sustainability.

2. Objectives

The ST4SD project is looking for a supplier to design an informative poster, including objectives, activities, results, and so on of the ST4SD, SIPPO, BRT, and PE4DW projects. These SECO-funded projects have been implemented to enhance sustainable development in Vietnam. The poster will be hung at the stand of Helvetas Viet Nam organization at the Green Economy Forum and Exhibition (GEFE) 2024, which will take place on 21-23 October, 2024 in Ho Chi Minh City. The poster will be designed to meet the required size of the organizer of the GFE 2024.

The poster is one of the communications materials at the event to:

- strengthen the support of the Swiss government through SECO to implement the four projects ST4SD, SIPPO, BRT, and PE4DW, to enhance sustainable development in Vietnam.
- promote Swiss expertise and innovative solutions.
- raise awareness of the activities of the ST4SD, SIPPO, BRT, and PE4DW projects funded by SECO among the Vietnamese government authorities, policymakers, experts, business support organizations, enterprises, and relevant stakeholders.

3. Expected Results

An informative poster on the four projects implemented and being implemented in Vietnam, including the highlight of SECO's funding and the Swiss support with Swiss experiences and expertise to bring sustainable development in Vietnam.

4. Main Tasks of the Supplier

Design an informative poster using content provided by the ST4SD project.

The supplier will work in close consultation and under the supervision of the Communications and Visibility Officer of the ST4SD project.

5. Requirements for Supplier

- Be a reputable firm with at least 3 years of experience in designing communications materials, preferably those having experiences to deliver projects of non-profit organizations;
- Demonstrate the ability to deliver the informative poster before the deadline as required;
- The proposed budget is consistent with the project's cost norms and the supplier has a valid financial invoice.

6. Documents to be submitted

Interested service suppliers are required to send the following documents:

- A company profile
- A financial proposal (VAT included)

The above-mentioned documents shall be sent by email to comms@st4sd.vn or helvetas.vietnam@helvetas.org no later than 24th September 2024.

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