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## Terms of Reference

**Service Provider for Documenting and Disseminating   
Case Studies on Circular Economy under the EU-Cocoa Project**

Project: CIRCULAR ECONOMY COCOA: “FROM BEAN TO BAR”

Budget line: 6.3.1.3 | Date: 07.08.2025

# BACKGROUND

HELVETAS is an independent development organization based in Switzerland with affiliated organizations in Germany and the United States. Helvetas has been active in Vietnam since 1995, working in various areas typically Agriculture, Biodiversity Conservation, Forestry, Eco-Tourism, and Rural Economy.

Under the European Union's SWITCH-Asia programme, HELVETAS is implementing the project “Circular Economy Cocoa: From Bean to Bar,” which aims to develop circular economy solutions within the cocoa and agri-food sectors. This project, which began in 2022, is active in 6-7 cocoa-growing provinces across the Central Highlands and Mekong Delta of Vietnam.

The project has successfully piloted a series of innovative models and developed some case studies on:

* Biochar production from agriwaste using pyrolysis technology
* Gasification technology for agricultural drying
* Biodegradable materials (bioplastics, paper, pallets) from agriwaste
* Cocoa wine/liquor made from fermented cocoa pulp

These innovations contribute to waste reduction, increased farmer income, and sustainable agriculture. To promote circular innovations in cocoa and other agri-food sectors and raise awareness among the public and key stakeholders—such as businesses, policymakers, development partners, and the media—the project seeks support to document and share its case studies through compelling success stories and multimedia products for wide dissemination.

# OBJECTIVES

The key objectives of this assignment are to document the Project’s case studies, transform them into high-quality multimedia content, and disseminate them across appropriate media platforms to enhance visibility, foster stakeholder engagement, and promote the replication of circular economy solutions.

# SCOPE OF WORK

The selected service provider will deliver a package that includes:

**A. Preparation**

Collaborate with Helvetas to review the existing cases studies, draft storylines and develop a dissemination plan.

**B. Content Visualization**

* Produce 4 short videos (~2 mins each) from the existing case studies (e.g. pyrolysis/gasification biochar, and bio-products mentioned above).
  + Each video must include English subtitle and voice-over in Vietnamese, making it suitable for dissemination on websites, social media platforms, and traditional media outlets.
  + Video format: Minimum Full HD resolution (1920x1080), MP4 format, H.264 codec, 16:9 aspect ratio;
  + Audio: Stereo, WAV or AAC format, minimum 48kHz sample rate, clear voice-over and copyright/royalty-free background music.
  + Subtitles: Embedded or delivered separately as an .SRT file.
* Capture a professional photo set (minimum 40 edited images) to complement the video materials and documentation needs, ensuring inclusiveness, social sensitivity, and character privacy; the original file and the final edit file (RAW + Final) must be handed over to the project.
* Visual content may be captured from the following locations:
  + Ho Chi Minh City: Biomaterials production facilities and current end-users, pyrolysis biochar.
  + Daklak (Ea Kar district): Gasification drying system, pyrolysis biochar production, cocoa wine/liquor.
  + Hanoi: Interviews with Project’s leader, Helvetas’ Country Manager, and donor representative, if necessary.

**C. Media Engagement & Dissemination**

* Facilitate the press publication of at least:
  + 10 articles in leading Vietnamese media outlets, including national, business, and agriculture/environment-focused newspapers.
  + 3-5 articles/features in English-language media, such as: Vietnam Investment Review, VnExpress International, VietnamNews, The Saigon Times (English), and other regional/international sustainability platforms (optional, subject to budget)
* Co-produce media content in collaboration with a national broadcaster or media partner (e.g., VTV1, VTV2, HTV9) including:
  + At least 2 short news clips (maximum 2 mins each);
  + At least 1 TV feature story (maximum 5 mins).
* Develop and publish 5-7 creative and engaging posts (e.g., image cards, short clips, infographics) on high-traffic, relevant fanpages or social media groups.
* Write and publish 3-5 LinkedIn posts (in both English and Vietnamese) tailored to professional and international audiences.
* Provide optional support for boosting and targeting social media posts to maximize reach and engagement.

**F. Reporting on results**

* Submit a summary report on all results of the project (awareness raising impacts, audience coverage - evidencing with links, screenshots, view counts and relevant engagement statistics).

# REQUIRED QUALIFICATIONS

The selected provider/team should demonstrate:

* Proven experience in multimedia communication, journalism, or PR
* Strong media network in Vietnam and with English-language media outlets
* Creative capacity in video, photography, graphic design, and storytelling
* Ability to work bilingually (Vietnamese – English)
* Prior experience with international development projects or sustainability topics is an asset

# TIMELINE AND DELIVERABLES

The consultancy period is 03 months, from September to November 2025.

| **Deliverable** | **Language** | **Timeline** |
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| Dissemination plan | VN or EN | September, 2025 |
| Photo album (40+ edited images) | VN + EN captions | September-October, 2025 |
| 4 video clips (~2 min each) | EN subtitle, Vietnamese voice-over |
| 2 short TV news clips (~1–2 mins) | VN and/or EN | October – November, 2025 |
| 1 TV feature story (~5-7 mins) | VN and/or EN |
| 10+ Vietnamese press articles | VN |
| 3-5 English press articles | EN |
| Social media package (5-7 posts) | VN + EN |
| 3-5 LinkedIn posts | VN + EN |
| Final campaign report | VN | End of November, 2025 |

# VISIBILITY AND BRANDING REQUIREMENTS

All communication products and materials developed under this assignment must ensure proper visibility of the European Union as the donor and Helvetas as the implementing agency. This includes but is not limited to the placement of official logos, disclaimers, and visual identity elements in accordance with the EU and Helvetas branding guidelines. The consultant is responsible for:

* Including the EU’s SWITCH-Asia programme and Helvetas logos on all visual and audio-visual materials (e.g., videos, social media graphics, publications, banners, etc.);
* Adding the standard EU disclaimer on communication materials, where applicable;
* Submitting draft products to Helvetas for review and approval of visibility elements prior to finalization.

Helvetas will provide relevant logo files and branding guidelines at the beginning of the assignment.

# ESTIMATED BUDGET

The total maximum budget available for this assignment is up to 15,000 USD, inclusive of all applicable taxes, fees, and related costs. Applicants are required to submit a detailed financial proposal, including cost breakdown per key activity and deliverable.

# APPLICATION AND DEADLINE

Interested providers are invited to submit:

* Brief company/consultant profile
* Technical proposal outlining your approach and timeline
* Financial proposal (cost breakdown per working days, equipment and travel)
* Portfolio/examples of similar past work
* Key team CVs and roles.

Proposals should be submited to Helvetas Vietnam at [diep.dinh@helvetas.org](mailto:diep.dinh@helvetas.org) and [helvetas.vietnam@helvetas.org](mailto:helvetas.vietnam@helvetas.org) **by August 30, 2025** with the subject line: **"Proposal – Case Studies on Circular Economy"**.

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| Approved by | Approved by | Prepared by |
|  |  |  |
| Nguyen Dinh Tuan  EU-Cocoa Project Manager | Pham Van Luong  Helvetas Vietnam Country Director | Dinh Kim Quynh Diep  Project Officer |