

TERMS OF REFERENCE (TOR) TO PROVIDE COMMUNICATION AND MEDIA SERVICES FOR THE 5th 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	April- May 2025 (30 days since the contract with the service provider is signed)

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 H.E. Nguyen Hoang Long, EU Ambassador to Viet Nam H.E. Julien Guerrier, and Country Director of World Bank in Viet Nam, H.E. 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.

On 20 May 2025, the VEPG is scheduled to convene the 5th High-Level Meeting. The primary objective of this meeting is to foster a continuous energy policy dialogue between the Government of Viet Nam and the Development Partners – as well as other stakeholders in the energy sector. This objective is in alignment with the target stipulated in the PDP VIII and the Energy Master Plan, as well as the Political Declaration on establishing the JETP with Viet Nam. The meeting will also address the challenges and opportunities associated with this objective, in addition to recommendations provided by the VEPG Technical Working Groups and Task Forces.

VEPG Secretariat is seeking a video production and media agency to develop scripts, produce videos using in-stock footage and interviews; to design and produce other ceremony agenda items, as well as promote mass media for the

HLM, which will be organized tentatively on 20 May 2025, in the cooperation with the VEPG Secretariat and SETP Communications and Visibility Officer.

The video production and filming will take place in Hanoi, for this reason, the 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 in 2025 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 media 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, SETP, 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 promotional videos, key moments, and 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 the VEPG Secretariat and SETP Communications and Visibility Officer (C&VO). A final report on 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 4 videos, broadcasting service, and 1 media package with the following details:

No.	Title/Key content	Description	Number of deliverables
1	Short VEPG promotional video (to show at the event)	a 2-minute documentary film/video with key messages (to be identified during script development) (featuring a sign-language interpreter). This video will be displayed at the HLM, before the presentation of the VEPG Secretariat, from 8:55 to 9:00 am in the agenda, the shortened version of the 5-minute VEPG promotional video	1 video
2	Key moment/symbolic action	A 4-minute video clip or clips to be played at the HLM, during the symbolic action of the chair and co-chairs to deliver a message on strengthening solidarity for the sustainable energy transition, from 9:50 to 9:55am in the agenda	1 video containing video clips
3	VEPG promotional video	A 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

		This video will be uploaded on the VEPG website	
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. This video is made after HLM, will be uploaded on the VEPG website and linked in the HLM proceedings.	1 video
5	Key visuals at the event (designing and production)	Including designing backdrops which follow the requirements of VEPG and the HLM concept note approved.	1 package
6	Filming and broadcasting service at the HLM	- A visibility plan for the VEPG HLM, arrange 1 cameraman and 2 photographers to be responsible for the images for the online platform	1 package
7	Press and mass media	-1 broadcast news on Viet Nam National Television Channel VTV1 - at least 10 leading newspapers (3 paid newspapers/Journal/Magazine and at least 7 free newspapers) + Vietnamnet + Investment news + Tuoi Tre (in addition, the contractor will support to upload news on several sites without additional fees: worldbank, EUD, MOIT magazine, Viet Nam Energy Magazine, Bnews, Petrotimes, Vneconomy. etc.) (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, SETP, MOIT and EUD)	1 package

All the deliverables will be used on the VEPG website and EU Delegation to Vietnam's social media networks.

Minimum output specifications:

- Include the logos of the VEPG, MOIT, EU and Global Gateway at specified locations/instances of the communication materials;
- Include the EU's disclaimer: '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 the 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 master and project files (Adobe Premiere format) and raw footage must be submitted upon project completion.
- Language: bi-lingual in English and Vietnamese (subtitles)

All other output details to be agreed upon with the VEPG Secretariat 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 VEPG Secretariat on an on-call basis. A final report of the communication and visibility has to be submitted electronically to the VEPG Secretariat.

Selected vendors will need to use their own high-quality audio-visual equipment. The VEPG Secretariat and EVSET Facility 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) is for services on an intermittent and repetitive basis;
- If any additional request for new services occurs, the vendor shall advise the availability of services within 48 hours of the request;
- Corresponding payments shall be made following certification by the VEPG Secretariat and SETP C&VO that the services requested have been satisfactorily performed and Deliverables have been achieved and approved by the EU Delegation to Viet Nam, the WB and MOIT prior to the event.

Regarding video review:

- The VEPG Secretariat in cooperation with the SETP C&VO 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 Secretariat and SETP C&VO
- Final approval is subject to the incorporation of inputs and feedback.
- Review process can entail two-three rounds of edits.

5. DURATION

The assignment is expected to begin in **April 2025**. However, the actual date will be dependent upon the approval of the EU Delegation to Vietnam on this TOR and the assignment will be implemented in a maximum of 30 days since the service provider is selected by the EVSET facility and approved by the EU Delegation to Vietnam, MOIT and World Bank.

Timeframe/Duration of Engagement: Within two weeks of signing the contract, the vendor will present a communication and visibility action plan. All videos and products used in the HLM day must be submitted to EUD, WB and MOIT at least two weeks prior to the event for their potential comments and approval.

6. FEES/CONTRACT VALUE AND PAYMENT SCHEDULE

Bidders should submit a financial proposal (with VAT included) to cover all costs including professional fees and other requirements needed to complete the work. No travel is foreseen for this engagement. The financial proposal must include a breakdown of costs. No other payment will be made by the client other than the cost indicated in the proposal.

The payment schedule is as follows:

Payment Milestone	Payment
Upon signing of the Contract	30% of the budget

First draft of videos (20 days after the contract is signed)	30% of the budget
Approval of all deliverables by EUD, MOIT and World Bank	40% of the budget

7. QUALIFICATIONS, EXPERIENCE AND COMPETENCIES

Requirements and Evaluation criteria:

- At least 5 years of experience in producing communication materials and public relations for events with government entities and international partners.
- Have a high-quality technical team with at least 05 years of experience in producing and editing professional films, proficient in both English and Vietnamese
- At least 05 years of experience in graphic design and animation production, visual arts, have high-quality and professional equipment and possess a library of copyrighted footage, available to legally provide and use them in video products, committing the legality and quality of the communication content that meets all technical requirements for tasks outlined in this TOR
- At least 5 years of experience in communications, broadcasting, livestreaming large-scale events and journalism.
- Experience in producing communication products for events in the energy sector is an asset.
- 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 an EU-UN or similar video production project is an asset.

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

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.

Copyright for all commissioned work will reside with the EU. The publication of any work produced under this ToR requires written permission from the EU Delegation to Viet Nam.

9. HOW TO APPLY

Interested individuals/companies should submit their proposals (technical and financial) with at least 3 samples of recent relevant work and a detailed budget plan by no later than 10 April 2025

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