

TERMS OF REFERENCE

AWARENESS RAISING AND COMMUNICATION STRATEGY AND PLAN FOR PROMOTION OF NON-FIRED BRICK PRODUCTION AND UTILIZATION IN VIETNAM

Project:	Promotion of Non -Fired Brick (NFB) Production and Utilization in Vietnam
Assignment:	Awareness raising and Communication strategy and plan for Promotion of NFB Production and Utilization in Vietnam
Selection Method:	Individual Consultant
Location:	Hanoi and the other provinces as required
Duration:	06 months, starting from May 2017
Direct supervision:	Project Manager

1. Introduction

The Government issued the Decision 121/QD-TTg dated August 29th, 2008 on “Master plan on development of building materials up to 2020”. This document is replaced by the Prime Minister’s recent Decision No. 1469/QD-TTg dated August, 22nd, 2014 on Approval of the Master plan on development of building materials up to 2020 and orientations to 2030

To promote the development of NFB, the Prime Minister has issued the Decision No. 567/QD-TTg dated April, 28th, 2010 on NFB Development program up to 2020 (Program 567). The targets of the program 567 are:

- Market share of NFB will increase to 20% - 25% by 2015 and 30% - 40% by 2020;
- Annually, around 15-20 million tonnes of industrial waste (ash) from coal-fired power plants and coal fired furnaces of other industries will be used to produce non-fired building materials, saving around 1,000 hectares of agriculture land each year;
- All traditional fired clay brick (FCB) making plants will be gradually replaced by NFB production factories.

On 19th September, 2014, the Prime Minister issued Decision No. 1686/QD-TTg on approval of the list of Projects which are funded by the United Nations Development Program (UNDP) and the executing entity is Ministry of Science and Technology.

The objective of the Project is to reduce the annual growth rate of greenhouse gas (GHG) emissions by gradually decreasing the use of fossil fuels and good quality soil for brick making through the promotion of production, sale and utilization of non-fired bricks in Viet Nam. This objective will be achieved by removing barriers to production and utilization of NFBs through conducting 4 following components:

i) Component 1: Policy support for NFB technology development;

ii) Component 2: Technical capacity building on NFB technology application and

operation and use of NFB products;

- iii) Component 3: Sustainable financing support for NFB technology application;
- iv) Component 4: NFB production technology demonstration, investment and replication.

The Project will be implemented for a 5-year period and it is expected to generate GHG emission reductions through the replacement of coal-fired clay brick kilns. Direct GHG reduction is estimated at 383 ktonnes CO₂. Indirect greenhouse gas emission reduction is estimated at 13,409 ktonnes CO₂ that is cumulative for a 10-year period after the end of the Project.

The project is now in the third years of its implementation and communication activities are expected to significantly contribute to achieving project objectives and disseminating and sustaining project results.

This TOR describes in detail the tasks of consultant to develop an Awareness Raising and Communications Strategy and Action plan for Promotion of NFB production and utilization in Viet Nam.

2. Objective of the assignment

The objective of this assignment is to develop an awareness raising and communication strategy and action plan to promote NFB production and utilization in Vietnam, and to support PMU to set up network on distribution of information on NFB production and utilization in Viet Nam.

3. Deliverables

1. **An inception report** describes (i) the methodology to define awareness raising and communication objectives, target audiences, communication messages; (ii) a detailed work-plan of the survey including methodology, persons to be interviewed and survey questionnaires for different target groups, (iii) tentative workplan to produce the communication strategy and action plan, etc.

2. Report on the survey results on assessing project target groups' awareness & knowledge about NFB, communication needs of contents and effective communication distribution channels. The survey report must include but may not be limited to the followings:

- Research and survey methodology and tool for the project target groups, including the questionnaires for different target groups; the way to conduct surveys: via email or meeting in person; methods of information processing and synthesizing.
- The target groups of the survey and assessment: Policy makers, urban managers, contractors, civil engineers, manufacturers and users of NFB, journalists; target groups should be selected taking into account regional/sector factors.
- Results of survey and assessment will include the following:
 - + Current understanding and awareness of target groups on NFB;
 - + Communication needs on contents for each target group;

- + The effective communication sources, channels and
- + Frequency of communication

3. Detailed awareness raising and communication strategy and plan for the promotion of NFB production and utilization in Vietnam including a detailed plan for communication activities. The communication strategy and plan shall be based on “what, why, when, how, who” approach and findings from the survey. It shall include but may not be limited to the following:

- The objectives and principles of the strategy, the framework/ Plan for communication: the objectives and principles must be clearly applied to all levels from national to local.
- Target groups of Communication: identify different target groups, from Policy makers, urban managers, contractors, civil engineers, manufacturers and users of NFB to beneficiaries taking into account regional factors, then develop communication methods (what, why, who, when, how) for each target group based on detailed analysis.
- The key communication messages, communication contents, communication activities and appropriate communication channels to each target groups based on characteristics and context of culture, language and education.
- List of most effective communication tools with detailed information and justification and methods for the communication target groups.
- Detailed scope of work, timeframe and expected products for each of suggested communication activities and qualification needed to implement these activities.
- An estimated breakdown budget plan for the conducting and implementing of communication strategy and plan.
- Monitoring and evaluation plan on implementation of Awareness Raising and Communications Strategy and plan.

4. The Networks of journalist and collaborators working in media organizations for Non-Fired Brick production and utilization are established and capacity building implemented.

- The list of experienced journalist and collaborators (with contact details and highlights of their strengths) who are working in media organizations which have nationwide operation networks.
- Report of 01 training course for journalist and collaborators on basic knowledge about non-fired brick (NFB), policies and standards of NFB.

All deliverables shall be in both English and Vietnamese

4. Scope of work

The general tasks of the selected communication planning Specialist are the following:

- Desk study of all related documents including project documents, project work-plans and reports project products and the related policy documents to understand the objectives of the project “Promotion of non-fired brick production and utilization in Vietnam”;

- Working with Project Management Unit (PMU) for clearly understanding about the activities have been implemented as well as those expected by PMU from the consultant;
- Study the previous communication plans for NFB at PMU and some provinces.
- Develop the plan of survey, assessment of awareness, understanding and needs on the contents and effective communication channels of communication of target groups; Plan include survey target groups, timeframe and outputs;
- Develop a survey questionnaires, identify target groups, describes how to gather and analyse feedbacks from the target groups
- Conduct the plan of survey, assessment of awareness, understanding and needs on the contents and effective communication channels of communication of target groups;
- Synthesize and process collected information to develop a communication strategy and action plan.
- Make a report on the results of survey and assessment of current awareness and understanding on NFB and needs of contents, communication channels of the target groups.
- Develop a detailed communication strategy and action plan for the project at the national and project levels. The communication activities should be consistent with each target group.
- Present the communication plan and consult with the PMU and the experts at the seminars organized by the Project Management Unit.
- Add information if necessary as requested by the project management unit and finalize the communication strategy and plan based on comments by PMU, UNDP and relevant stakeholders.
- Make a list of at least 30 experienced journalists and collaborators from media organizations with contact details and highlights of their strength and support PMU in following-up with them in joining the project's training and media network.
- Assess the training needs of journalists and collaborators on NFB development program and project: "Promotion of NFB production and utilization in Viet Nam" and cooperate with the project management unit in developing TOR, agenda, selection of training materials and conducting 01 training course.

5. Methodology

The Specialist must develop a consistent methodology based on the general objectives of the project. This methodology should be included in the submitted Expression of interest of the Specialist and further details in the inception report.

The Specialist should also develop and carry out the survey plan on project target groups such as: policy makers, business organizations, NFB investors and plants, contractors, NFB users, equipment suppliers, etc. to obtain the necessary information with appropriate accuracy.

The Specialist should assess the need for information of various target groups to propose the most effective communication channels. The Specialist must access and apply the latest communication technology.

The consultant needs to work closely with the project management unit, UNDP programme Officer and communication officer during his/her task performance.

6. Implementation plan

Estimated duration of contract performance: estimated 90 working days, from May 2017 to October 2017. The consultant will design a detailed plan and schedule for performing the assignment. Project Management Unit requires the Specialist to meet the following key milestones:

No.	Activity	Milestones
1	Desk study of all related documents including project documents and the related policy documents	
2	Study the previous communication plans for NFB at PMU, UNDP and some provinces.	
3	Develop an inception report with details as described in the section 3 and get agreement with PMU and UNDP on the inception report	2 weeks after contract signed
4	Identify target groups, develop a survey questionnaires, describes how to gather feedbacks from the target groups. Conduct Pilot survey and improve questionnaires.	4 weeks after contract signed
5	Implement the plan of survey, assessment of awareness, understanding and needs on the contents and effective communication channels of communication of target groups.	6 weeks after contract signed
6	Process and synthesize collected information. Make a report on the results of survey and assessment of current awareness and understanding on NFB and needs of contents, communication channels of the project target groups.	10 weeks after contract signed
7	Develop a detailed communication strategy and plan for the project at the national and project levels satisfying criteria of output 3 of Terms of Reference.	16 weeks after contract signed
8	Present the communication strategy and plan and consult with the PMU, UNDP and experts at the seminars organized by the Project Management Unit.	
9	Add information as requested by the project management unit and UNDP.	18 weeks after contract signed

	Finalize the detailed Awareness and communication strategy and plan.	
10	Make a list of experienced journalists from media organizations and collaborators.	
11	Assess the training needs of journalists and collaborators on NFB development program and project: “Promotion of NFB production and utilization in Vietnam”, and cooperate with the project management unit in developing TOR and agenda, selecting training materials, and conducting 01 training course	22 weeks after contract signed

Survey target groups (minimum 150 people with the suggestion as below)

	Institution	Interviewee Number
Central Institution	MOST	5
	MOC	5
	VABM	3
	VIBM (Vietnam Institute of Building Material)	3
	IBST (institute of Building Science and Technology)	3
	NUCE (National University of Civil Engineering)	3
Province level	5 DOC	10
	5 Districts	10
Entrepreneurs	10	50
Constructors	5	25
Design consultant	5	15
Newspapers/TV	5	10
Equipment suppliers	3	15
		152

The selection of target interviewees need to pay attention to the representation of different levels of respective institutions/units and gender balance depending on the structure of the agencies/institution.

Tentative Schedule of Main deliverables

STT	Submission Schedule of Main deliverables	Submission date
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1	Inception report	5/2017
2	Report on the survey results on assessing project target groups' awareness & knowledge about NFB, Communication needs of contents and effective communication distribution channels.	6/2017
3	Detailed awareness and communication strategy for the project "Promotion of non-fired brick (NFB) production and utilization in Vietnam" including a detailed plan for awareness and communication activities.	8/2017
4	Communication networks of NFB production and utilization are established in Vietnam and Network capacity building implemented.	9/2017

7. Qualification and competencies

- At least university degree or equivalent related to Social sciences, Journalism, Communication, Market development, Marketing or other related areas.
- At least 5 years of experience in communication, development of communication plans for organizations working in the areas of development, environment, energy, social or other relate fields;
- Experience in working with and ability to connect to the mass media such as television, radio or newspapers, etc.
- Communication experience in construction materials, energy efficiency is an advantage
- Knowledge and experience in procedures and requirements related to publishing, licensing for media publications; familiar with UN project implementation;
- Teamwork skill
- Fluent English writing skill

8. Terms of payment

Rate of remuneration is determined based on the consultant's competencies and experience and EU-UN cost norms in Vietnam issued by UN-EU and the Ministry of Planning and Investment. Other expenses are determined in accordance with HPPMG's regulations and EU-UN cost norms in Vietnam issued by UN-EU and the Ministry of Planning and Investment.
