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Date: 3 May 2018

INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

for individual consultants and individual consultants assigned by consulting firms/institutions

Country:	Viet Nam
Description of the assignment:	Communication consultant (30 working days)
Project name:	Application of Green Chemistry in Viet Nam to support green growth and reduction in the use and release of POPs/harmful chemicals
Period of assignment/services (if applicable):	May– July 2018
Tender reference:	A-180501

1. Submissions should be sent by email to: quach.thuy.ha@undp.org no later than: **20 May 2018** (Hanoi time).

With subject line: (A-180501)- Communication Consultant

Submission received after that date or submission not in conformity with the requirements specified this document will not be considered.

Note:

- Any individual employed by a company or institution who would like to submit an offer in response to this Procurement Notice must do so in their individual capacity, even if they expect their employers to sign a contract with UNDP.
- Maximum size per email is **7 MB**.
- Any request for clarification must be sent in writing, or by standard electronic communication to the address or e-mail indicated above. Procurement Unit – UNDP Viet Nam will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.
- After submitting proposal, bidder should send notification by email (without attachment) to: procurement.vn@undp.org informing that the bidder has submitted proposal. UNDP will not be responsible for the missing of proposal if the bidder does not send notification email to above address.

- Female consultants are encouraged to bid for this required service. Preference will be given to equally technically qualified female consultants.

2. Please find attached the relevant documents:

- [Terms of Reference \(TOR\)](#).....
(Annex I)
- [Individual Contract](#) & [General Conditions](#).....
(Annex II)
- [Reimbursable Loan Agreement](#) (for a consultant assigned by a firm).....
(Annex III)
- [Guidelines for CV preparation](#).....
(Annex IV)
- [Format of financial proposal](#).....
(Annex V)

3. Interested individual consultants must submit the following documents/information **(in English, PDF Format)** to demonstrate their qualifications:

a. Technical component:

- Signed Curriculum vitae
- Copy of 1-3 publications/writing samples on relevant subject.
- Reference contacts of past 4 clients for whom you have rendered preferably the similar service (including name, title, email, telephone number, address...)

b. Financial proposal (with your signature):

- The financial proposal shall specify a total lump sum amount in **Viet Nam Dong** including consultancy fees and all associated costs i.e. airfares, travel cost, meal, accommodation, tax, insurance etc. – see format of financial offer in Annex V.
- Please note that the cost of preparing a proposal and of negotiating a contract, including any related travel, is not reimbursable as a direct cost of the assignment.
- If quoted in other currency, prices shall be converted to the above currency at UN Exchange Rate at the submission deadline.

4. Evaluation:

The technical component will be evaluated using the following criteria:

No	Criteria	Score
1	Master degree in communications, media relation, marketing, journalism or equivalent; with a proven professional record in working in the field of media and communication including digital media	200
2	At least 7 years of working experience in communication for development, media and awareness raising campaign	200
3	Good design, graphic & visual presentation skills	200
4	Strong experience in developing communication plan/strategy advocacy, awareness raising campaign, preference to those understanding chemicals, waste, environmental protection	300
5	Proficiency in both English and Vietnamese	100
	Total	1,000

A two-stage procedure is utilized in evaluating the submissions, with evaluation of the technical components being completed prior to any price proposals being opened and compared. The price

proposal will be opened only for submissions that passed the minimum technical score of 70% of the obtainable score of 1000 points in the evaluation of the technical component.

The technical component is evaluated on the basis of its responsiveness to the Term of Reference (TOR).

Maximum 1000 points will be given to the lowest offer and the other financial proposals will receive the points inversely proportional to their financial offers. i.e. $S_f = 1000 \times F_m / F$, in which S_f is the financial score, F_m is the lowest price and F the price of the submission under consideration.

The weight of technical points is 70% and financial points is 30%.

Submission obtaining the highest weighted points (technical points + financial points) will be selected.

Interview with the candidates may be held if deemed necessary.

5. Contract

“Lump-sum” Individual Contract will be applied for freelance consultant (Annex II)

“Lump-sum” RLA will be applied for consultant assigned by firm/institution/organization (Annex III)

Documents required before contract signing:

- Personal History (following UNDP form)
- International consultant whose work involves travel is required to complete the courses on Basic Security in the Field and Advanced Security in the Field and submit certificates to UNDP before contract issuance.

Note: In order to access the courses, please go to the following link: <https://training.dss.un.org>
The training course takes around 3-4 hours to complete. The certificate is valid for 3 years.

- Full medical examination and Statement of Fitness to work for consultants from and above 62 years of age and involve travel. (This is not a requirement for RLA contracts).
- Release letter in case the selected consultant is government official.

6. Payment

UNDP shall effect payments to the consultant (by bank transfer to the consultant's bank account provided in the vendor form (Annex V) upon acceptance by UNDP of the deliverables specified the TOR.

- **The first payment:** 20% of the contract value: upon approval of the inception report, including the workplan.
- **The final payment:** 80% of the contract value: upon approval of the draft and final communication plan.

7. Your proposals are received on the basis that you fully understand and accept these terms and conditions.

Annex I



Global Environment Facility



Ministry of Industry and Trade
Vietnam Chemicals Agency



United Nations Development
Programme

TERMS OF REFERENCE FOR NATIONAL CONSULTANT

Consultancy position:	Communication consultant
Consulting duties:	Design a sound communication plan to increase awareness on green chemistry among decision makers and stakeholders (Activity 2.1.1.1)
Location:	Hanoi
Duration and timing:	30 work days, from May to July 2018
Project title:	Application of Green Chemistry in Viet Nam to support green growth and reduction in the use and release of POPs/harmful chemicals

1) BACKGROUND

In Viet Nam, while the chemical and manufacturing sectors play a very important role in the development of the national economy and in the industrialization and modernization of the country, certain chemicals, which are potentially hazardous/toxic, their production processes and products containing such chemicals are becoming of increasing concern because of their impact on human health, the local and global environment and ecosystems.

Because of various legacy issues, surveys in Viet Nam (1999 – 2010) indicated higher levels of chemicals of concern in soil, water, human milk than those measured in most other countries.

This situation is further aggravated by chemical pollution and releases, industrial related accidents and spills caused by the national chemicals and manufacturing industry, which is predominantly using old technologies, outdated production processes and/or end of pipe solutions. This is a cause of great concern and puts a significant burden on the Government of Viet Nam and local authorities, as these impacts are further jeopardizing the health of the country's population as well as its ecosystems.

The low concern and awareness of the environmental risk associated with obsolete industrial processes and the consumption, release or storage of hazardous chemicals in any stage of industrial manufacturing has often resulted in serious environmental accidents.

Green Chemistry is defined as “the design of chemical products and processes that reduce or eliminate the use and generation of hazardous substances “. The green chemistry approach has been standardized in 12 general principles: 1. Prevent waste; 2. Maximize atom economy; 3. Design less hazardous chemical syntheses; 4. Design safer chemicals and products; 5. Use safer solvents and reaction conditions; 6. Increase energy efficiency; 7. Use renewable feedstocks; 8. Avoid chemical derivatives; 9. Use catalysts, not stoichiometric reagents; 10. Design chemicals and products to degrade after use; 11. Analyze in real time to prevent pollution; 12. Minimize the potential for

accidents.

Although many of the Green Chemistry principles have not yet been applied in Viet Nam, their application could play an important role in reducing the potential for toxic releases or emissions from processes and products that continue to use or emit POPs. The Viet Nam Green Growth Strategy (2012) supported the creation of an enabling environment for greening production sectors by adjusting existing sectoral master plans to ensure economic and efficient use of natural resources; encouraging the development of green industry based on environmental friendly technologies; and, proactive prevention and treatment of pollution. This provides a positive entry point for green chemistry development even though the concept might still be unfamiliar to many stakeholders.

The project aims to reduce the use and release of chemicals controlled under MEAs, other hazardous chemicals, improve energy and natural resource efficiency and reduce (GHG) emissions through the application of Green Chemistry principles in Viet Nam. The project consists of the following three (3) components:

- Component 1: Developing the Enabling Environment for Green Chemistry in Viet Nam.
- Component 2: Promote Awareness on Green Chemistry and the benefits of the application of Green Chemistry and its guiding principles
- Component 3: Introduce Green Chemistry approaches into priority sectors and at least 2 entities

2) OBJECTIVE OF THE ASSIGNMENT

Due to the very low level of awareness on green chemistry and its application, raising awareness on green chemistry among decision makers in government, industry, R&D, end-users, importers, retailers and distributors on green chemistry benefits and its application is a crucial activity. The first activity to undertake to achieve this output will be, therefore, to prepare a sound communication plan/strategic communication plan, based on the assessment of the awareness and communication needs at all level.

Awareness raising will be in form of workshops, development and dissemination of tailored guidance for priority sectors, provision of green chemistry information materials including experiences from Viet Nam and other countries on green chemistry successes, social media outreach (including website development) and collaboration with Viet Nam Television Channel II. Currently the Viet Nam Television CII broadcasts 3 programs weekly: "Clean and Dirty (5 minutes)", "Sustainable Development (15 minutes)" and "Environmental Angle (10 minutes)". The project will collaborate with VT on the development of Green Chemistry material to be inserted in the above programs.

3) SCOPE OF WORK

The overall objective of the assignment is to develop a 30-month communication plan to promote green chemistry and enhance awareness on green chemistry among target audience groups, thus facilitating changes in understanding, behaviors and policies. More specifically, the campaign is expected to:

- Outline key stakeholders. It is envisaged that these stakeholders will include, among others, enterprises, consumers, policy-makers, retailers, middlemen, exporters, importers, customs, the media;
- Develop a detailed communication plan for the whole project. The plan should include a list of detailed communication activities. Each communication activity is accompanied with detailed objective, description, implementation method, expected result and M&E data. The plan should also include communication items such as poster, leaflet, promotion items. These items are accompanied with detailed description and design. The communication plan is accompanied with a detailed estimate of necessary budget.
- The communication plan should cover different types of media outreach including official channels including television, newspaper to digital, social media.
- The activities must be suitable for the selected target audiences and linked to each others.

The national consultant will be responsible for delivering the following outputs.

- Analysis the current situation of communications on green chemistry
- Detailed communication plan with clear objectives
- Key messages, “easy to remember” slogans for green chemistry.
- Breakdown budget of the campaign.

Reports shall be prepared in both English and Vietnamese.

4) EXPECTED RESULTS/DELIVERABLES

S/N	Output	Due Date
1	Inception report /Workplan	No more than 10 days after signing the contract
2	Draft communication plan	15 June 2018
3	Final report and communication plan with detailed budget breakdown	15 July 2018

5) ADMINISTRATIVE SUPPORT AND REFERENCE DOCUMENTS

The UNDP/PMU will provide following supports:

- Arrange meetings with stakeholders as necessary;
- Provide relevant project documents

6) PAYMENT TERM

Estimated remuneration is up to 30 work-day.

- **The first payment:** 20% of the contract value: upon approval of the inception report, including the workplan.
- **The final payment:** 80% of the contract value: upon approval of the draft and final communication plan.

7) PROVISION OF MONITORING AND PROGRESS CONTROL

The assignment will be supervised by UNDP and PMU. During the implementation, the service provider will regularly report to the UNDP and PMU on the implementation progress.

8) REQUIREMENTS FOR QUALIFICATIONS AND WORK EXPERIENCE

The national consultant shall have following requirements:

- Master degree in communications, media relation, marketing, journalism or equivalent; with a proven professional record in working in the field of media and communication including digital media
- At least 7 years of working experience in communication for development, media relations and awareness raising campaign;
- Good design, graphic & visual presentation skills
- Strong experience in developing communication plan/strategy, advocacy, awareness raising campaign, preference to those understanding chemicals, waste, environmental protection;
- Proficiency in both English and Vietnamese;

9) SELECTION CRITERIA

No	Criteria	Score
1	Master degree in communications, media relation, marketing, journalism or equivalent; with a proven professional record in working in the field of media and communication including digital media	200

2	At least 7 years of working experience in communication for development, media and awareness raising campaign	200
3	Good design, graphic & visual presentation skills	200
4	Strong experience in developing communication plan/strategy advocacy, awareness raising campaign, preference to those understanding chemicals, waste, environmental protection	300
5	Proficiency in both English and Vietnamese	100
	Total	1,000

Annex IV

GUIDELINES FOR PREPARING CV

WE REQUEST THAT YOU USE THE FOLLOWING CHECKLIST WHEN PREPARING YOUR CV:

Limit the CV to 3 or 4 pages

NAME (First, Middle Initial, Family Name)

Address:

City, Region/State, Province, Postal Code

Country:

Telephone, Facsimile and other numbers

Internet Address:

Sex, Date of Birth, Nationality, Other Citizenship, Marital Status

Company associated with (if applicable, include company name, contact person and phone number)

SUMMARY OF EXPERTISE

Field(s) of expertise (be as specific as possible)

Particular development competencies-thematic (e.g. Women in Development, NGOs, Privatization, Sustainable Development) or technical (e.g. project design/evaluation)

Credentials/education/training, relevant to the expertise

LANGUAGES

Mother Tongue:

Indicate written and verbal proficiency of your English:

SUMMARY OF RELEVANT WORK EXPERIENCE

Provide an overview of work history in reverse chronological order. Provide dates, your function/title, the area of work and the major accomplishments include honorarium/salary. References (name and contact email address) must be provided for each assignment undertaken by the consultant that UNDP may contact.

UN SYSTEM EXPERIENCE

If applicable, provide details of work done for the UN System including WB. Provide names and email address of UN staff who were your main contacts. Include honorarium/salary.

UNIVERSITY DEGREES

List the degree(s) and major area of study. Indicate the date (in reverse chronological order) and the name of the institution where the degree was obtained.

PUBLICATIONS

Provide total number of Publications and list the titles of 5 major publications (if any)

MISCELLANEOUS

Indicate the minimum and maximum time you would be available for consultancies and any other factors, including impediments or restrictions that should be taken into account in connection with your work with this assignment.

Please ensure the following statement is included in the resume and that it is signed and dated:

I CERTIFY THAT ALL INFORMATION STATED IN THIS RESUME IS TRUE AND COMPLETE TO THE BEST OF MY KNOWLEDGE. I AUTHORIZE UNDP/UNOPS OR ITS AGENT TO VERIFY THE INFORMATION PROVIDED IN THIS RESUME.

(Signature)

Annex V

FINANCIAL OFFER

Having examined the Solicitation Documents, I, the undersigned, offer to provide all the services in the TOR for the sum of VND

This is a lump sum offer covering all associated costs for the required service (fee, meal, accommodation, travel, taxes etc).

Cost breakdown:

No.	Description	Quantity	Unit rate (VND)	Total
1	Consultancy fee			
2	Out of pocket expenses			
2.1	Travel			
2.2	Per diem			
2.3	Full medical examination and Statement of Fitness to work for consultants from and above 62 years of age and involve travel – (required before issuing contract). *			
2.5	Others (pls. specify).....			
	TOTAL			

** Individual Consultants/Contractors who are over 62 years of age with assignments that require travel and are required, at their own cost, to undergo a full medical examination including x-rays and obtaining medical clearance from **an UN-approved doctor** prior to taking up their assignment.*

I undertake, if my proposal is accepted, to commence and complete delivery of all services specified in the contract within the time frame stipulated.

I agree to abide by this proposal for a period of 120 days from the submission deadline of the proposals.

Dated this day /month of year

Signature