

ANNEX II - TERMS OF REFERENCE FOR CONTRACTING A PR COMPANY TO DEVELOP AND IMPLEMENT A COMMUNICATIONS CAMPAIGN ON A WORLD OF 8 BILLION

1. BACKGROUND

The global population will reach 8 billion on 15 November 2022. This milestone is a moment for celebration. Globally, people are living longer and healthier lives. We have made incredible advancements in healthcare across lifespans, and more mothers are delivering babies safely. Poverty has reduced over the past decades, and with the digital boom, people around the world have become more connected than ever. Yet, progress is not universal. Gaps in social services and digital access continue to exist and result in the poor and vulnerable groups being affected disproportionately. Women that are most left behind are still dying during childbirth, and existing inequalities and harmful social norms prevent women and girls from fulfilling their fullest potential. As we move towards a world of 8 billion, we must confront the challenges, harness the opportunities, and ensure a resilient future for all.

According to the United Nations Department of Economic and Social Affairs, “Even though the pace of global population growth will continue to decline in the coming decades, the world population is likely to be between 20 and 30% larger in 2050 than in 2020. Having accurate estimates of population trends and reliable forecasts of future changes, including for the size of populations and their distributions by age, sex and geographical location, is required for policy formulation and implementation and as a guide to assist countries in following a path towards sustainable development.”

On the World Population Day on 11 July 2022 with the theme “***A world of 8 billion: Towards a resilient future for all - Harnessing opportunities and ensuring rights and choices for all,***” UNFPA Executive Director Dr. Natalia Kanem emphasized that focusing only on population numbers and growth rates often leads to coercive and counterproductive measures, where women are pressured to have children or prevented from doing so. There may be more people in the world today, but equally important is the unprecedented demographic diversity we see in the global population. She spoke to countries in the world that people are the solution, and not the problem. When people have the power to make informed choices about whether and when to have children, when they can exercise their rights and responsibilities, they can navigate risks and the foundation of more inclusive, adaptable and sustainable societies.

In this context, UNFPA Viet Nam Country Office is looking for a PR Company to develop and carry out a communications campaign targeting general public, from 15 September to 30 November 2022 to mark the milestone of 8 billion and to share UNFPA key advocacy messages on challenges and opportunities of 8 billion focusing on “people are the solution, not the problem”.

2. PURPOSE/OBJECTIVES

- To celebrate the milestone of 8 billion, as this is a milestone for all of humanity;
- To share UNFPA key advocacy messages on challenges and opportunities of 8 billion focusing on “people are the solution, not the problem”, as well as the population dynamic in Viet Nam;
- To raise awareness on human rights, including individuals’ sexual and reproductive health rights and choices.

3. KEY MESSAGES

- People are the solution, not the problem. Keep counting, but look beyond the numbers. The solution is not more or fewer people, but more and equal access to opportunities for the people there are;
- The best way to ensure demographic resilience is to support human rights, including individuals' reproductive rights and choices;
- Sustainable development can only be achieved if women have autonomy over their bodies and if reproductive rights and choices and gender equality, tenets of the Programme of Action of the International Conference on Population and Development, are safeguarded.

4. SCOPE AND FOCUS

Under the guidance and direct supervision of the UNFPA Communications Officer and the UNFPA Assistant Representative, the selected PR company will implement the following activities:

4.1 Develop a communications proposal for running the 8 billion campaign from 15 September to 20 November 2022:

- Develop the campaign proposal, based on the objectives, key messages and expected activities of the TOR for UNFPA's approval;
- Design the communications package for the campaign: Logo, slogan and other communication products (backdrop, invitation, leaflet, poster, banner, standee...);
- Develop communication messages targeting general public, based on the key messages provided in the TOR;
- Print all communications products for the campaign's activities (please see the details under the section 7);
- Develop the campaign's advertisement plan on UNFPA Facebook before and during the campaign to reach at least 1 million people.

4.2 Working with the Key Opinion Leaders (KOLs)/ social media influencers for sharing the campaign's communications messages on their fan pages:

- Invite KOLs (at least two)/ social media influencers (at least two) to participate in the communications campaign;
- Take photos and do filming of the KOLs/ social media influencers;
- Coordinate/ facilitate the KOLs/ social media influencers in sharing communications messages, images/ photos/ videos on their fan-pages and other social media channels.

4.3 Produce video clips in Vietnamese with English subs for the campaign:

- A three-minute video clip and a trailer on the introduction of the 8 billion milestone;
- Two video clips (two minutes for each video) of KOLs to share key messages of 8 billion;
- A five-minute video clip and a trailer to highlight the key activities of the 8 billion campaign.

4.4 Support in launching the 8 billion poster drawing competition with the theme "I am in 8 billion" (#i8Billion) on social media (UNFPA's fan-page and KOLs' fan-pages):

- Create contents and design an announcement in English and Vietnamese on the poster drawing competition for sharing on social media (key contents will be provided by UNFPA);
- Design a social media package with at least 10 social media cards in English (05 cards) and Vietnamese (05 cards) about the poster drawing competition (key contents will be provided by UNFPA team);

- Design other related communication products as requested by UNFPA (key contents will be provided by UNFPA team);
- Share the announcement of the poster drawing competition with other social media networks (at least two networks) and key universities and schools (at least 3 universities and schools in Hanoi, 2 universities and schools in Da Nang/Hue/Quang Tri and 2 universities and schools in HCMC);
- Invite and facilitate the competition’s judges (Representatives from UNFPA, VTV, Vietnam News Agency and two well-known Vietnamese artists);
- Manage the whole process of the competition, including receiving entries and arranging one contact person for any queries from the public;
- Arrange meetings of the competition’s judges to review all entries and select the winners;
- Timeframe for the competition:
 - Launch of the campaign: 15 September 2022
 - Poster drawing competition: 15 September to 15 October 2022;
 - Selection process: 20 – 30 October 2022
 - Awarding ceremony: 14 November (one day before the 8 billion milestone).

4.5 Organize the awarding ceremony in Hanoi:

- Organize the awarding ceremony at the Green One UN House, 304 Kim Ma street to announce the prizes on 14 November (about 70 participants);
- Create contents, design and print of the invitations, backdrop, standees, certificates for the event (key contents will be provided by UNFPA);
- Make sure the representatives from the VTV and Vietnam News Agency, the competition’s judges and winners, and the KOLs/ social media influencers are invited and attend the awarding ceremony;
- Invite journalists and TV reporters to the ceremony and ensure media coverage of the event (at least 3 TV crews and 15 journalists);
- Arrange all logistics needed for the ceremony (see details under 7.7).

4.6 Invite VTV and/ or Vietnam News Agency to be co-host of the 8 billion poster drawing competition:

- Arrange meetings with between UNFPA and/or VTV or Vietnam News Agency to discuss the collaboration for the poster drawing competition;
- Arrange to have logos and names of VTV and/or Vietnam News Agency printed on the poster drawing competition’s communications products;
- Make sure representatives from the VTV and/or the Vietnam News Agency invited, attend and deliver remarks at the competition’s awarding ceremony.

4.7 Organize and arrange a “8 billion bus” travel from Hanoi to HCMC on 15 November:

- Contract a travel company for advertising the 8 billion milestone by having the 8 billion poster and messages printed on their two buses, which travel from Hanoi to HCMC on 15 November;
- Design and print the 8 billion poster and messages on the buses (key contents will be provided by UNFPA);
- Make sure to take photos and film the moments when the two buses departing from Hanoi and arriving in HCMC.

4.8 Print and display the selected posters at the concert "Girls deserve to shine" in November, then bring them to the Green UN House 304 Kim Ma street for displaying.

- Design and print the selected posters for displaying at the concert "Girls deserve to shine" at the Hanoi Opera House (one night) and the Green One UN House, 304 Kim Ma street, Hanoi (two weeks); (see details under 7.9).
- Arrange transportation to bring the posters to display at the concert "Girls deserve to shine" at Hanoi Opera House (one night) and bring them to the Green UN House 304 Kim Ma street for displaying for two weeks.

4.9 Arrange two TV talk-shows on VTV1:

- Support in arranging two TV Talk-shows for broadcasting on VTV1:
 - One fifteen- minute talk-show on the VTV1 programme "Today's issue" (Vấn đề hôm nay); and
 - One eight-minute talk-show on the VTV1 programme "Vietnam today" (Việt Nam hôm nay).
- Speakers for these two talk-shows: UNFPA Representative, Government leaders from MOH and other relevant ministries;
- Timeframe: One talk-show on the week of 15 September and one on the week of 15 November 2022.

NOTE: All above activities and communications products of the campaign must be submitted to UNFPA for reviewing and approval prior to implementation.

5. DELIVERABLES

- 5.1. A proposal for the communications campaign from 15 September to 20 November 2022 available;
- 5.2. A group of Key Opinion Leaders (KOLs) and social media influencers set up and the campaign's communications messages shared on their fan pages;
- 5.3. Video clips for the campaign developed;
- 5.4. A poster drawing completion organized;
- 5.5. An awarding ceremony of the poster drawing competition organized;
- 5.6. VTV and/ or Vietnam News Agency newspaper invited to be co-host of the 8 billion poster drawing competition;
- 5.7. 8 billion poster and messages printed on two buses travelling from Hanoi to HCMC;
- 5.8. The selected posters displayed at the "Girls deserve to shine" concert and the Green One UN House;
- 5.9. Two TV talk-shows on VTV1 arranged.

6. ACCOUNTABILITIES

6.1. The selected PR company will:

- Be technically and contractually accountable to UNFPA Country Office for all aspects of the assignment;
- Deliver the TOR in close consultation and collaboration with the UNFPA Communications Officer;

- Brief UNFPA on the progress of the assignment against the planned timeframe;
- Consult UNFPA to address challenges and problems arising during the consultancy assignment; and
- Submit the work-plan and communications products to UNFPA for reviewing and approval before implementing any activities of the campaign;
- Be responsible for the quality of the activities and deliverables.

6.2. UNFPA Country Office (CO) will:

- Develop a contract for signature between UNFPA and the selected entity;
- Provide necessary background documents relating to the 8 billion;
- Facilitate the selected PR company in completing its assignment, as mentioned in the TOR;
- Monitor the progress and quality of assignment by UNFPA Communications Officer and the Assistant Representative.

7. TENTATIVE IMPLEMENTATION TIMEFRAME

The selected PR Company will implement the listed activities to deliver the expected products in close consultation with the UNFPA Communications Officer and the Assistant Representative as per the following timeframe:

No	Task	Deadline/Timeframe
7.1	Sign the contract	5/9
7.2	To have a meeting with UNFPA, VTV and/ or Vietnam News Agency to discuss on the collaboration.	9/9
7.3 Develop a proposal for the communications campaign from 15 September to 20 November 2022:		
	<ul style="list-style-type: none"> • Develop a proposal, including the campaign's advertisement plan for the communications campaign, based on the objectives, key messages and expected activities of the TOR for sharing with UNFPA for reviewing and approval; 	7/9
	<ul style="list-style-type: none"> • The proposal approved by UNFPA for implementation 	9/9
	<ul style="list-style-type: none"> • Design the communications package for the campaign: Logo, slogan and other communication products (backdrop, invitation, leaflet, poster, banner, standee...) for UNFPA's review and approval; 	15/9
	<ul style="list-style-type: none"> • Develop communication messages targeting general public, based on the key messages provided in the TOR; 	20/9
	<ul style="list-style-type: none"> • Print all communications products for the campaign's activities. 	15/9 - 20/11

No	Task	Deadline/Timeframe
7.4 Working with the KOLs/ social media influencers for sharing the campaign's communication messages on their fan pages.		
	<ul style="list-style-type: none"> • Invite KOLs (at least two)/ social media influencers (at least two) to participate in the communications campaign; 	10/9
	<ul style="list-style-type: none"> • Take photos and do filming of the KOLs/ social media influencers; 	10/9-30/9
	<ul style="list-style-type: none"> • Coordinate/ facilitate the KOLs/ social media influencers in sharing communications messages, images/ photos/ videos on their fan-pages and other social media channels. 	15/9 – 20/11
7.5 Produce video clips in Vietnamese with English subs for the campaign:		
	<ul style="list-style-type: none"> • A three-minute video clip and a trailer on the introduction of the 8 billion milestone; 	15/10-5/11
	<ul style="list-style-type: none"> • Two video clips (two minute for each video) of KOLs to share key messages of 8 billion; 	15/10-5/11
	<ul style="list-style-type: none"> • A five-minute video clip and a trailer to highlight the key activities of the campaign. 	15-20/11
7.6 Launch the 8 billion poster drawing competition with the theme "I am in 8 billion" (#i8Billion) on social media:		
	<ul style="list-style-type: none"> • Create contents and design an announcement in English and Vietnamese on the poster drawing competition for sharing on social media (key contents will be provided by UNFPA); 	10/9
	<ul style="list-style-type: none"> • Design a social media package with at least 10 social media cards in English (05 cards) and Vietnamese (05 cards) about the poster drawing competition (key contents will be provided by UNFPA team); 	10/9
	<ul style="list-style-type: none"> • Design other related communication products as requested by UNFPA (key contents will be provided by UNFPA team); 	15/9-15/11
	<ul style="list-style-type: none"> • Share the announcement of the poster drawing competition with other social media networks (at least two networks) and key universities and schools (at least 3 universities and schools in Hanoi, 2 universities and schools in Da Nang/Hue/Quang Tri and 2 universities and schools in HCMC); 	15-20/9

No	Task	Deadline/Timeframe
	<ul style="list-style-type: none"> • Invite and facilitate the participation of the competition’s judges (Representatives from UNFPA, VTV, Vietnam News Agency and two well-known Vietnamese artists) to the poster drawing competition; 	15/9 – 15/11
	<ul style="list-style-type: none"> • Manage the whole process of the competition, including receiving entries and arranging one contact person for any queries from the public; 	15/9 – 15/10
	<ul style="list-style-type: none"> • Arrange meetings of the competition’s judges to review all entries and select the winners. 	20/10 – 10/11
7.7 Organize the awarding ceremony:		
	<ul style="list-style-type: none"> • Organize the awarding ceremony at the Green One UN House, 304 Kim Ma street to announce the prizes on 14 November (about 70 participants); • Create contents, design and print of the invitations, backdrop, standees, certificates for the event (key contents will be provided by UNFPA); • Make sure the representatives from the VTV and Vietnam News Agency, the competition’s judges and winners, and the KOLs/ social media influencers are invited and attend the awarding ceremony; • Invite journalists and TV reporters to the ceremony and ensure media coverage of the event (at least 3 TV crews and 15 journalists); • Total cost for all prizes: 50 million VND; • Arrange all logistics needed for the ceremony: <ul style="list-style-type: none"> ➢ Translation cabin and headsets (06 sets for VIP and 50 sets for public audience); ➢ Flowers on the podium; ➢ One photographer and one videographer; ➢ Tea break for 70 participants; ➢ Set up a stage for the ceremony; ➢ Provide two extra lights for the stage; ➢ Print of 01 Backdrop (size 5 x 2,1m); ➢ Print of 08 pieces of hashtag cut-outs; ➢ Print of two standees (size: 180cm x 60cm); ➢ Print of 70 invitations and 10 certificates; ➢ Send the invitations to the participants. 	5-14/11
7.8 Organize and arrange a “8 billion bus” travel from Hanoi to HCMC:		
	<ul style="list-style-type: none"> • Contract a travel company for advertising the 8 billion milestone by having the 8 billion poster and messages printed on their two buses, which travel from Hanoi to HCMC on 15 November; 	30/9

No	Task	Deadline/Timeframe
	<ul style="list-style-type: none"> Design and print the 8 billion poster and messages on the buses (key contents will be provided by UNFPA); 	5/11 – 10/11
	<ul style="list-style-type: none"> Make sure to take photos and film the moments when the two buses departing from Hanoi and arriving in HCMC. 	15/11 - 17/11
7.9 Print and display the selected posters at the concert "Girls deserve to shine" in November, then bring them to the Green UN House 304 Kim Ma street for displaying:		
	<ul style="list-style-type: none"> Design and print the selected posters for displaying at the concert "Girls deserve to shine" at the Hanoi Opera House (one night) and the Green One UN House, 304 Kim Ma street, Hanoi (two weeks). Number of posters: 20 pieces; Size: 60cm x 80cm; Paper: colour printing on formex paper, 10mm, matt laminate; Provide 20 photo frame easel stands for 20 posters; 	15/10 – 15/11
	<ul style="list-style-type: none"> Arrange transportation to bring the posters to display at the concert "Girls deserve to shine" at Hanoi Opera House (one night) and bring them to the Green UN House 304 Kim Ma street for displaying for two weeks. 	11/11 – 30/11
7.10 Arrange two TV talk-shows during the campaign on VTV1:		
	<ul style="list-style-type: none"> Support in arranging two TV Talk-shows for broadcasting on VTV1: <ul style="list-style-type: none"> ➤ One fifteen- minute talk-show on the VTV1 programme "Today's issue" (Vấn đề hôm nay); and ➤ One eight-minute talk-show on the VTV1 programme "Vietnam today" (Việt Nam hôm nay). Speakers for these two talk-shows: UNFPA Representative, Government leaders from MOH and other relevant ministries; Timeframe: One talk-show on the week of 15 September and one on the week of 15 November 2022. 	10/9 – 15/11
7.11 Advertising the campaign on social media:		
	<ul style="list-style-type: none"> Do advertising contents/ infographics/ videos relating to the campaign on UNFPA's Facebook from 10/9 to 20/11 to reach at least 1 million people. 	15/9 – 20/11

8. BACKGROUND DOCUMENTS

Necessary documents will be provided to the selected agency as needed.

9. DEGREE OF EXPERTISE AND QUALIFICATIONS

- A professional PR company with at least five years of experience in organizing advocacy events, press conferences and communications campaigns for international organizations;
- Strong experience in developing advocacy video clips on development issues. Knowledge of UNFPA's thematic issues and experience servicing UNFPA would be an asset;
- Have a professional team of creative designers and excellent experience in designing and printing the communications and promotional products for international organizations. Experience working with UN agencies would be an asset.
- Strong knowledge on social media and experience in developing and implementing social media campaigns;
- Have a good network with mass media, KOLs, celebrities, social media influencers, universities and schools and other youth networks;
- Excellent ability to meet deadlines.
- Proficiency in English and Vietnamese.

10. REVIEW TIME REQUIRED AND PAYMENT TERM

A contract for professional service will be signed between UNFPA Viet Nam and the selected PR Company.

The payment schedule will be made following 2 main instalments:

a) 1st instalment: 30% of the contract value upon the satisfactory submission of the products:

- Communication campaign's proposal: by 12 September 2022;
- Campaign's branding: by 20 September 2022;

b) 2nd instalment: 70% of the contract value after organizing all campaign's activities upon satisfactory completion of the event and submission of all associated invoices and request for payment.