

10. Attachments

10.1 Attachment A: Scope of Work for Services or Technical Specifications

SCOPE OF WORK

USAID VIETNAM URBAN ENERGY SECURITY

Designing and Organizing Earth Hour Activities in Danang

BACKGROUND:

In recent years, electricity demand in Vietnam has been increasing at an annual rate of around 10%. There is growing recognition that cleaner, more reliable sources of energy are needed and greater capital investment is necessary. Vietnam Urban Energy Security (the Project) works closely with USAID and the Government of Vietnam at multiple levels to improve enabling frameworks, mobilize investment, and increase the adoption of innovative solutions for advanced, distributed energy.

Earth Hour is an International Union for Conservation of Nature (WWF) global initiative that draws public attention to nature loss and climate change. In Vietnam, Earth Hour is a well-established annual event that enjoys broad public participation. The Project has supported Danang Department of Industry and Trade (DOIT) to implement Earth Hour campaign in the city for the last two years, 2021 and 2022. In 2023, the Danang DOIT and the Project would like to continue to leverage the well-known and well-established Earth Hour event to amplify and promote the Project 's activities in energy efficiency and renewable energy, raise awareness of community on saving energy and encourage people to apply energy efficiency and renewable energy measures.

In order to promote the utilization of energy efficiency in Da Nang's industries/buildings, USAID Vietnam Urban Energy Security and Da Nang Department of Industry and Trade (DOIT) designed and organized the Da Nang Energy Efficiency Award (EEA) to recognize local enterprises who have implemented energy efficiency (EE) measures. Based on EE implementation and the resulting energy savings, enterprises will be recognized and awarded for their energy efficiency performance. The annual EEA in Danang was organized in 2022 for the first time and will be launched in 31 March 2023 for the second year. Tentatively, the EEA will be launched in HCMC in 5 April 2023. These EEA events provide an opportunity to connect innovators (supported under Project's Innovation Challenge Fund in Project's Component 3) and developers (supported under Project's Component 2) to key energy-consuming facilities in both Danang and HCMC (the targeted participants of the EEA events). The events provide a platform for innovators to showcase their innovations and energy consumers to know about cutting edge innovative solutions in energy efficiency field thus facilitate the wider application of those solutions in industrial and commercial context.

Therefore, the Project is looking for a local vendor to organize Earth Hour activities in Danang in March 2023.

SCOPE OF WORK:

The service provider will provide a full package service with the following details:

Earth Hour Activities

- **Develop, produce and broadcast a talk show on Danang TV to be aired on Earth Hour event:** The talk show focuses on energy consumption status in Danang, encourage and promote energy efficiency practices to respond to climate change and protect the environment; calling on organizations and individuals to actions toward the goal of net zero emissions by 2050. Representatives will be invited from DOIT, EVN and USAID. The vendor will provide detail script in English and Vietnamese to the Project and DOIT for approval in advance. The vendor will coordinate with TV station and relevant guest speakers to arrange necessary logistics. Tentative timing: 14 – 17 March 2023.

- **Organize an outdoor event:**
 - Timing: 16.00 – 17.30, 25 March 2023.
 - This will involve a parade of cyclists riding around the city wearing Earth Hour 2023 T-shirts and branding to raise public awareness; a flash mob “Dance for Earth Hour 2023”. The vendor is required to prepare a short dance clip (3 minutes max) and guide people to practice in advance.
 - Agenda: see Annex 1 for draft agenda.

- **Earth Hour countdown event:**
 - Timing: 19.00 – 20.40, 25 March 2023
 - Agenda: see Annex 1 for draft agenda

- The vendor will design and produce 200 T-shirt and branding materials for cyclists, following the Earth Hour 2023 theme design and USAID branding requirement.
- The vendor will coordinate with relevant stakeholders to organize the event.
- Adapt, design and produce communications materials for Earth Hour including Banner (horizontal and vertical), standees, Backdrop, following USAID branding requirements. The vendor will disseminate the communications materials upon Danang DOIT’s plan.
- The vendor will arrange and manage media to communicate about Earth Hour event and activities in Danang city.
- The vendor must arrange photographer and camera man to capture and film the communications activities and deliver photos/ video clip to the Project. The photographer and camera man should be able to capture VIPs, key moments. Good photos/ frames should capture interactions between people with USAID signage at the background and with high resolution.

EXPECTED TIMELINE AND DELIVERABLES:

No.	Task	Timeline
	Earth Hour	
1	Overall plan detailing activities, locations, timing.	13 March
2	TV talk show script in both Eng and Viet	13 March
3	Design of communications materials including backdrop, standees, banners, and t-shirts, branding materials for cyclists with the Earth Hour 2023 campaign design, featuring Danang city and USAID logos.	18 March
4	Earth Hour Event	25 March
5	Online broadcasted link and digital file of the TV show. Photos and video clip of activities	28 March