



## TERMS OF REFERENCE

### Research Consultancy on Community Awareness, Attitudes and Practices related to Renewable Energy and Energy Efficiency

#### 1. BACKGROUND

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. Oxfam confederation currently has 21 member organizations working in 81 countries. We share a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account.

Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and responsible private sector, and that it is fundamental to Vietnam's development. Oxfam in Vietnam contributes to a shift from the current growth-based development model to a Human Economy that cares about People and the Planet.

Sustainable energy is a key priority in the sustainable development of Vietnam, with a Net Zero commitment to cut GHG emissions significantly. Although important Renewable Energy & Energy Efficiency (RE/EE) policies and strategies have been issued, communicating them to relevant public and private sectors to promote practices is a significant challenge. Moreover, despite the Government of Vietnam having committed to integrating gender equality into climate action, how it has been formulated in energy transition policies and practices remains a question.

In this context, Vietnam government and the EU have an Agreement supporting the energy transition in Vietnam, in which Ministry of Industry and Trade (MOIT) of Vietnam take in charge to develop and approve 4-year project "**Public Awareness Raising in Renewable Energy & Energy Efficiency in Viet Nam**" (PAR3E). OiV in partnership with Vietnam Chamber of Commerce and Industry (VCCI) and Vietnam Journalism Association (VJA) is implement counterpart of the PAR3E. The Project will be implemented across Vietnam but focus mainly on the six provinces: Ha Noi, Da Nang, Ho Chi Minh City, Lao Cai, Nghe An, and Bac Lieu.

The overall objective of the project contributes to a socially sustainable just energy transition in Vietnam through realizing the following specific objectives (SO):

- **SO 1:** Key public and private stakeholders in all provinces and centrally-controlled cities have sound and gender-sensitive knowledge and understanding of current and newly-released RE/EE policies.
- **SO 2:** Reporters at the targeted national and provincial mass media have improved and gender sensitive capacity and understanding on RE/EE and gender diversity in the energy sector, and increase coverage on the topic.
- **SO 3:** Key gender-diverse community groups in selected cities have improved awareness and capacity on gender-sensitive development and application of best RE/EE practices and initiatives.
- **SO 4:** MSMEs and banking sectors have sound and gender-sensitive understanding of the importance of RE/EE and the business case for RE/EE investment.

OiV will employ a comprehensive research on awareness, attitude, and behaviour/practices of community groups such as students, families (both rural and urban), office workers, workers, farmers..., based on the Social and Behavior Change Communication in three regions of Vietnam to understand how to communicate RE/EE effectively.

With that purpose, OiV is looking for consultant(s) to conduct the research.

## 2. OBJECTIVES OF CONSULTANCY

The objective of this consultancy is to conduct a research using Social and Behaviour Change Communication framework to:

- Explore current awareness, attitudes, norms, beliefs and behaviors of identified community groups in RE/EE taking into account gender and social inclusion perspectives;
- Explore barriers to and motivations for change in RE/EE awareness and practices among identified community groups;
- Map out recent communication campaigns in Vietnam that raise public awareness on RE/EE, and assess or synthesize secondary materials on the effectiveness of these campaigns;
- Propose recommendations for RE/EE awareness raising and behavior change interventions among each of the identified groups.

## 3. SCOPE AND METHODOLOGY

The consultant (s) is expected to utilize desk review of available secondary data and conduct primary research using both qualitative and quantitative methods among identified target groups in 06 selected provinces namely Ha Noi, Da Nang, Ho Chi Minh City, Lao Cai, Nghe An, and Bac Lieu.

Target groups: Including but not limited to representatives of community groups such as pupils, students of journalism and communication universities, families (both rural and urban), management boards of residential groups/residential clusters, staff offices, workers, farmers, and so on in the six provinces.

The consultant(s) will propose sample size, methodology and research tools. These will be fully developed and finalized in consultation with Oxfam project management team.

During the implementation of the research the consultant (s) will work closely with Oxfam PAR3E project manager, the project team (Oxfam and partners), and the consultant team (s) who conduct research on public and private sectors when and where applicable to share, update and seek inputs for final report.

The process of design and implementation of this research should be participatory, incorporating perspectives of different stakeholders.

## 4. DELIVERABLES AND TASKS

The consultant(s) will report to Oxfam's PAR3E Project Manager and Communications Senior Advisor and work closely with the project team in Oxfam and partners to deliver the following outputs:

- Complete a research report (Vietnamese and English) including quantitative and qualitative data combined with analysis, meeting research objectives, and recommendations. The report should strongly present a gender mainstreaming recommendation in awareness raising for behaviour changes of targeted community groups.
- A presentation summarizing all research findings (Vietnamese and English).
- Validation meeting(s) on the research findings with the PAR3E project team.

## 5. TIMEFRAME

No.	Delivery	Tentative timing
1	Consultancy package submitted	17 May, 2024
2.	Contract signed	31 May, 2024
2	Meeting with the project team	Before 5 June 2024
3	Workplan mutually agreed between the project and the consultants	14 June 2024
4	Data Collection and field work	24 June – 26 July 2024
5	Key findings summary	9 August, 2024

6	Draft report in English	23 August, 2024
7	Final the report in English and Vietnamese	30 August, 2024

## 6. REQUIREMENTS FOR CONSULTANTS

The consultant(s) must have:

- Qualifications and proven knowledge and experience ( at least 7 years) in related fields in market/population research for sustainable energy communication, public communication campaigns, marketing research, social sciences, social economics ... Experience in research related to gender equality is an asset.
- Proven expertise in both quantitative and qualitative, participatory research methods.
- Strong understanding of gender perspectives in RE/EE in communication for behavior change.
- Having at least 5 year working experience with related ministries in renewable energy/energy efficiency fields or energy communication is an asset.
- Excellent English and Vietnamese writing and communication skills.

## 7. PROPOSAL SUBMISSION

Interested consultants are invited to submit a consultancy package, together with a cover letter that expresses their interest and proposals responding to this assignment. Any questions or requests for clarification can be sent to Nguyen Thi Hong Phuong, Oxfam Communications Senior Advisor, at [phuong.nguyenthong@oxfam.org](mailto:phuong.nguyenthong@oxfam.org) 17 May, 2024.

The **consultancy package** must include:

- The consultants' profile and related experience;
- Technical proposal to realize all objectives and deliverables within tentative timeframe (including methodology, sample size, data collection tools, detailed workplan and quality control plan, team structure, etc.);
- Financial proposal that specifies number of working days required and daily rate;
- Sample of a similar research report.

**How to Apply:** The consultancy package must be submitted in English by email with title "PAR3E -Community comprehensive research" to [hr.vietnam@oxfam.org](mailto:hr.vietnam@oxfam.org)

*Oxfam is committed to preventing any type of unwanted behaviour at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.*

**The closing date for application: 23:59, 17 May, 2024.**

***We regret that only short-listed applicants will be contacted for an interview.***