



TERMS OF REFERENCE

Media consulting agency for iPLAY's communication campaign (iPLAY project)

VVOB Vietnam

www.vvob.org

<http://vietnam.vvob.org/>

1 Da Phuoc 8 street, Ngu Hanh Son District, Danang city

1. General Provisions

1.1. Job information

Title of the consultancy:	Media consulting agency
Contracting Authority:	VVOB
Duration:	July 2024 - July 2025
Place /location:	Online and offline meetings (if needed)
Supervision:	Mr. Nguyen Quoc An – Communication Officer, Mr. Nguyen Bao Chau – Project Coordinator
Consultants:	Media consulting experts from the agency

1.2. Contracting Authority

- This Term of Reference (ToR) is issued by VVOB duly represented by **Ms. Karolina Rutkowska**, VVOB Country Programmes Manager in Vietnam
- The ToR shall be followed up by **Mr. Nguyen Quoc An – Communication Officer**, **Mr. Nguyen Bao Chau – Project Coordinator**, and **Ms. Dao Thi Thu Hang – Finance Officer**. All correspondence regarding the content and procedure of the ToR should be sent to procurement.vn@vvo.org
- Address:
 - 1 Da Phuoc 8 Street, Ngu Hanh Son District, Da Nang City
 - Room 401, E3 Building, Trung Tu Diplomatic Compound, 6 Dang Van Ngu, Dong Da district, Hanoi, Vietnam (iPLAY's office)

1.3. Organizational background

VVOB – education for development is a non-profit development organisation working towards inclusive quality education in nine countries in Africa, Asia, and South America. Through the capacity development of ministries of education, we strengthen the professional development of teachers and school leaders in a sustainable way.

More about VVOB and its programs can be found on VVOB's website: <https://vietnam.vvo.org/>

iPLAY Project – Extension period

VVOB in Vietnam is implementing the project “iPLAY – Integrating Play-based Learning Activities among Young Learners in Vietnam” in Lai Chau, Ha Giang, Thai Nguyen, Nghe An, Quang Tri, Da Nang, Quang Ngai, and Ho Chi Minh City. In the framework of iPLAY, VVOB is currently coordinating with the Ministry of Education and Training to integrate learning through play (LTP) in the public primary schools in Vietnam. As such the objectives of the new General Education Curriculum that has been issued by the Vietnamese government will be met by helping young learners to acquire a breadth of skills. In the extension phase,

the project aims to enhance and maintain LtP application in primary schools to improve students' holistic development.

To have a better understanding of LtP and the project iPLAY, bidders are encouraged to read our documents at:

Project's key materials:

1. Drive folder:

https://drive.google.com/drive/folders/1Cn5rwE_ORuF62PMzTxZMdzSJAMiz8zKX?usp=share_link

The drive folder includes:

- **Two guidebooks** focused on developing the capacity of primary school teachers and leaders to utilize the Learn Through Play pedagogy in their classrooms.
- **A project brochure** that provides a basic overview of the project in previous period

2. Video: https://youtu.be/Z2qKKpsmWpQ?si=l8VvNcG1v0_agA4I

The linked video is an introduction to the iPlay project's overview. More information can be found on the [VVOB YouTube channel](#).

2. Technical provisions

2.1. Context

VVOB is seeking a media consulting agency* to support the IPLAY project's extension phase. As the project enters this new period; a strategic communication campaign is crucial to promote its activities and achievements.

** For this document, a media consulting agency is any company that offers various media services which include content creation, media outlet booking, etc.*

2.1.1 Target Audience

The target audience of this campaign is:

- Teacher and school leaders
- Education officials
- NGOs working in the education sector.
- Pre-service educators
- General public

Their interests:

- Working (or not) in the Primary Education sector (including NGOs, government agencies, educational institutions)
- Interest in capacity-building models (online, offline)
- Interest in easy-to-use and effective methods in class
- Interest in Education Sector in general

VVOB encourages potential media consultancy agencies to provide additional information regarding their understanding of the IPLAY project's target audience based on the following areas:

- **Demographic breakdowns:** Age, gender, location, socio-economic background of the target audience.
- **Media consumption habits:** Preferred media channels (TV, newspapers, social media platforms) and content types.
- **Psychographic factors:** Interests, values, and motivations of the target audience.

2.1.2 Goal and messages

While iPLAY focuses on capacitating teachers, school leaders, and national and local education officials to make change happen in the classroom. This communication campaign will aim to maximize the reach of LtP as an effective approach to teaching the new competency-based curriculum to its target audiences in Vietnam. The objectives are:

1. To share know-how on LtP and good practices of LtP: the good practices will be provided by VVOB based on the actual implementation stories from the project operation during the last 4 years.

2. To promote the implementation and the content of LtP, for example via airing: i) “easy to digest” information about the LtP benefit; ii) its contribution to achieving the goals of the new primary school curriculum; iii) endorsement from high-level stakeholders from the education sector in Vietnam (e.g. from universities of education or government education officers).

3. To encourage specific target groups to take up LtP: identify provinces that have not yet taken up the LtP e-course.

With the above objectives, the **overall messages** for this campaign are:

1. LtP is a **flexible and effective** pedagogy for primary education.
2. LtP pedagogy **aligns well with the GEP 2018** and **has been implemented successfully** in many primary schools.

Please also note that VVOB's long-term communication direction is to further strengthen the image of **“a trusted education partner of the Ministry/Department of Education and Training to improve education equity and quality”**.

2.2. Scope of work

The media consulting agency's responsibilities:

The selected agency will provide comprehensive media support for the IPLAY project's communication campaign. Here's a breakdown of the key tasks involved:

- **Media Plan Development:** Build a comprehensive media plan that includes activity alignment, media outlet selections, number of articles, timeline, budget allocation, etc.
- **Press Release Distribution:** Distribute prepared press releases of VVOB to aligned news channels.
- **Strategic Media Placement:** Collaborating with VVOB to identify the most impactful media outlets and advising on the estimated number and type of media placements for each target outlet.

- **Content Collaboration/Production:** Working closely with media representatives to refine press releases and co-create captivating media articles.
- **Tracking & Reporting:** Tracking media coverage for project’s related content and providing comprehensive media logs.

3. Timeline of key activities and deliverables

The selected agency will be tasked with **developing, executing, and monitoring a comprehensive media plan** for the IPLAY project’s communication campaign. This plan should be built upon the project’s key activities and timeline, provided in the table below.

The media plan should ideally address aspects of:

Activity Alignment: Mapping project activities to specific media outreach opportunities.

Channel selection and number of articles: Identifying and proposing the most suitable media outlets and number of articles for each activity. Channels for communication should be mainstreamed and have advocacy impacts on educational policies and educational practices in Vietnam. VVOB has previously worked with the following channels: VTV broadcasting channels, VNA broadcasting channel, Thanh Nien News, Nhan Dan news, Giao Duc Thoi Dai News, etc.

Interested parties please note that, due to VVOB’s communication policy, use of any paid advertising and promotion on Facebook, Instagram, and WhatsApp will not be accepted.

Content Calendar: Creating a detailed content calendar outlining the articles’ content to support each activity throughout the project timeline.

Budget Allocation: Recommending an optimal budget distribution for various media channels and content creation.

The agency is encouraged to add other aspects based on their expertise.

Activities board:

No	Activity and milestones	Timeline	Potential angles	Deliverables
A	Milestone 1 – contract signing and kick-off meeting	June - July 2024		1. Signed Contract 2. Final media plan
B	Milestone 2 – Production and implementation			Approximately 30 published articles
B.1	“Training of trainers” (TOT) training on coaching for national trainers Professional Teacher Meetings (PTMs) on LTP	Aug 2024 – May 2025	<ul style="list-style-type: none"> • Activities recap • Technical content 	1. Press release (produced by VVOB) 2. Approximately 8 published articles

B.2	National dissemination workshop E-Course on LtP	Jan-Feb 2024	<ul style="list-style-type: none"> • Event recap • E-course promotion to other provinces • Project’s progress and future implementation 	<ol style="list-style-type: none"> 1. Press release (produced by VVOB) 2. Approximately 8 published articles
B.3	National Conference + Technical Brief	Feb-Mar 2025	<ul style="list-style-type: none"> • Event recap • Technical brief advocacy 	<ol style="list-style-type: none"> 1. Press release (produced by VVOB) 2. Approximately 8 published articles
B.4	Closing workshop	Jun 2025	<ul style="list-style-type: none"> • Event recap • Project’s highlights • Stories of change 	<ol style="list-style-type: none"> 1. Press release (produced by VVOB) 2. Approximately 4 published articles
B.5	International Day of Play	Jun 2025	<ul style="list-style-type: none"> • Event recap 	<ol style="list-style-type: none"> 1. Press release (produced by VVOB) 2. Approximately 2 published articles
C	Milestone 3 – Final report and concluding meeting	July 2025		Final media report

To have a better understanding of the above activities, please refer to Annex A. This is a preliminary framework. The consulting agency is encouraged to adjust the number or articles (both on national and local news) and the selection of media outlets based on their expertise for more optimal results. Number of articles should not exceed 30.

4. Requirements

The constancy agency must meet the following minimum professional requirements:

- Have experience in working with NGOs, and INGOs, especially organisations working in the education sector.
- Have at least 3 years of experience in media management.
- Have a good network with Vietnamese media outlets.
- Have good communication and writing skills.
- Have fluent Vietnamese and English language skills.
- Be able to work within the required timeline.
- Be proactive and responsible.

5. Budget

Following the development of the media plan, the media agency must submit a cost proposal based on the details outlined in Annex B.

6. Submission

The media plan proposal must be submitted in Vietnamese or English by e-mail to **procurement.vn@vvo.org** by **8 June 2024** and mentioned in the object: ‘iPLAY Media plan proposal_ (Agency name)’.

Annex A: Detail description of project activities

Activities	Description
'Training of trainers' (TOT) training on coaching for national trainers	This TOT will focus on positioning the Teacher Professional Development (TPD) roadmap as a blended trajectory that incorporates the Learn Through Play (LTP) e-course, applying instructional coaching practices, and the use of subject based Professional Teacher Meetings (PTMs) as a TPD activity on LTP. We anticipate engaging an international expert on instructional coaching to co-facilitate this workshop. This updated TOT equips participants with the necessary skills to effectively support school leaders and teachers.
Subject-based PTMs on LTP	Support subject-based cluster-PTMs at the district level to focus on exploring ways to integrate LTP into specific subjects.
Orientation workshop	Conduct an orientation workshop to align all stakeholders with the goals for this project extension, the main methodologies, and the expected outcomes. This workshop serves as a key activity to update the active involvement of our partners in supporting school-based TPD on LTP.
National dissemination workshop	National dissemination workshops (55 provinces): Organise national dissemination workshops for the 55 remaining provinces to ensure widespread adoption of LTP practices. These workshops will focus on showcasing the benefits of using a blended TPD trajectory, highlighting instructional coaching as a TPD methodology and promoting ways to integrate LTP into subject based PTMs. The facilitation plans developed to provide technical support for school-based refresher workshops (act. 5) will be shared with all 55 provinces.
Advocacy for technical Brief	Establish a Technical Working Group (TWG), extended to Universities of Education (UoEs), with clear terms of reference (TOR) and a focused agenda that centres on student agency in the Vietnamese general education system. This TWG holds quarterly meetings and produces technical briefs that can be published in educational journals and provide insights to Ministry of Education and Training and other stakeholders.
National Conference	To disseminate the work of the TWG, iPLAY will organise a national conference to discuss and raise further awareness about the role of student agency within the Vietnamese education system, demonstrating how LTP supports and operationalises this concept.
Closing workshop	Organise a closing workshop to showcase the project achievements, share lessons learned, and engage stakeholders in discussions about the project's legacy and sustainability.
International Day of Play	The United Nations recently passed a resolution to create an official International Day of Play specifically for children. This day will be celebrated annually on June 11 th . This is an opportunity to promote LTP and its benefits.

Annex B Financial Quotation

Currency: VND

NO	Activity	Unit	Estimated Quantity	Unit Price	Total Cost
A	PR AND MEDIA BOOKING				
	I - National Newspapers	Article			
	II - Local Newspapers	Article			
B	Agency Management Fee	Package			
	SUBTOTAL				-
	VAT				-
	GRAND TOTAL				-

Note: Number of articles (including both national and local newspapers) should not exceed 30