

## Scope of Work

### US Agency for International Development (USAID)

### Vietnam Low Emission Energy Program II (V-LEEP II)

#### I. Scope of Work

##### A. Background and Specific Challenges to Be Addressed by this SOW

The United States Agency for International Development (USAID) Vietnam Low Emission Energy Program (V-LEEP II), implemented by Deloitte Consulting LLP, is a five-year program from September 2020 through September 2025. USAID V-LEEP II is helping Vietnam continue its transition to a clean, secure, and market-based energy sector by increasing the deployment of advanced energy systems, improving energy sector performance, and increasing competition in the energy sector. The program runs through September 2025.

In the Year 3, V-LEEP II submitted a report with recommendations for MOIT to consider on strategic sustainable energy (SE) communication activities. The report identified public media as a key influencing stakeholder who can introduce current policies and regulation, program and plans relating to energy development to the entire society and communities. Therefore, it is necessary for the public media to be updated and proactively provided with information and knowledge on the state of energy transition in Vietnam towards green growth, and clean and sustainability targets. The following topics should be emphasized for this group:

- The importance and necessity of formulating and proposing the issuance of legal framework documents, as well as specific programmes and projects on energy related issues;
- Update on policy and legal framework document development;
- Achievements and impacts of energy related policies, regulation, program and project under MOIT's management;
- Introduction of new and environmental friendly technologies, and success stories on applying those technologies;
- Discussion and communication of issues of interest to general society.

The report also highlighted that well known and accredited journalists and reporters specializing in energy issues should be the focal beneficiaries of energy communication plans and key players during making reportages, articles, thematic reports and communication program on energy issues. Communication activities should timely provide answers to society interested issues through press conferences, MOIT-held press briefings, and periodic meetings.

Previously under the original V-LEEP, a report was developed to specifically support MOIT on strategic communication in energy efficiency (EE). The report noted that training for MOIT communication networks is a high priority so that the goals for communication and awareness raising indicated in Vietnam National Energy Efficiency Program for the period 2019-2030 (VNEEP3) can be achieved, especially in the context of potential risk of electricity shortages in the future.

Presently, MOIT has appointed staff in charge of communication with a background on energy efficiency, but there is lack of communication skills and knowledge among them. Meanwhile, MOIT also has a cooperative network of journalists and reporters working in its newspapers and magazines as

well as public press agencies and media, who have the communication background, but not the knowledge on energy efficiency and electricity saving. Therefore, there is a need from MOIT to have V-LEEP II design and conduct a selected and prioritized TOT training program with curriculum for each of groups in Year 4 of V-LEEP II.

## B. Objective

This SOW is to support EESD to develop a Communication Training Program and Curriculum(s) and to conduct a Training-of-Trainers (TOT) session to selected journalists, as a foundation for a series of Communication Trainings for Public Media aimed at supporting communication related goals in VNEEP3.

## C. Specific Activities under this Scope of Work

Under this Scope of Work, the Consultant(s) shall perform the following activities:

### C.1 Activities Related to Accomplishing the Scope of Work's Objective

#### Activity 1: Conduct need assessment for public media on EE/SE communication training

*Conduct the survey and develop Communication Training Need Assessment Briefing Note on EE/SE topics for Public Media network*

#### Activity 2: Conduct communication trainings and refine training design and curriculum

*Conduct one TOT session for public media participants*

### C.2 Deliverables

The Consultant(s) shall produce the following deliverables by the end of this consultancy:

Deliverables	Estimated Due Date
(WP1) Communication Training Need Assessment briefing note on Energy Efficiency (EE) and Sustainable Energy (SE) topics for Public Media network - in Vietnamese	Draft: June, 2024 Final: July 2024

### C.3 Consultant(s) Qualifications

The following table outlines the seniority and qualifications for the consultant(s) to accomplish the objectives outlined in this Scope of Work.

Consultant Title	Required Qualifications	Role
Vendor for EE/SE Communication TOT session	<ul style="list-style-type: none"> <li>• A communication firm with minimum 10 years of experience in energy efficiency and sustainable energy campaigns, and at least 5 years of working experience with Vietnam Energy Efficiency Programmes (VNEEPs)</li> <li>• Proven experience in organizing media-related technical sessions and energy efficiency talks in Vietnam</li> <li>• Strong connection with local public media</li> <li>• Key members of the team include:               <ul style="list-style-type: none"> <li>○ Survey Lead: Senior Communication Expert (local) with minimum 10 years of experience in various media works</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Conduct survey with public media (at least 50 respondents required, among those 20 from high-ranking newspapers) and provide relevant inputs for the need assessment report as per agreement with Senior Communication Adviser</li> <li>• Organize the TOT technical session (hybrid online and offline) for 50 selected journalists under EESD supervision</li> </ul>

Consultant Title	Required Qualifications	Role
	<p>related to energy efficiency and sustainable energy in Vietnam</p> <ul style="list-style-type: none"> <li>○ TOT Moderator: Senior Media Expert/Journalist (local) with minimum 15 years of experience in various media works (at least 10 years working on energy efficiency and sustainable energy campaigns) in Vietnam</li> </ul>	

## II. Period and Place of Performance

The tasks will be undertaken in June 2024, and extendable upon request and agreement with EESD. Scope and/or time period can be adjusted as necessary, with relevant approvals/agreements.

## III. Reporting Line

The Consultants will report to the **V-LEEP II DCOP-Technical** and **Task Lead 3B**.