

## **TERMS OF REFERENCE**

### **Consultancy for inception events**

#### **1. BACKGROUND & RATIONALE**

Winrock International, a USA headquartered not-for-profit business, is currently developing projects with the Government of Vietnam that aim to *'to help accelerate Vietnam's transition to climate-resilient, low-emission sustainable development'* in selected provinces and urban areas. Winrock will be providing technical assistance for the promotion of climate-smart, low greenhouse gas emissions planning and actions in a diversity of sectors.

Winrock International is seeking an experienced and professional company to provide services to assist in the organization of inception events for the USAID-funded Vietnam Forests and Deltas Program.

The Program will put into practice the national policies and strategies on response to climate change and low emissions development with a focus on reducing emissions from forestry and agriculture sectors and strengthening climate-smart livelihoods and settlements, particularly in rural areas. Addressing long-term climate change risks and gender vulnerabilities in both forest and delta landscapes are key program objectives.

**Supporting land-use practices which maintain forest resources and enhance environmental services:** Reducing greenhouse gas emissions through improved forest management and afforestation together with investment in promoting climate resilient livelihoods are the basis for the sustainable landscapes approach in Vietnam's forested areas. Training programs within provinces will demonstrate methods for achieving measurable improvements in carbon stocks and environmental services as well as leveraging ecosystem service financing. The provinces of Thanh Hoa and Nghe An have been selected as pilots for moving Green Growth strategies and policy into practice through innovative land-use planning that is inclusive of local government, civil society, and the private sector.

**Increasing resilience of people, places and livelihoods:** The delta areas of the Mekong and Red Rivers – home to some of the most heavily populated and economically productive areas of Vietnam – are increasingly exposed to climate-related hazards such as storm, flooding, drought, salinity and sea level rise. Working initially with local governments and communities in Long An and Nam Dinh provinces, the program will support commune-level action planning to empower community members to identify risks and to take action for improving long-term resilience. In addition, the program will engage with local, provincial and national level stakeholders to build capacity to address long-term climate change risks across provinces in each river delta. The program recognizes that decision making for sustainable, climate-resilient development requires not only an appreciation of local concerns, but also a sound knowledge of practical, science-based adaptation strategies and inter-provincial coordination and cooperation.

#### **2. SPECIFIC OBJECTIVES AND DESCRIPTION**

**Objectives:** The four events, organized in target provinces, are in order to provide wide audience at different levels the general images of the Program. In particular, they will

- Help the audience to understand the Program goals and its specific objectives, main areas that the Program will work in and the approach for working with local partners to achieve results
- Raise the issues related to climate change among stakeholders and public
- Engage local authorities and people in the future implementation of the Program

## **Participants**

- Representatives from relevant government agencies at national, provincial and district level
- Representatives from donors, international organizations and development projects in Vietnam
- Local people (target groups of foresters, farmers, women and children, etc.)
- Local social organization groups
- Media

**Location:** The events are planned to be organized at cities or districts of each four target provinces of Nam Dinh, Thanh Hoa, Nghe An, and Long An. One of which will be considered as for national and the rest are for provinces only.

**Modalities:** The half or one day events should include:

- Official ceremony session with short presentation and remarks on the Program
- Appropriate interactive, fun or cultural activities, which mobilize the participation of local people and stakeholders and relate to the Program's activities or objectives, including drama, music performance, theme contest, market fair, exhibition, game show, film show, etc.

**Scale:** Each event, in door or out door, will host around 100 representatives from national, provincial and district government agencies, donors, international organizations, and development projects. The activities should be designed to encourage the participation of all participants.

## **3. SCOPE OF WORK**

The selected company will

- 1) Propose a master plan to justify modality of event to be organized for each province
- 2) Design detailed plan including agenda and supporting tools for each event
- 3) Present the suggested plan to the Program team, discuss and get approval from the Program on the proposed activities, timeframe and budget
- 4) Be responsible for logistic arrangements of inception events as agreed plan in different provinces, with regular report of the progress, including but not limited to:
  - Support the Program on the finalization of list of invitees, preparation and sending out invitation letters, obtainment of confirmation of participation from invitees
  - Follow up on the contracts with the event venue, equipment, interpretation services and accommodation for participants. Work with hotel/venue/service providers to adjust requested services based on the confirmed list of participants
  - Arrange transportation for participants including booking flights, train tickets, giving guidance and support to participants on all questions relating to transportation or logistics
  - Ensure that the event venue is well prepared including setting up of communications materials and displays; equipment; audio-visual and light systems, if any, prior the day of the event
  - Support the Program on the preparation of pre-event materials and event documents
  - Consult with the Program on the content of the interactive activities and prepare as agreed plan
  - Welcome and give guidance and support to participants on the day of the event
  - Make sure refreshment and meal, and interpretation services are provided properly by the service providers as contracted
  - Provide end of event support including clean-up, returning rented equipment as needed, and collecting final invoices from vendors as appropriate
  - Support the Program with sending thank you letters to participants and speakers

#### **4. OUTPUTS AND DELIVERABLES**

- Detailed master plan for 4 inception events in four provinces
- Implementation plan and budget estimation for each event
- Events organized as planned and agreed by both the Program and the consultant team
- Post-event report with feedback from pax and organizers, assessment and lessons learnt

#### **5. TIME FRAME**

- The events are tentatively to be hold during the time between early December 2013 and February 2014.
- This consultancy will start from the mid November 2013 with agreed detailed schedule.

#### **6. SUPERVISION, SUPPORT AND COORDINATION**

The contract will be signed in accordance with Winrock International regulations and guidelines for the contracting of consultants. The assignment will be directly managed by Deputy Chief of Party. The Program will ensure that all required information are made available to the consultant company.

#### **7. REQUIRED QUALIFICATIONS AND EXPERIENCE**

The consultant company must have several years of pertinent experience in innovative communications and event organization, with good level of English proficiency.

#### **8. BUDGET**

The proposed budget will be negotiated and decided according to Winrock International's regulations.

#### **9. HOW TO APPLY**

Interested companies can send 1) Expression of interest; 2) Company profile; 3) Proposal for ideas of national event in Giao Thuy District of Nam Dinh Province with indicative budget; 4) 3 relevant samples of their work; 5) Names and contact details of 3 references, all in English (preferable) to [winrockvfd@gmail.com](mailto:winrockvfd@gmail.com) by November 13, 2013.

Please place "Inception events" in the subject box.

Only shortlisted candidates will be contacted.