

SCALING UP OF ETHICAL BIOTRADE INITIATIVES WITHIN PHYTO-PHARMACEUTICAL INDUSTRY IN VIETNAM

Design and implementation of BioTrade communication campaign

BACKGROUNDS

The context

Vietnam has a large natural resource of ingredients with more than 40,000 species which can be used as raw materials for phyto-pharmaceutical, cosmetic, and food industry. 95% of Vietnamese remedies, including over 1,760 medicinal products, rely on natural resource base. Vietnam also produces up to 40,000 tons of raw medicinal materials annually. Additionally, significant amount of natural resource ingredients is being imported from overseas, China and India, most of them illegally and of low quality, though many of those plant species are available in Vietnam.

In reality, the supply of natural ingredients in Vietnam is declining due to (a) ineffective management of natural resources, (b) lack of incentives to encourage smallholders to harvest products sustainably, and (c) weak linkages between players on both of upstream and downstream of the value chain that uses natural ingredients. On the other hand, the demand for natural ingredients in national and international market is increasing, creating strong pressure on the national resource base.

Developing a BioTrade sector, in which natural ingredients are exploited as per **BioTrade sustainable standards**¹, has been seen as an effective solution in Vietnam to address the above. Since 2013 to 2015, Helvetas Vietnam had been running a SECO-funded project to promote BioTrade initiatives in Vietnam's phyto-pharmaceutical sector. As at the end of this project, four companies have successfully established 4 value chains that source supplies from plantation resource complying with ethical BioTrade (EBT) principles. However, further effort is required to lift up EBT practice to a sustainable level.

The Project

In the lights of above context, the Project of 'Upscaling of ethical BioTrade initiatives within phyto-pharmaceutical industry in Vietnam' has been launched since Apr 2016. The project is funded by European Union, implemented by Helvetas Vietnam, and is taking place from 2016 to 2020. The project is composed of four components:

¹ BioTrade standards refer to ones compliant with BioTrade principles, which basically mean that production and processing of natural ingredients must satisfy conditions for 'conservation, sustainability, fairness, and transparency'

- **Component 1:** Promote the application of production practices that comply with ethical BioTrade standards. These standards are seen as a fundamental ground for sustainable production and exploitation of materials from natural resources;
- **Component 2:** Increase consumers' awareness as to the need for, and the value of, products that have been made as per ethical BioTrade standards;
- **Component 3:** support for performance improvement of value chains that uses natural ingredients as raw materials;
- **Component 4:** facilitate for improvement of enabling policy environment.

The project area: will depend on the particular areas of resources, from which the participating companies source input supplies.

The assignment:

This consultancy is particularly belonged to the Component 2. In Component 2, the Project carries out two different sets of actions: (a) Promotion of BioTrade concept to develop a community of those interested in BioTrade values, and (b) Promotion of BioTrade through BioTrade products to enable people's behavior change towards buying products that are made from BioTrade compliant natural ingredients.

Regarding to BioTrade concept promotion, the strategy has been centralized on four aspects: (a) raising public awareness as to the issue of rampant 'dirty' medicinal herbs in Vietnam, (b) providing information of consumers' trend to 'return to nature' – using natural ingredients, (c) promoting BioTrade (production and processing practices) as a solution for (a) and (b), and lastly (d) promoting 'intelligent consumption' concept, in which 'Intelligence consumption' means the use of BioTrade products (identified by logos, standards, traceability, and so on). In previous years, the Project has successfully established a platform providing BioTrade concept information and attracting a significant number of audiences; however, the focus was placed more the aspect (a), (b) and to a lesser extent (c). For 2019, the Project seeks for a communication service provider to implement a communication campaign to carry on the promotion of BioTrade concept by stressing on two key messages of 'BioTrade as solution' and 'Intelligent Consumption'.

OBJECTIVES

Specific objectives of the service are to:

- Design and implement an effective communication campaign compliant with the Project's communication strategy. The campaign is to achieve **5 million views on BioTrade messages**;
- Provide the Project with relevant information to assess the performance of the campaign;
- Contribute to promotion of EU visibility when relevant;
- If deemed necessary, provide the Project with advices to further develop the BioTrade sector for natural ingredients through communication interventions.

DUTIES AND RESPONSIBILITIES

- Working with the Project team and other partners (if needed) to collect sufficient inputs for designing an effective BioTrade communication plan. Such inputs may be acquired from, but not exhaustively:

- Understanding of the Project's communication objectives and the already set-out strategy to deliver these;
- Updates of the Project's achievement on BioTrade promotion teamwork which has been completed so far;
- Understanding of the factors which may affect the public awareness as to BioTrade concept;
- Design communication plan to deliver the project's messages to target audiences. Specifically, the plan should stress on (a) 'BioTrade as a solution' for consumers to return to nature whilst avoiding the use of contaminated medicinal herbs and (b) smart consumption is manifested through buying BioTrade products.
- Identify effective communication channels to deliver the designed messages to audiences in the most efficient way;
- Conduct campaigns for BioTrade concept promotion. This may cover a full range of activities from production of contents, provision of inputs for design/production of communication materials for the products, seek and selection of qualified service providers;
- Propose ideas for interventions to promote BioTrade compliance and development of BioTrade network.
- Confer with the Project manager and other members of project team to ensure consistency and alignment between components and partners of the Project.

DELIVERABLES

Report for each activity with contents to be agreed upfront with the Project manager, and all other relevant evidences showing completion of the work.

Before each activity the agent shall agree with the Project's team in advance of the specific evidences to be submitted to finalize the work.

TIME

The assignment will be carried out from Apr 2019 to the end of Dec 2019

QUALIFICATIONS OF THE AGENCY

Selection criteria

The following selection criteria will be applied to candidates (The selection criteria will not be applied to natural persons and single-member companies when they are sub-contractors):

- 1) **Economic and financial capacity of candidate** (The reference period which will be taken into account will be the last three years (2015, 2016 and 2017) for which accounts have been closed)
 - 1- The average annual turnover of the candidate must exceed EUR 1,000,000
 - 2- Healthy current ratio (current assets/current liabilities) in year 2017
- 2) **Professional capacity of candidate** (The reference period which will be taken into account will be the last three years from submission deadline). Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified.

- 1- At least 01 experienced director currently working full time for the candidate, who owns Bachelor of Fine Arts (BFA) in film studies, cinematography, media production, digital media or similar or 10 years of relevant working experience in communication or media related field.
- 2- At least 02 expertise content creators currently working full time for the candidate, who own professional certificates in related fields and at least 3 years of relevant working experience in communication or media related field.
- 3- At least 01 designer currently working full time for the candidate, who owns international certificate of graphic design and at least 3 years of relevant working experience in communication or media related field.

3) **Technical capacity of candidate** (The reference period which will be taken into account will be the last 5 years from submission deadline)

The candidate has in the past 5 years up to the deadline for submission of the applications provided services under at least:

- a) Two (2) contracts in conducting PR and communication activities for phyto-pharmaceutical companies;
- b) One (1) contract as media agency for an international brand in Vietnam
- c) Two (2) contracts in the field of public diplomacy and/or policy outreach;
- d) Two (2) contracts on public campaigns and/or online digital communication with public actors (ministries, embassies, agencies, etc.). Any contracts/ subcontracts with EU in Vietnam is an advantage;
- e) Having private in-house production studio by candidate is a strong advantage;
- f) Having experience in cooperation with national TV station to organize Conferences and/or Meetings with the purpose of changing public's awareness on Governmental policies

Previous experience which caused breach of contract and termination by a contracting authority shall not be used as reference.

If more than 3 eligible candidates meet the above selection criteria, the relative strengths and weaknesses of the applications of these candidates must be reexamined to identify the three best candidates. The only additional comparative criteria which will be taken into consideration during this re-examination, in the order that they appear below, are:

- 1- The highest number of directors that meet criteria 2.1
- 2- The highest number of projects that meet criteria 3.1.c)
- 3- The highest number of projects that meet criteria 3.1.d)

Interest parties please send applications with relevant documents for assessment to helvetas.vietnam@helvetas.org and cuong.vien@helvetas.org by 20 March 2019. Only short-listed candidate will be contacted.