



PROJECT

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

TERMS OF REFERENCE

PROMOTING THE RESEARCH RESULTS ON ANTI-DIABETIC ACTIVE ELEMENTS FOUND IN GYMNEMA SYLVESTRE AND RAISING AWARENESS OF BIOTRADE PRODUCTS CONSUMERS

OVERVIEW

Project “Scaling up of Ethical BioTrade initiatives within phyto-pharmaceutical sector in Vietnam” funded by EU (BioTrade EU project) is implemented by Helvetas Vietnam in the period of 2016-2020. The overall objective of the project is to contribute that Vietnam is an internationally recognized supplier country of natural ingredient products for phyto-pharmaceutical, food and cosmetic industries – sourced and processed according to voluntary Ethical BioTrade (EBT) standards.

The main project beneficiaries are the small and medium-sized enterprises (SMEs) working on producing and selling pharmaceutical products. One of the key activities of the project is to develop a communication strategy, promoting their SMEs’ EBT values and products.

Ich Nhan Pharmaceutical Co. Ltd has been collaborating with Helvetas in developing the gymnema planting areas on compliance to GACP-WHO standards (compatible with EBT standards) since 2014. Besides, Ich Nhan Pharmaceutical Co. Ltd has conducted a cooperated international research on the active elements found in gymnema. The research samples were extracted from the gymnema planting areas on compliance to GACP-WHO standards of Nam Duoc Company.

The research result has identified several important active elements which can help reduce blood sugar level, contributing to diabetes treatment. In the next period, Dr. Hoang Minh Chau – representative of Vietnamese – Korean research group on gymnema will announce these research results in the Scientific Conference *“Combining Eastern and Western medicine in diabetes treatment trend and Announcement of 2 new active elements found in Vietnamese gymnema which help reduce blood sugar level”*.

On that basis, the BioTrade EU project cooperated with Ich Nhan Pharmaceutical Co., Ltd in implementing a communication campaign on the mass media including TV channels in order to raise the awareness of consumers towards EBT products.

OBJECTIVES

Aiming at assisting Ich Nhan Pharmaceutical Co., Ltd in to broadly announce the research results and raise the awareness of consumers on values of phyto-ingredients and the EBT concepts and its trading values.

SCOPE OF WORK

The selected agency will deliver the communication campaign on television, promoting the research on gymnema of Dr. Hoang Minh Chau and Vietnamese herbal medicine product – Diabetna, along with the concepts, values and standards of BioTrade products basing on the guidance of Helvetas and Ich Nhan Pharmaceutical Co., Ltd, including:

1. Discuss and agree on the script concepts with Helvetas and Ich Nhan Pharmaceutical Co., Ltd;
2. Build and develop the expression ideas;
3. Produce reportages including material selection, writing scripts, commentary, filming and film making;
4. Edit and finish the film reportages after receiving the comments from Helvetas and Ich Nhan Pharmaceutical Co., Ltd;
5. Guarantee the BioTrade values, products and logos as well as identity of Helvetas and EU is adequately and properly integrated into these communication products;

6. Responsible for the guarantee of broadcasting these film reportages on the television channels on time as committed.

OUTPUTS

1. Film scripts and commentary;
2. Original film reportage clips;
3. Draft and final scripts of film reportages;
4. Film reportages are broadcasted on 6 television channels (at least once on each channel) assigned by Helvetas and Ich Nhan Pharmaceutical Co., Ltd;
5. Estimated audience: _____.

TIMELINE

The time frame for producing and broadcasting these film reportages is from 6th August 2019 to 6th September 2019.

REQUIREMENTS

- Minimum 5-year experience of producing film reportages on televisions;
- Well-equipped on personnel and facilities/devices;
- Experienced in producing film reportages about pharmaceutical plants is an advantage;
- Experienced in working with partners from television channels, newspapers and radios.

APPLICATION

The interested organizations/consultancy agencies please kindly send your applications and CVs to this email address: info@biotrade.com.vn or helvetas.vietnam@helvetas.org

Deadline: 5th August 2019.