

TERMS OF REFERENCE

Consultancy for development of Communication strategic plan for Vietnam Federation on Persons with Disabilities

Location: Hanoi, Vietnam

Project: Improving the Quality of Lives of Persons with Disabilities in provinces heavily sprayed by Agent Orange

Time: From June to October 2025

I. INTRODUCTION

I.A. Overview of the ToR

CRS signed a Cooperative Agreement with the Vietnam Federation of People with Disabilities (VFD) under the project “Improving the quality of life of persons with disabilities in provinces heavily sprayed with Agent Orange in Dong Nai and Binh Phuoc provinces” (Disability Inclusion project). One of the priorities under the VFD's Organizational Development Strategy is that CRS will provide consultancy service for VFD to develop its Communication strategic plan for the period 2025-2030. CRS is seeking experienced and qualified consultants to lead the development of a Communication Strategic plan for VFD.

I.B. Background: CRS and Implementing Partners

Catholic Relief Services (CRS) is the official international humanitarian agency of the Catholic community in the United States. CRS works to save, protect, and transform lives in need in more than 100 countries, without regard to race, religion or nationality. CRS' relief and development work are accomplished through programs of emergency response, HIV, health, agriculture, education, microfinance and peacebuilding.

CRS has been operating in Vietnam since 1994. In partnership with government and communities, CRS implements programs in 12 provinces/cities in Vietnam. The Vietnam Program has a diverse funding base in the sectors of Disabilities, Mine Action and Disaster Risk Reduction and Management, and Community-based Climate Change Adaptation. Since 2024, within the Disability Inclusion project, CRS has been cooperating with Vietnam Federation on Disability (VFD) to improve VFD's organizational capacity.

VFD was established in 2010 (under Decision of the Ministry of Home Affairs No. 1179-QD-BNV dated October 14th, 2010) with the role of focal point in coordination of activities of persons with disabilities and organizations of and for persons with disabilities from central to local levels across the country. With 19 members in 2011, VFD now has more than 40 members, including associations at central and district levels and organizations of persons with disabilities.

I.C. Background: Project Goal and Objectives

CRS is implementing the Disability Inclusion Activity to improve the quality of life of persons with disabilities, including persons with severe physical mobility, cognitive, or developmental disabilities that may be related to the use of Agent Orange and exposure to dioxin in the two provinces: Binh Phuoc and Dong Nai. In this USAID-funded proposal, CRS, as a prime, partners with implementing sub-organizations and central partners.

Under the MoU, one of the prioritized activities to implement VFD's Organizational Development Strategy for the period 2025-2030, with a vision to 2035 is to develop a communication strategic plan.

With the role as the focal point representing the voice of organizations of and for persons with disabilities, VFD needs to develop a communication strategic plan that is relevant to VFD's new Organizational Development Strategy for the period 2025-2030, with a vision to 2035.

To strengthen its ability to represent and advocate for PWDs effectively, VFD seeks to develop a comprehensive Communication Strategy. This strategy will align with the organizational goals, enhance visibility, and support VFD's mission to improve the quality of life for PWDs across Vietnam. The Catholic Relief Services (CRS) is partnering with VFD to facilitate this initiative under the Disability Inclusion project, funded by USAID. CRS will provide technical and financial support to recruit a qualified consultant for this task.

II. PURPOSE AND SCOPE OF WORK

II.A. Purpose

The primary purpose of this consultancy is to develop a Communication Strategy for VFD for the period 2025-2030, with a vision to 2035. The strategy will serve as a roadmap to strengthen VFD's communication and advocacy efforts, enhance public awareness of PWD issues, and foster collaboration with stakeholders.

II.B. Scope of work

The consultancy will achieve the following objectives:

1. Conduct a comprehensive analysis of VFD's current communication practices and tools.

2. Identify gaps and opportunities to align VFD's communication efforts with its Organizational Development Strategy.
3. Develop a practical and measurable Communication Strategy, including goals, target audiences, messaging, channels, and implementation steps.
4. Provide recommendations for capacity building and resource mobilization to sustain the strategy.
5. Conduct training for VFD staff on implementing the Communication Strategy and finalize an actionable plan for its rollout in 2026.

III. METHODOLOGY OF THE CONSULTANT MISSION

The consultancy will be divided into two work packages (WP):

WP1: Development of the Communication Strategy 2025-2030

1. Review and Analysis:
 - Conduct desk research on VFD's organizational documents, including the Organizational Development Strategy (2025-2030).
 - Assess VFD's existing communication tools, channels, and practices.
 - Analyze stakeholders and their communication preferences.
2. Stakeholder Consultations:
 - Facilitate meetings or focus group discussions with VFD staff, members, and partners.
 - Gather inputs to identify priorities, challenges, and opportunities.
3. Draft the Communication Strategy:
 - Define strategic objectives, key messages, target audiences, and communication tools.
 - Propose an implementation plan, including timelines, resources, and performance indicators.
4. Validation and Finalization:
 - Present the draft strategy to VFD leadership and stakeholders for feedback.
 - Finalize the strategy incorporating stakeholder inputs.

WP2: Communications Training and 2026 Action Plan Development

1. Training:
 - Design and conduct a training session for VFD staff and stakeholders on implementing the Communication Strategy.
 - Ensure the training includes practical exercises and clear guidance for operationalizing the strategy.
2. Action Plan Finalization:
 - Collaborate with VFD to develop a detailed action plan for rolling out the Communication Strategy in 2026.

- Ensure the action plan includes timelines, responsibilities, and key performance indicators.

IV. DELIVERABLES AND TIMELINE

A. Deliverables

The consultant will provide the following deliverables in Vietnamese in a timely manner as below:

1. A final Communication Strategy document, including an implementation plan and performance indicators.
2. A finalized action plan for implementing the Communication Strategy.
3. A communication training presentation
4. A training report, including training materials and participant feedback.

Each deliverable will be reviewed by CRS and feedback will be provided to the consultant prior to finalizing each deliverable.

B. Schedule and timeline

No	Activities	Deadline	Number of working days	Deliverables
1	Briefing with the team about the requirements of the assignment and review VFD organizational development strategy	23/6	2	
2	Stakeholder consultations Including: group discussion, interview with defined stakeholders	20/7	5	
3	Submission of draft strategy	30/7	6	
4	Revision the strategy according to CRS' and VFD's comments	10/8	8	- A final Communication Strategy document, including an implementation plan and performance indicators

	Including: 3 revision round, 1 consultation meeting			
5	Facilitate a one day training on communications strategy and development of communication action plan for 2026	August/September	3	<ul style="list-style-type: none"> - A communication training presentation - A finalized 2026 action plan for implementing the Communication Strategy.
6	Submission of training report and recommendations	30/9	1	<ul style="list-style-type: none"> - A training report, including training materials and participant feedback.

- The consultant will be responsible for protecting the privacy of the participants and to maintain the confidentiality of data and information being collected.
- CRS and VFD shall be the copyright owner of all deliverables provided by the consultant.
- An estimated time for the consultant to complete assignment/duties is around 25 working days, from 23/6 to 30/9/2025

V. QUALIFICATIONS AND EXPERIENCE:

The consultant will possess the following preferred qualifications and experience:

- Master's degree in communication, media, journalism, public relations or related fields.
- At least 7 years of work experience in communication roles.
- Proven experience in developing and implementing communication strategies and plans.
- Ability to work independently, proficiency in English.
- Excellent oral communication skills; ability to communicate with diverse groups of people respectfully and effectively.
- Ability to deliver high quality written reports in Vietnamese and English;
- Strong interpersonal and facilitation skills, and cultural and gender sensitivity in working with persons with disabilities, local communities and a range of stakeholders;

VI. EVALUATION CRITERIA:

- Relevant qualification and experience
- Technical proposal:
 - Good understanding of TOR
 - Good methodology/approach
 - Clear work plan
 - Satisfactory timeline

- Financial proposal: reasonable and relevant to experience
 - Combined technical/financial scores: Competitive
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VII. LOGISTICS

- The following support will be provided to the consultant by CRS:
 - Provide list of stakeholders and related work plans, progress reports and technical deliverables necessary for the consultant
 - Review and provide feedback on the protocol of the consultancy mission.
- The consultant will work closely with the communication officer, Disability Inclusion Management Board of CRS and VFD to ensure consultancy activities remain fit for purpose with qualified results in a timely manner.
- The consultant may also be required to interact with other technical, advisory or management staff within CRS.

VIII. APPLICATION PROCEDURE

CRS will consider applications from individual consultant or individual consultants working in a team, consultancy agencies, NGOs and INGOs and academic institutions.

Interested consultant or parties are requested to submit the proposal in Vietnamese.

Technical proposal:

- A concise technical proposal.
- A tentative work plan.
- Curriculum vitae (CVs) demonstrating relevant capacity and experience including minimum 02 references for similar assignment
- Example of previous similar work {weblink or portable document format (PDF)}

Financial proposal:

- Propose consultancy fee with a detailed breakdown of the daily rate in Vietnam dong, including Personal Income Tax (PIT).

Method for submission:

- Proposals, duly signed and stamped (where applicable) should be submitted to CRS's email: vn_rfp2@crs.org
- Closing date for submission: **01/06/2025**
- Only shortlisted applicants shall be contacted for an interview before contracting.