

Project: **Swiss Tourism for Sustainable Development (ST4SD)**

TORs **Graphic Designer and video Editor** **Product: flyers, brochure, factsheet and video** **July – August 2025**

The "**Swiss Tourism for Sustainable Development in Vietnam**" (**ST4SD**) project is funded by the Swiss State Secretariat for Economic Affairs (SECO) and implemented by **HELVETAS Vietnam** and **CRED**. The project aims to promote sustainable, inclusive, and community-based tourism in high-potential but underdeveloped regions.

During the 2023-2027 period, the project will be implemented in three provinces: Ha Giang (Northern mountainous region), Quang Nam (Central Heritage Road), and Dong Thap (Mekong Delta region). The provinces were selected based on the commitment of local authorities, their alignment with the province's current tourism development plan, and their opportunity to promote sustainable tourism development.

HORECFEX Vietnam is the leading annual exhibition and forum on technology and innovation in the hospitality industry. The exhibition contributes to the development of Vietnam's tourism and hospitality industry. HORECFEX 2025 in Da Nang is expected to attract more than 3,500 visitors, 80 exhibition booths and 45 speakers, as well as more than 50 presentations and seminars. Industry leaders will attend, including representatives from leading technology companies such as AI Chatbot, Microsoft and Oracle, as well as executives and decision makers from many national and international hotel and tourism companies.

ST4SD is looking for a supplier to design flyers, brochure, factsheet and produce video for promoting the values the project brings to make tourism more sustainable in Vietnam.

2. Objective

The selected supplier will deliver high-quality, professional promotional materials to effectively communicate the ST4SD project's mission and impact. Specific deliverables include:

- Graphic Design: Create 4 flyers, 1 factsheet, and 1 brochure that visually represent the ST4SD project's goals, activities, and impact in promoting sustainable tourism.
- Video Editing: Produce 1 professional video, based on provided footage, to showcase the project's initiatives and outcomes in an engaging and impactful manner.

3. Scope of operation

The selected supplier will be responsible for the following tasks, ensuring alignment with the ST4SD project's branding and objectives:

- Conceptualization and Collaboration: Engage with the ST4SD team to discuss and agree on creative concepts and messaging for the graphic materials and video.
- Design and Editing: Develop initial drafts of the four flyers, one factsheet, one brochure, and one edited video, incorporating feedback from the ST4SD team to refine and finalize the preliminary designs.
- Finalization and Delivery: Complete detailed designs and video edits, submitting final versions to the ST4SD team for approval, ensuring alignment with project branding and quality standards.
- Revisions: Incorporate feedback from the ST4SD team on initial drafts to ensure the final outputs meet project expectations and deadlines.

4. Output and Timeline

STT	Mission	Timeline
1	Meeting minutes documenting agreement on creative concepts and project deliverables	01/07/2025
2	Completion of initial designs for all graphic materials (four flyers, one factsheet, one brochure) and editing of the video	15/07/2025
3	Submission of first drafts for review and feedback from the ST4SD team	18/07/2025
4	Submission of final, approved versions of all deliverables	05/08/2025

5. Criteria for selecting service providers

- A minimum of 5 years of proven experience in graphic design and video editing, with a strong portfolio demonstrating high-quality work in branding, promotional materials, and video production, preferably in the tourism or sustainability sectors.

- Submission of a cost-effective financial proposal that offers value for money while maintaining high-quality standards, compared to other applicants.
- Demonstrated ability to create visually appealing, innovative, and professional designs and videos that align with the project's sustainability focus and branding guidelines.
- Proven track record of delivering projects on time and within scope, with strong communication and collaboration skills to ensure alignment with client expectations.

6. Required documents

Suppliers with suitable expertise and interest send:

- A comprehensive CV or company profile highlighting relevant experience, accompanied by a portfolio showcasing previous graphic design and video editing projects, particularly those related to tourism, sustainability, or similar fields.
- A clear and concise workplan outlining the approach, timeline, and methodology for completing the graphic design and video editing tasks, including key milestones and deliverables.
- Financial Proposal

Proposal should be sent to the email addresses: assist3@st4sd, helvetas.vietnam@helvetas.org and olivier.messmer@helvetas.org before June 27, 2025. Note: ST4SD only contacts selected suppliers.