



Term of Reference

Communication Service Provider for Promoting Circular Economy Innovations from the EU-Funded Circular Economy Cocoa Project

Project: CIRCULAR ECONOMY COCOA: “FROM BEAN TO BAR”

Budget line: 6.3.1.3 | Date: 07.08.2025

1. BACKGROUND

HELVETAS is an independent development organization based in Switzerland with affiliated organizations in Germany and the United States. Helvetas has been active in Vietnam since 1995, working in various areas typically Agriculture, Biodiversity Conservation, Forestry, Eco-Tourism, and Rural Economy.

Under the European Union's SWITCH-Asia programme, HELVETAS is implementing the project “Circular Economy Cocoa: From Bean to Bar,” which aims to develop circular economy solutions within the cocoa and agri-food sectors. This project, which began in 2022, is active in 6-7 cocoa-growing provinces across the Central Highlands and Mekong Delta of Vietnam.

The project has successfully piloted innovative models such as:

- Biochar production from agriwaste using pyrolysis technology
- Gasification technology for agricultural drying
- Biodegradable materials (bioplastics, paper, pallets) from agriwaste
- Cocoa wine/liquor made from fermented cocoa pulp

These innovations contribute to waste reduction, increased farmer income, and sustainable agriculture. A strategic communication campaign is required to enhance visibility, inspire replication, and attract partnerships for scaling these solutions.

2. OBJECTIVES

The objectives of this service package are to design and implement a bilingual (Vietnamese & English) communication campaign in maximum 3 months that:

- Promotes key project results and circular innovations
- Enhances public and stakeholder awareness on circular economy in cocoa
- Attracts interest from businesses, policymakers, development partners, and media
- Provides high-quality visual and editorial content for use across platforms

3. SCOPE OF WORK

The selected provider will deliver a comprehensive communication package, including:

A. Communication Planning

Develop a concise communication plan (up to 3 months) with defined messages, target audiences, channels, and timeline.

B. Content Production

- Produce 4 short videos (1–2 mins each) to highlight the following circular economy solutions piloted by the project:
 - Biochar production from cocoa husk and other agriwaste using pyrolysis technology
 - Gasification technology as a low-cost clean heat solution for drying agricultural products
 - Biomaterials derived from cocoa and agriwaste
 - Cocoa wine/liquor as a value-added product from cocoa pulp

- Each video must include bilingual subtitles (Vietnamese–English) and voice-over in either Vietnamese or English, making it suitable for dissemination on websites, social media platforms, and traditional media outlets.
- Capture a professional photo set (minimum 40 edited images) to complement the video materials and documentation needs. Visual content must be captured from the following two locations:
 - Ho Chi Minh City: Biomaterials production facilities and current end-users, pyrolysis biochar.
 - Daklak (Ea Kar district): Gasification drying system, pyrolysis biochar production, cocoa wine/liquor.

C. Press & Media Engagement

- Facilitate the publication of at least:
 - 10 articles in leading Vietnamese media outlets, including national, business, and agriculture/environment-focused newspapers.
 - 3-5 articles/features in English-language media, such as: Vietnam Investment Review, VnExpress International, VietnamNews, The Saigon Times (English), and other regional/international sustainability platforms (optional, subject to budget)
- Liaise with media outlets to propose story angles, draft articles, and support their publication as editorial content (non-paid media).

D. Television and Talk Show

- Co-produce media content in collaboration with a national broadcaster or media partner (e.g., VTV1, VTV2, HTV9) including:
 - 1–2 short news clips (~1–2 mins each);
 - 1–2 TV feature stories (~5–7 mins each) showcasing selected innovations and key impacts of the EU-Cocoa Project.

E. Social Media Campaign

- Develop and publish 5–7 creative and engaging posts (e.g., image cards, short clips, infographics) on high-traffic, relevant fanpages.
- Write and publish 3–5 LinkedIn posts (in both English and Vietnamese) tailored to professional and international audiences.
- Provide optional support for boosting and targeting posts to maximize reach and engagement.

F. Final Report

- Submit a summary report on all communication products and media coverage (with links, screenshots, view counts and relevant engagement statistics).

4. REQUIRED QUALIFICATIONS

The selected provider/team should demonstrate:

- Proven experience in multimedia communication, journalism, or PR
- Strong media network in Vietnam and with English-language media outlets
- Creative capacity in video, photography, graphic design, and storytelling
- Ability to work bilingually (Vietnamese – English)
- Prior experience with international development projects or sustainability topics is an asset

5. TIMELINE AND DELIVERABLES

The consultancy period is 05 months, from August to December 2025.

Deliverable	Language	Timeline
Communication plan	VN or EN	Week 1
4 video clips (1–2 min each)	VN + EN subtitles	Week 4

Deliverable	Language	Timeline
1–2 short TV news clips (~1–2 mins) and 1-2 feature stories (~5-7 mins)	VN	Week 5
1-2 TV feature stories (~5-7 mins)	VN + EN	Week 5-6
10+ Vietnamese press articles	VN	Rolling (by Week 6)
3-5 English press articles	EN	Rolling (by Week 6)
Social media package (7 posts)	VN + EN	Weekly from Week 2
3-5 LinkedIn posts	VN + EN	Week 2–6
Photo album (40+ edited images)	VN + EN captions	Week 3
Final campaign report	VN	Week 8

6. VISIBILITY AND BRANDING REQUIREMENTS

All communication products and materials developed under this assignment must ensure proper visibility of the European Union as the donor and Helvetas as the implementing agency. This includes but is not limited to the placement of official logos, disclaimers, and visual identity elements in accordance with the EU and Helvetas branding guidelines.

The consultant is responsible for:

- Including the EU's SWITCH-Asia programme and Helvetas logos on all visual and audio-visual materials (e.g., videos, social media graphics, publications, banners, etc.);
- Adding the standard EU disclaimer on communication materials, where applicable;
- Submitting draft products to Helvetas for review and approval of visibility elements prior to finalization.

Helvetas will provide relevant logo files and branding guidelines at the beginning of the assignment.

7. ESTIMATED BUDGET

The total maximum budget available for this assignment is up to 15,000 USD, inclusive of all applicable taxes, fees, and related costs.

Applicants are required to submit a detailed financial proposal, including cost breakdown per key activity and deliverable.

8. APPLICATION AND DEADLINE

Interested providers are invited to submit:

- Brief company/consultant profile
- Technical proposal outlining your approach and timeline
- Financial proposal (cost breakdown per deliverable)
- Portfolio/examples of similar past work
- Key team CVs and roles.

Proposals should be submitted to Helvetas Vietnam at diep.dinh@helvetas.org and helvetas.vietnam@helvetas.org by **August 20, 2025** with the subject line: **"Proposal – Communication Services for Circular Cocoa Project"**.