



TERMS OF REFERENCE

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| Category: | N/A |
| Position: | Liaison and Communication & Visibility Officer |

1. SUMMARY OF THE ASSIGNMENT

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| Total Input: | Up to 20 months |
| Indicative Assignment Period: | May 2026 – November 2027 |
| Reporting to: | Team Leader of the EU - Viet Nam Sustainable Energy Transition Facility |
| Place of normal posting: | Hanoi, Viet Nam |
| Place(s) of mission foreseen: | N/A |

2. CONTRACTING AUTHORITY

Stantec

3. PROJECT BACKGROUND

Many Team Europe members are active in the energy sector in Viet Nam, such as France through AFD, Germany through KfW and GIZ, Denmark and Italy, which provide capacity-building and investment support in the areas of power sector reform, market development, transmission and distribution enhancement, demand-side management, demand/response, smart grid, energy efficiency and renewable energy promotion and integration in power system, etc.

Sustainable energy is one of the main sectors of EU development cooperation with Viet Nam, particularly in the areas of energy access, energy efficiency, renewable energy and energy information. The EU provides two grants of a total of up to EUR 250 million to support a more sustainable energy development in Viet Nam. These are (i) a first grant of EUR 108 million focused on supporting sustainable energy access (completed); (ii) and a second grant of EUR 142 million for the EU - Viet Nam Sustainable Energy Transition Programme (SETP), of which EUR 121 million is in the form of budget support and EUR 21 million for four complementary support measures.

The SETP aims at supporting a sustainable energy transition in Viet Nam, particularly to: (i) improve energy efficiency; (ii) increase the share of renewable energy in the energy mix; and (iii) improve the performance of the Viet Nam Energy Information System.

The four complementary measures of the SETP are:

- (i) a grant with the purpose to increase public awareness in renewable energy and energy efficiency in Viet Nam (on-going Call for Proposals);
- (ii) a Technical Assistance Facility: the EU - Viet Nam Sustainable Energy Transition Facility (EVSET Facility) implemented by Stantec;
- (iii) a project on promotion, stimulation of market demand and adoption of energy efficiency by industry and Small & Medium Enterprises for their greater energy performance, reduced carbon footprint and enhanced productivity & competitiveness potentially implemented by the United Nations Industrial Development Organization (UNIDO); and
- (iv) a project supporting local start-ups to create marketable innovative energy efficiency solutions potentially implemented by the Global Green Growth Institute (GGGI)

The EVSET Facility is being implemented from 2022 to 2027. It provides high-level demand-driven technical assistance and capacity development in areas of, but not limited to, technology and knowledge transfer through cooperation on areas like research, higher education and R&D for renewable energy and energy efficiency, renewable energy and energy efficiency policy, legal and regulatory frameworks, norms and



technical standards, power market analysis, energy governance, energy information systems, energy budgeting and planning. In addition, it supports the disbursement of budget support under SETP and the VEPG Secretariat.

The primary beneficiaries of the Facility will be MOIT and its subsidiary institutions. Other beneficiaries include other energy stakeholders, like the Provincial People's Committees (PPCs), relevant Committees of the National Assembly (NA), the Ministry of Planning and Investment (MPI), the Ministry of Finance (MOF), the Ministry of Natural Resources and Environment (MONRE), the Ministry of Science and Technology (MOST) and other social organizations.

4. PURPOSE AND OBJECTIVES OF THE ASSIGNMENT

The assignment aims to support the implementation of the communication and visibility of the whole SETP and the Team Europe support to the energy sector in Viet Nam.

The position needs closely coordinate with other entities implementing the SETP complementary measures to ensure consistent communication and promotion of SETP visibility under the Team Europe and VEPG framework.

The communication and visibility actions might be coordinated with communication on the policy of the partner country and/or its results (when relevant and feasible).

The target audiences are 1. The SETP direct beneficiaries: Viet Nam sustainable energy public policymakers. 2. The broader community of Viet Nam sustainable energy stakeholders, including the economic sector, academia, and civil society organizations. 3. Team Europe, EU DFIs and other EU stakeholders in Viet Nam. 4. The general public.

5. AREAS OF RESPONSIBILITIES/TASKS:

- In consultation with the EVSET Facility Team Leader, develop the SETP and Team Europe support in the energy sector's overall Communication Strategy and Plan (including internal and external communication and outreach) in line with the Communication and Visibility Manual for the EU's External Actions (see https://ec.europa.eu/europeaid/funding/communication-and-visibility-manualeu-external-actions_en);
- Close cooperation with the entities implementing the other SETP complementary support measures, supervise and synchronize the design of all visibility materials produced under the SETP, including the update of the SETP communication and visibility material and documentation and ensure accordingly updated SETP Website and Facebook etc.
- Update the VEPG websites, documents library, and internal information system.
- Support the design and production of high-quality communication and visibility material (i.e., brochures, leaflets, note-books, hand-outs) for dissemination to key stakeholders, beneficiaries, and participants in SETP, Team Europe and VEPG events;
- Support the planning and organization of large-scale public events (training seminars, workshops, conferences etc.) and meetings. In particular, assist in the preparation and compilation of speeches, slides, and presentations of short-term local and international experts;
- Design and implement media and communication actions for each event in close coordination with the EVSET Facility Team Leader and the EU Delegation to Viet Nam (EUD), including generating media attendance and drafting press releases.
- Assist in the production of high-quality publications (i.e. proceedings of workshops), including coordinating the translation process of the presentations to be included in the publications;
- Initiate and facilitate procurement, contracts, and projects to provide external communication services and products (such as online tools, audio-visual productions, publications, or visuals) by external service providers;
- Ensure adequate flow of information and liaison between the Team Leader, the EUD and other key stakeholders regarding all communication and visibility actions;
- Establish, maintain and update a database of project stakeholders and support actions related to participants' invitations for each Facility event, including media and press representatives.

6. INDICATIVE OUTPUTS/DELIVERABLES

The Liaison and Communication & Visibility Officer and sub-contractor team shall produce the following documents:

- 1. Communication and Visibility Plan, including the PESO model¹. Knowledge products and Communication & Visibility Toolkits (D1);
- 2. Monthly media & social media monitoring Reports (D2);
- 3. Press kits, press conferences, press training and study tours, radio and TV partnerships, Website, newsletters, social media updates and campaigns (D3);
- 4. Promotion of communication and visibility of the annual high-level MOIT-EU (Team Europe) field visit and invitation of a selection of Vietnamese media to cover it (D4);
- 5. Six-monthly overview of the assignment results, including monitoring of communication activities on awareness about the SETP and its objectives & Team Europe support to the energy sector in Viet Nam, and how the activities complied with the latest Communication and Visibility Manual for EU External Action (D5);

7. EXPERT PROFILE REQUIRED

Qualifications and skills:

- University degree in Communication, Journalism, Public Relations or similar fields;
- Fluency in both written and spoken English is essential;
- Fluency in both written and spoken Vietnamese is required.

General experience:

- At least 5 years of relevant experience in managing and organizing communication activities;
- Experience working with various stakeholders, notably Donors, Public Authorities, and international organizations, in a multi-cultural context.

Specific experience:

- Experience in advisory services for appropriate communication approach in Viet Nam;
- Experience in preparing communication products and relevant material, i.e., leaflets, brochures, newsletters, press releases, factsheets, media relations, partnerships, etc.;
- Experience in editorial activities;
- Experience in coordinating teams of multi-disciplinary experts for communication outcomes; experience in coordinating sub-contractors;
- Knowledge of EU cooperation policies and developments in the energy sector is an asset.

8. DURATION AND LOCATION OF THE ASSIGNMENT

This total input will be delivered during the period July 2022 – November 2027. The contract will require full-time involvement. Weekend days, travel days and official public holidays are not working days unless prior approval is received from the Contracting Authority.

Local travel outside Hanoi is expected and includes high-level field visit locations. In addition, a local office is foreseen to be provided at the EVSET Facility Office to the Liaison and Communication & Visibility Officer.

¹ The PESO model is an integrated approach to communications that blends paid, earned shared and owned media to establish thought leadership, credibility, trust and authority that fuel a brand reputation. See more information here: <https://spinsucks.com/the-peso-model/> and from page 80 to 82 of Stantec Consortium's methodology (description of activity 5.4) for concrete application to the STEP in Viet Nam.



9. TIMESHEETS

The Liaison and Communication & Visibility Officer shall prepare a monthly timesheet (giving a detailed account of daily tasks implemented) to be submitted for signature to the EVSET Facility Team Leader.