
TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Production of Animation/Illustration Video for Sustainable Community-Based Tourism Guidelines
Contract term:	From 22 April to 30 May 2026
Application deadline:	Before 4pm, 15 April 2025

1. PROJECT INTRODUCTION

The Swiss Tourism for Sustainable Development in Vietnam (ST4SD), financed by the Swiss State Secretariat for Economic Affairs (SECO), aims at making Viet Nam's tourism sector more sustainable and inclusive. As part of the economic development cooperation of Switzerland for Viet Nam, it is implemented by the consortium of Helvetas Vietnam, a Swiss international NGO, and the CRED Tourism & Agriculture Solution Consulting Company Limited, a Vietnamese NGO. The Ministry of Culture, Sports and Tourism appointed the Viet Nam National Authority of Tourism (VNAT) as the project owner.

The project has developed "Guidelines for Sustainable Community-Based Tourism (CBT) Destination Management and Development." To ensure these guidelines are accessible and effectively implemented at the local level, ST4SD seeks to transform the technical content into an engaging, visual format.

ST4SD is looking for a Creative Video Production Consultant/Agency to produce a 20-minute animated/illustration video specifically tailored for ethnic minority villagers in Tuyen Quang province.

2. OBJECTIVES

The primary objective is to produce a 20-minute instructional video that simplifies the "Guidelines for Sustainable CBT Destination Management and Development" for local communities. The video must:

- Bridge the communication gap: Use simple, grounded language and relatable visuals to explain complex tourism concepts to ethnic minority audiences.
- Engage and inspire: Employs 2D motion graphics to explain abstract tourism management concepts
- Promote sustainability: Visually demonstrate the benefits of sustainable tourism for local livelihoods and environmental preservation.

3. EXPECTED DELIVERABLES

The consultant will be responsible for:

- Scriptwriting & storyboarding: Adapting the technical guidelines into a narrative-driven script (approx. 20 minutes).

- Field filming & real footage: Capture high-quality video of local CBT activities, homestays, and community interactions in Tuyen Quang
- 2D animation/graphics application: Use 2D infographics to visualize content or "step-by-step" instructions. Utilize AI-generated avatars or still illustrations for "expert" narration where live filming isn't possible.
- Voiceover & music: Vietnamese voiceover with a warm, "sincere and personal" tone, supported by local ethnic music.
- Post-production: Integration of real footage with graphic overlays to ensure a professional, cohesive look.

Note on AI tools: The consultant is encouraged to use AI tools (e.g., for character generation, lip-syncing, or workflow optimization) to ensure efficiency, high production value and cost effectiveness.

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Creative portfolio: Demonstrated experience in creating high-quality animations or illustrations, particularly for development projects or rural audiences.
- Technical proficiency: Proven ability to produce execute complex 2D animation/illustration and footage styles at high quality
- Cultural sensitivity: Understanding of the ethnic minority context in Northern Vietnam and the ability to create "sincere and personal" content.
- Cost-effectiveness: Efficient use of modern tools (including AI) to deliver high-quality content within reasonable budget.

5. PROPOSAL SUBMISSION

Interested suppliers are requested to submit their proposals detailing the following:

- CV and cover letter (or Company Profile).
- A portfolio: An overview of previous projects demonstrating expertise in producing similar high-quality products.
- Technical proposal: Briefly outlining the creative approach, animation style samples, and timeline.
- Financial proposal: Applicants will indicate their expected daily rate (including VAT) and the total number of days to conduct the consultancy.

The submitted documents must be **password-protected**. You will be asked for the password after submitting the application.

Proposal should be sent to procurement@st4sd.vn, lien.le@helvetas.org, cm1@st4sd.vn, and assist3@st4sd.vn before 4pm, 15 April 2025. Please note that only shortlisted candidates will be contacted.