

Request for Quotations (RFQ)

Consultancy Services for Branding and Visual Identity Development of the Da Nang Green Stay Program under the ST4SD Project

Helvetas invites interested parties to provide goods /services or works as described below.

1. Contract description

The Swiss Tourism for Sustainable Development (ST4SD) Project is funded by the Swiss State Secretariat for Economic Affairs (SECO) over a four-year period from April 2023 to March 2027 and is implemented by HELVETAS Swiss Intercooperation in Viet Nam (Helvetas Vietnam) as the Lead Implementing Agency, in partnership with CRED Tourism & Agriculture Solution Consulting Company Limited (CRED) as the Consortium Partner.

Under Component 3 of the Project, ST4SD is supporting the Da Nang Department of Culture, Sports and Tourism (Da Nang DoCST) in the development and operationalization of the Da Nang Green Stay Program. Inspired by the Swiss Swisustainable model, the Program serves as a city-level recognition mechanism to encourage, support, and acknowledge sustainability efforts among accommodation providers in Da Nang through a tiered approach (Level 1: Committed, Level 2: Engaged, and Level 3: Leading).

To successfully launch and promote the Program, as well as enhance its visibility and credibility among tourism stakeholders and visitors, a coherent, professional, and inspiring visual brand identity system is required. The brand identity will be applied across official communication channels, websites, administrative publications, tourism promotion activities, and guest-facing materials used by participating accommodation providers.

Therefore, the ST4SD Project is seeking a qualified creative design agency or senior branding consultant to develop a comprehensive brand identity package and key promotional visual assets for the Da Nang Green Stay Program.

The required goods/services or works details are annexed in this document (full Terms of Reference attached).

2. Timetable

	DATE	TIME – ICT
RFQ submission to companies/organisations via email	From 05 June to 20 June 2026	-
Inquiries from invited companies/organisations to email	N/A	N/A
Answers to inquiries via email	18 June 2026	24:00
Deadline for submitting offers to email account ¹	20 June 2026	24:00

3. Nature of the contract

Purchase order/ Service or Works contract (agreement).

4. Negotiations

Helvetas reserves the right to enter into negotiations with all or part of eligible companies/organisations in

¹ Any application received after this deadline will not be considered.

order to amend and/or complete their original offers.
Negotiations may concern the technical, financial, legal and other aspects of the contract.

5. Eligibility

Invited companies/organisations should be legally registered in Viet Nam.

6. Costs for preparing offers

No costs incurred by the company/organisation in preparing and submitting the offers are reimbursable. Such costs fall under the responsibility of the company/organisation, including the costs incurred during negotiating and interviewing process.

7. Sub-contracting

Sub-contracting to another legal person is not allowed.

8. Provisional commencement date of the purchase order/ contract

25 June 2026

9. Initial period of execution and possible extension of the purchase order/ contract

Goods/Services or works are to be provided between 25 June to 15 August 2026

10. Evaluation of offers

Each offer will be evaluated in accordance with the criteria and the weighting as detailed below.

The entire evaluation procedure is confidential. The Purchasing Panel (PP) decisions are collective and its deliberations are held in virtual session. The members of the PP are bound to secrecy. The evaluation reports and written records are for official use only and may be communicated neither to the companies/organisations who submitted the offer nor to any party other than Helvetas.

Eligibility criteria

Only the companies/organisations that provide signed Eligibility Documentation Form (See ELIGIBILITY DOCUMENTATION part below) will be processed for evaluation.

Evaluation criteria of eligible offers

Criteria for evaluation of the Technical offer

Requirements	Documentary evidence
Experience: Minimum 5 years of proven experience in brand strategy and visual identity design. Experience with large-scale event design, international development projects, or government publication standards is an advantage.	CV, Company Profile
Collaborative skills: Demonstrated ability to facilitate stakeholder discussions and incorporate institutional feedback from different stakeholders into creative outputs.	Technical Proposal, Portfolio
Portfolio quality: Strong portfolio demonstrating high creative capability, modern aesthetic sense, smart symbolism, and successful execution of both digital assets and physical marketing/operational print kits.	Portfolio
Methodology and technical approach: A clear,	Technical Proposal

structured, and agile work plan that guarantees the core identity and the 3mx6m forum poster are finalized before the August 2026 Horecfex deadline.	
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The bidders that achieve a minimum of 50% of the technical evaluation scoring will proceed for further evaluation

Criteria for evaluation of the financial offer:

Requirements	Documentary evidence
Financial offer provided by supplier	Financial offer in VND

The weighting of the criteria for evaluation of technical and financial offers are as follows:

Criteria	Max points
Technical offer*	100
Experience	20
Collaborative skills	20
Portfolio quality	30
Methodology and technical approach	30
Financial offer	
Reasonable value for money regarding the proposed financial proposal and input days.	
Total maximum score	100

After evaluation of offers, Purchase Order/Contract will be awarded to the economically most advantageous offer based on above criteria. Helvetas reserves the right to purchase/contract only part of required goods/services or works, or cancel this procedure should it not be satisfied with the quality of offers.

11. Submission of offers

Offers must be submitted via email in electronic format only in two separate files.

The Technical Offer file shall contain:

1. Signed Eligibility Documentation Form² – as per ELIGIBILITY DOCUMENTATION part below.

2. Technical offer – as per Criteria for evaluation of the Technical offer table above –

The name of the file should have the bidder's name, Reference No: RFQC3-050626- GREEN STAY PROGRAM and the text 'Technical offer documents' (*for example My Company- RFQC3-050626-GREEN STAY PROGRAM- technical offer documents*). and

The Financial Offer file shall contain:

1. Financial offer – as per Criteria for evaluation of the financial offer table above.

The Financial offer must be presented in Euros. The fees proposed in this offer should be all inclusive; the supplier/contractor will cover all costs to perform their tasks (e.g. office accommodation, transport, internet access and equipment, administrative and secretarial support, interpretation etc.). Helvetas is exempt from

² Electronic copies of eligibility documentation should be provided only by the winning bidder prior to contract signing.

VAT, thus the fees offered should be without VAT. The supplier/contractor is responsible for all other taxes and duties in compliance with the legislation of the country.

The name of the file should have the bidder's name, Reference No: **RFQC3-050626 – GREEN STAY PROGRAM** and the text 'Financial offer documents' (*for example **My Company - RFQC3-050626- GREEN STAY PROGRAM - financial offer documents***).

Electronic files should be password protected, different password for each file³. The bidders will be informed in advance once the evaluation date is confirmed so they can stay reachable on that date in order to provide the passwords. During the evaluation process the entitled purchasing panel member will call the bidder and ask for the passwords at the spot⁴.

The subject of email should contain only the RFQ reference number (*for example **RFQC3-050626 – GREEN STAY PROGRAM***).

The body of the email should contain bidder's official name, address and telephone number.

Offers must be submitted in English language exclusively to the following email address: procurement@st4sd.vn and assist3@st4sd.vn. Offers submitted after the deadline mentioned under point 2 Timetable of this RFQ will not be considered. The counted official receipt time is the time showing on the email received from the bidder to procurement@st4sd.vn and assist3@st4sd.vn.

12 Alteration or withdrawal of applications

Candidates may alter or withdraw their offers by written notification prior to the deadline for submission of offers. No offer may be altered after this deadline.

Helvetas retains ownership of all offers, which have not been withdrawn. Consequently, companies/organisations do not have the right to have their offers returned to them.

13 Validity of offers

Companies/organisations are bound by their offers for 90 days after the deadline for submitting them. In exceptional cases, before the period of validity expires, Helvetas may ask bidders to extend the period of validity for a specific number of days, which may not exceed 40.

14 Signature of the purchase order/ service or works contract(s)

Within 05 days of receipt of the purchase order/contract already signed by the Helvetas, the selected company/organisation shall sign and date the purchase order/contract. Failure of the selected company/organisation to comply with this requirement may constitute grounds for annulling the decision to award the purchase order/ contract. In this event, Helvetas may award the RFQ to another bidder or cancel the RFQ procedure.

15 Terms of payments

Helvetas is not a payer of value added tax (VAT). Prices in the application must be submitted, taking into account all expenses.

The payment will be made via bank account transfer to the winner of the tender in EUR within a maximum of 30 working days from the date of acceptance of goods or execution of services or works. Cases of non-performance of obligation and their legal consequences will be separately indicated in the contract.

16 Terms of cooperation

³ Offers received without password will not be considered for evaluation

⁴ If the bidder is not reachable on the phone during the evaluation process, the offers will not be considered for evaluation

In the case of a contracting, the parties will have to perform according to the established time and in accordance with Helvetas – Supplier purchase order or Helvetas – Service provider contract. Helvetas has the right to increase or decrease the number of ordered items. Helvetas has the right to choose a supplier/ implementer on the given offer according to its own discretion. Helvetas has the right to re-formulate the Request for Quotation (RFQ), Invitation to Bid (ITB) or Request for Proposal (RFP) to its own discretion, if any additional items are needed. In case of failure or non-compliance with contractual obligations, Helvetas has a unilateral right to terminate the contract without incurring any legal obligation.

The Applicant has to be familiar with all instructions, forms and requirements mentioned in the RFQ, ITB or RFP documents. The responsibility for the submission of the offer in accordance to these requirements lies entirely with the Applicant.

Helvetas signs a purchase order/contract with the winning bidder. The contract will come into force upon signature by both parties.

17 Ethics clauses/Corruptive practices

Companies/organisations making false declarations may be subject to financial penalties representing 10% of the total value of the purchase order/contract being awarded. This rate may be increased to 20% in the event of a repeated offence. Any attempt by a company/organisation to obtain confidential information, enter into unlawful agreements with competitors or influence the PP or the Helvetas during the process of examining, clarifying, evaluating and comparing offers will lead to the rejection of its offer and may result in penalties as described above. Companies/organisations must not be affected by any conflict of interest with other bidders or parties involved in the project. Helvetas reserves the right to suspend or cancel the RFQ procedure and/or purchase order/contract if corrupt practices of any kind are discovered at any stage of the award process or during the execution of a contract.

Companies/organisations will be rejected or purchase order/contracts terminated if it emerges that the award or execution of a contract has given rise to unusual commercial expenses. Such unusual commercial expenses are commissions not mentioned in the main contract or not stemming from a properly concluded contract referring to the main contract, commissions not paid in return for any actual and legitimate service, commissions remitted to a tax haven, commissions paid to a payee who is not clearly identified or commissions paid to a company/organisation which has every appearance of being a front company/organisation. Contractors found to have paid unusual commercial expenses related to this project are liable, depending on the seriousness of the facts observed, to have their contracts terminated and/or be penalised. Helvetas reserves the right to suspend or cancel the procedure, where the award procedure proves to have been subject to substantial errors, irregularities or fraud. If substantial errors, irregularities or fraud are discovered after the award of the purchase order/ contract, Helvetas may refrain from concluding the purchase order/contract and/or terminate the purchase order/ contract.

18 Operational language

All written communications for this RFQ procedure and purchase order/ contract must be in English.

19 Additional information

The conclusion of the RFQ and the award of any purchase order/ contract are subject to the availability of funds.

Helvetas reserves the right to annul this RFQ procedure at any time, without any liability on its side.

20 Annexes

a. Annex 1: TOR

TERMS OF REFERENCE – CONSULTANCY SUPPLIER

Project:	Swiss Tourism for Sustainable Development in Vietnam (ST4SD)
Consulting service:	Development of Brand Identity and Visual Assets for the Da Nang Green Stay Program
Contract term:	From 25 June to 15 August 2026
Application deadline:	Before 20 June 2026

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.

Under Component 3, the ST4SD project is supporting Da Nang Department of Culture, Sports and Tourism (Da Nang DoCST) to develop and operationalize the "Da Nang Green Stay Program". Inspired by the Swiss Swisustainable model, this program serves as a city-level meta-recognition mechanism to support and recognize the sustainability efforts of local accommodation providers through a tiered approach (Level 1: Committed, Level 2: Engaged, Level 3: Leading).

To effectively launch, promote, and build market recognition, the program requires a coherent, highly professional, and inspiring visual brand identity system. This visual system will not only be featured at major tourism forums but will also be deeply integrated into the Department’s official websites, public communication channels, administrative publications, as well as the marketing materials and on-site guest-facing collaterals of certified accommodation providers.

ST4SD is looking for a qualified creative design agency or a senior branding consultant to develop the complete brand identity package, including key promotional visual assets for upcoming major tourism forums

2. OBJECTIVES

The main objective of this consultancy is to design a unique, recognizable, and professional brand identity system for the Da Nang Green Stay Program that:

- Captures the spirit of sustainable tourism, local culture, and the progressive nature of the tiered model (inspired by Swisustainable).
- Is built upon a strict benchmarking process against the Swisustainable criteria and standards, adapted to local realities.
- Incorporates deep consultation and collaborative discussions with key stakeholders, specifically Da Nang DoCST and the Da Nang Tourism Association to ensure total alignment and local ownership.
- Establishes high credibility and keeping it accessible and appealing to micro, small, and large-scale accommodations alike.
- Aligns harmoniously with Da Nang's existing destination brand (Danang FantastiCity).

3. SCOPE OF WORK & COLLABORATIVE PROCESS

The consultant is expected to follow a participatory and reference-based design process, including the following key steps:

- Review & benchmarking: Refer to the Swiss Swisustainable branding framework, logo mechanics, and tier-visualizations to learn the best practices for the Da Nang context.
- Stakeholder consultation: Conduct technical meetings, feedback sessions, and collaborative workshops with Da Nang DoCST (as the steering and managing agency) and Da Nang Tourism Asssion (as the key partner mobilizing the business network).
- Iterative design: Develop design concepts based on the technical input from the project team and stakeholders, adjusting the visuals through structured feedback loops until final institutional endorsement is achieved.

4. EXPECTED DELIVERABLES

The consultant will be responsible for the following outputs (in both English and Vietnamese):

- Deliverable 1: Core program logo & brand guidelines manual (Swisustainable-aligned)
 - 01 logo for "Chương trình Cơ sở Lưu trú Du lịch Xanh Đà Nẵng / Da Nang Green Stay Program".
 - Standard specifications (color palettes, typography, grid systems, and correct co-branding combinations with other stakeholder logos).
 - Standard applications (backdrops, letterheads, envelops, and reports...)
- Deliverable 2: Tiered green badge system (3 Levels) reflecting the Swisustainable hierarchy
 - A unified, progressive visual system of digital and physical badges for the three defined certification levels (Level 1: Committed, Level 2: Engaged, Level 3: Leading).
 - Application specifications guidelines detailing how the logo and the badges are displayed across different platforms:
 - *For DoCST & digital platforms:* Optimized icons/badges for the official DoSCT website, Danang FantastiCity portal, interactive green maps, and online registration platforms.
 - *For accommodations (digital & physical):* Layouts for accommodations' own websites, email signatures, OTA listings (Agoda/Booking.com), and physical formats such as entrance door decals/stickers and lobby plaques and other hotel products.
- Deliverable 3: DoCST official publications & digital assets
 - Master branding assets (banners, icons, color themes) for its Green Stay online management platform.
 - Layout templates for the DoCST's official administrative and promotional publications (e.g., brochures, certificate of recognition).
- Deliverable 4: Horecfex 2026 Exhibition Mega-Poster Design
 - 01 high-resolution backdrop/poster design (Large scale format: 3mx6m) introducing the Da Nang Green Stay Program.

4. SELECTION CRITERIA

Proposals will be evaluated based on the following criteria:

- Experience: Minimum 5 years of proven experience in brand strategy and visual identity design (experience with large-scale event design, international development projects, or government publication standards is highly preferred).
- Collaborative skills: Demonstrated ability to facilitate stakeholder discussions and incorporate institutional feedback from different stakeholders into creative outputs.
- Portfolio quality: Strong portfolio demonstrating high creative capability, modern aesthetic sense, smart symbolism, and successful execution of both digital assets and physical marketing/operational print kits.

- Methodology & technical approach: A clear, structured, and agile work plan that guarantees the core identity and the 3mx6m forum poster are finalized before the August 2026 Horecfex deadline.
- Financial competitiveness: Reasonable value for money regarding the proposed financial proposal and input days.

5. PROPOSAL SUBMISSION

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

- CV of the key consultant(s) and a comprehensive organizational portfolio/profile.
- Technical proposal including a brief methodology approach, stakeholder consultation plan, and tentative timeline.
- Financial proposal: Applicants will indicate their expected daily rate (including VAT) and the total number of days required 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** and **assist3@st4sd.vn** before **20 June 2026**.

ELIGIBILITY DOCUMENTATION FORM**LIST OF REQUIRED DOCUMENTS****Eligibility criteria**

Requirements	Documentary evidence
The company/organisation is registered	The full Registration certificate
VAT number	VAT certificate (if applicable)
The company/organisation has no open case of a dispute, an execution procedure, reorganisation, bankruptcy, or insolvency procedure	A valid proof issued by a competent judicial or administrative authority (not older than 6 month)
All taxes paid	A valid tax administration certificate or a valid agreement signed with the Tax Administration to repay the outstanding debts

STATEMENT⁵

I, the undersigned (for consortiums, **every consortium member should sign a separate statement as part of this application**) hereby declare that we have in possession all documents listed above. All documents are valid as requested in the table above and hard copies or electronic copies can be distributed as/when needed.

Signed on behalf of the bidder

Name	
Signature	
Date	

⁵ Statement should be signed by each member of consortium, if a consortium.