TERMS OF REFERENCE
Communications Consultancy Service or Expert – Sand Mining Public Awareness Campaign Development

Project code: 40001882/402575

Supervised by: Mr. Ivan L. White, WWF-Viet Nam
Work location: Home-based, may include national travel within Viet Nam
Duration: November 1st, 2020 – April 30th, 2021

1. Background

Covering an area of about 40,548 km² across 13 provinces, the Vietnamese Mekong Delta is home to some 17.804 million people and accounts for about 18% of national GDP. The size of the area covered by water depends on the season. With an extremely low mean elevation of ~0.8 m above sea level, the delta is among the regions most vulnerable to climate change-driven sea-level rise (SLR). The current average rate of 1 cm of land subsidence per year is even more concerning, due to groundwater over-abstraction and sediment flow reduction.

Sediment transportation and deposition are fundamental natural processes, which have led to the formation of the delta and prevented its subsidence. The construction of hydropower dams and the extraction of sediment to meet the construction boom have already reduced sediment transport to the delta by about 77% between 1992 and 2018. Regarding sand mining in the Mekong Delta specifically, excessive extraction concessions (82 licensed companies are officially allowed to extract 28 million tons of river sand per year from the river), illegal sand mining, and a lack of awareness have resulted in extraction rates far beyond the replenishment capacity of the Mekong River. Especially along the Mekong’s main branches, the Hau and Tien rivers, the consequences have become increasingly apparent, exposing millions of riparian areas to riverbank erosion, saltwater intrusion, and higher tidal amplitudes.

The project: Drifting Sands: Mitigating the impacts of climate change in the Mekong Delta through public and private sector engagement in the sand industry

Between 2019 and 2023, the World Wide Fund for Nature (WWF), with financial support from the German Government via IKI BMU, is working with national and

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1 The area as of December 31, 2017 according to Decision No. 3873 / QD-BTNMT dated December 25, 2018 of the Minister of Natural Resources and Environment.
2 General Statistics Office of Viet Nam, 2018
5 Ass.Prof. Le Manh Hung, Ass.Prof.Dinh Cong San and Dr. Nguyen Duy Khang – Southern Institute of Water Resources Research: “Studying the impact of sand mining activities on changing the river bed of Cuu Long river (Tien and Hau rivers) and proposing solutions for rational exploitation management and planning”, State-level independent scientific research projects, 2014 (Code: DTL.D2010T/29).
provincial stakeholders to mitigate the Mekong Delta’s vulnerability to SLR through improved sediment management.

Under the project, the WWF will:

a) establish a Delta-wide sand-and-gravel budget in consultation with stakeholders to create a shared understanding of the scope and impact of unsustainable extraction rates;

b) promote public awareness of the impact of unsustainable sediment exploitation in the Mekong Delta;

c) promote participation and dialogue between key actors in the Vietnamese construction sector;

d) provide information on the risks associated with sand mining and opportunities of sustainable alternative sourcing for sand and gravel;

e) Suggest directions for improved policies and practices in relation to sustainable sand and gravel mining.

The project is implemented by WWF-Viet Nam and WWF’s regional hub for the Greater Mekong region, in collaboration with WWF Germany.

2. Objectives

The general objective of the campaign is to improve the target groups’ awareness of ongoing sand-mining practices and their willingness to take action towards making responsible and sustainable sand extraction and sediment supplies that underpin the Mekong Delta’s long-term resilience and sustainable development, and ultimately contribute to Viet Nam’s growth.

The specific objective is to:

a. Raise awareness of the risks deriving from uncontrolled and unsustainable sand mining;

b. Raise awareness of benefits deriving from sustainable sand mining and the adoption of alternative sources to aggregates.

Building on and complementing the media analysis developed by the project, the consultant’s objective is to provide a clear awareness campaign strategy with key methodology, tools, messages, and stakeholder engagement procedures, targets, and indicators. The Consultant will also be responsible for supporting the implementation of the campaign in cooperation with Communication Managers of WWF-Viet Nam and Regional Office.

- **The Campaign** targets stakeholders at two levels: a) the national level through a digital campaign, b) the regional level of the Mekong Delta area.

- **The Target Audience** for the Campaign is divided into three groups:
  
a. Government Policy Makers;
  
b. Private and public sector actors in the construction sector;
  
c. Wider public audience, specifically in the Mekong Delta.

- **Campaign duration** is subject to budgetary and strategic considerations which will be decided with WWF-Viet Nam. Ideally, the campaign will be launched between February and May 2021 and possibly also by the end of the project conclusion (Dates to be discussed and defined).
3. Scope of work/ Major responsibility

In particular, the Consultant will:

- Assess current understanding, identify the needs of the target groups, and develop the most relevant methodology to reach, engage, and influence target group behavior.
- Coordinate with WWF project, communication team, and WWF Communication to develop a comprehensive campaign plan and activity calendar, including online, print, and event products and clearly defined short-term & long-term SMART objectives.
- Advise the project team on the integration and consistency of the campaign with the project’s overall communication strategy.
- Identify key influencers across social and mainstream media (e.g. local celebrities, artists, business and public figures) and lead outreach to secure support from them.
- Identify and develop multi-purpose persuasive, clear and simple messages, adapt them to each target group, and accordingly develop awareness raising tools.
- Support knowledge transfer through educational, informative materials and an online campaign (i.e. prints, online, outdoor, and any other media channels) and roll out an online campaign incorporating VTV platform, talk shows, and discussions where possible and according to funds availability (TBD).
- Provide backstopping to WWF Vietnam in
  - Planning and management of public events and securing media coverage
  - Pitching and securing stand-alone interviews with WWF and/or campaign partners over the course of the campaign
  - Supporting large-scale public events including the campaign launch and culminating activities.

4. Deliverables

The timeframe for this service delivery is between November 2020 and April 2021. Within that period, the concrete schedule is to be proposed by the consultant and mutually agreed by the Project and the consultant (including number of working days). A kick off call shall be made within 2 weeks from the contract signing.

Followings are main deliverables required:

4.1 Delivery of the Campaign Plan (incl. messages, stakeholder analysis, a timeline of activities, resource planning).
   + Key campaign influencers identified and engaged in coordination with WWF Communication Team.
4.2 Delivery of Campaign messages adapted to target groups
   + delivery of developed Campaign tools and materials
4.3 Rolling out of campaign in support of WWF Communication Team
4.4 Final report
5. Knowledge/Expertise Requirements

National and international service providers specializing in communication, advocacy, media, and awareness campaigns with an understanding of sand mining in the Mekong Delta or with experience on nature conservation communication projects in Viet Nam or the greater Mekong Region are invited to submit a proposal for this contract.

The selected consultant will need to meet the following requirements:

- Have at least five years of experience in successful campaign development and management, strategic communication, and media engagement experience, preferably on sensitive issues such as sand mining.
- Proven expertise in building campaigns based on scientific findings and communicating these in an understandable and motivational manner.
- Familiarity with the Vietnamese media landscape.
- Experience undertaking similar projects and assignments.
- Previous expertise with CSOs or UN system;
- Proficiency and proven capacity to produce high-quality output in the Vietnamese language.

The followings would be considered an advantage:

- Proficiency in both Vietnamese and English languages
- An established media network and media contacts with key Vietnamese media
- Prior experience of communication on issues of environment, climate change, or sustainable natural resource management.

6. Award criteria

The contract will be awarded based on the most economically advantageous Proposal according to the 'best price-quality ratio' award method. Proposals will be evaluated based on the following criteria. The maximum total quality score is 100 points. Proposals that receive less than 70% of the maximum possible mark for the whole quality evaluation or less than 60% for one of the quality criteria will be eliminated and their final score will not be calculated. Proposals that do not reach the minimum quality levels will be rejected and will not be ranked.

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<tr>
<th>Quality Criteria</th>
<th>Points</th>
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<tr>
<td><strong>Overall approach</strong></td>
<td>40 points – minimum threshold for bid to be considered 24 p</td>
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<td>This criterion assesses the quality of the approach set out in the tender, specifically with regard to order clarification, work planning, the content-related preparation of the consultations and written deliverables, and communication with the contractor and external stakeholders.</td>
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<tr>
<td><strong>Relevant work experience</strong></td>
<td>40 points - minimum threshold 24 p</td>
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<td>This criterion assesses the work experience of the tenderer relevant to criteria 2-5 listed above, as evidenced through a list of project references, reference publications, and materials to be submitted in conjunction with the tender.</td>
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<td>Quality assurance</td>
<td>20 points – minimum threshold 12 p</td>
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<td>This criterion assesses the quality assurance measures applied to the service</td>
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<td>foreseen in this tender specification, such as language quality checks.</td>
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<td>Total number of points</td>
<td>100 points</td>
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**A weighting of 70 - 30 is given to quality and price respectfully.**

7. **Estimated budget:**

6,000 USD, taxes inclusive