

## TERMS OF REFERENCE

Project Name	Promotion of Non-Fired Brick Production and Utilization in Viet Nam
Assignment Name	Technical support to implement the Campaign to Promote Best Practices in Production and Utilization of Non-Fired Building Materials - Green Materials for Green Life
Duty Location	Ha Noi and other provinces upon requested
Recruitment Method	National Consulting Firm
Duration	June - October 2019
Direct Supervisor	Project Manager

### I. Background

On 29 August 2008, Decision No. 121/QD-TTg approving the “Master Plan on development of building materials up to 2020” was issued by the Government. Later on, this was replaced by Decision No. 1469/QD-TTg dated 22 August 2014 of the Prime Minister on “Master Plan on building materials development up to 2020 with vision to 2030”.

To motivate the development of Non-Fired Bricks (NFB), Decision No. 567/QD-TTg dated 28 April 2010 on NFB development program up to 2020 (Program 567) was issued by the Prime Minister. Major objectives of the program are as follows:

- Market share of NFB will increase by 20% - 25% by 2015 and 30% - 40% by 2020, respectively;
- Utilization of around 15 - 20 million tonnes of industrial waste (ash) from coal-fired power generation and other industries to produce non-fired building materials, saving around 1,000 hectares of agriculture land annually; and
- All traditional fired clay brick (FCB) making plants will be gradually replaced by NFB production facilities.

On 19 September 2014, the Prime Minister issued Decision No. 1686/QD-TTg on approval of Project “Promotion of Non-Fired Brick Production and Utilization in Viet Nam”, funded by the United Nations Development Programme (UNDP) and assigned the Ministry of Science and Technology as executing entity, Ministry of Construction as co-implementing entity, Department of Science and Technology for Economics - Technical Branches (MOST) as implementing entity.

The objective of the NFB Project is to reduce the annual growth rate of GHG emissions by displacing the use of fossil fuels and the usage of good quality soil for brick making through

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the increased production, sale and utilization of non-fired bricks in Viet Nam. This objective will be achieved by removing barriers to increase production and utilization of NFBs through 4 components:

- i) Component 1: Policy support for NFB technology development.
- ii) Component 2: Technical capacity building on NFB technology application and operation and use of NFB products.
- iii) Component 3: Sustainable financing support for NFB technology application.
- iv) Component 4: NFB production technology demonstration, investment and replication.

In 2017, the Project developed communication strategy and plan for 2018-2019 period to promote NFBs production technology and NFBs products utilization at construction works, contributing to reducing GHG emission, protecting environment and minimizing climate change.

According to this plan, the PMU needs to recruit an experienced contractor to implement a campaign to honour domestic manufacturers and users of NFB products in order to promote NFBs production and utilization in Viet Nam.

Background of the Honour Campaign:

- Real estate market has significant movement in quality. Building works using non-fired building materials are increasing in number which reassures the correctness and efficiency of the direction and implementation of the national non-fired building material development program.
- NFBMs manufacturers are more conscious of improving techniques, developing new technology to improve products' quality and reduce cost.
- NFBMs investors, contractors and users are more aware of the importance of using NFBMs.
- Needs of raising awareness in the whole society to increase ratio of using NFBMs in all types of constructions in Viet Nam.

Therefore, the Honour Campaign is aimed to honour manufacturers of NFBMs and construction works/projects that are pioneers in using NFBMs; architectures and professionals who use NFBMs in their designs. As a result, the development of sustainable building materials is promoted.

The Honour Campaign is sponsored by the Ministry of Science and Technology and the Ministry of Construction within the framework of NFB Project.

## **II. Objective**

The objective of this assignment is to support implementing a campaign to honour NFB manufacturers and NFBM users nation-wide to promote NFB production and utilization in Viet Nam.

## **III. Scope of work**

The contractor shall be responsible for but may not be limited to the following activities:

- Develop a work plan and approach to organize this Honour Campaign in consultation with the Executive Board (including representatives from Project Management Unit, UNDP in Viet Nam and Viet Nam Association for Building Materials) and related parties; review related documents, propaganda strategy and communication campaigns that the PMU has launched. The contractor also needs to study Project information, activities and results to understand its strategies and expected results;
- Support the Executive Board to set up the Council of Judges; develop selection criteria; develop regulations including application form and scoring scale;
- Organize the Campaign Launching Workshop including development of organizing plan, publish news and press release; launch and organize activities to widespread this Honour Campaign on the mass media, websites and to potential candidates, etc. Draft press release and news shall be shared to Executive Board for agreement prior to being published. Participants are UNDP, MOC, MOST representatives, 100 organizations & enterprises and mass media agencies.
- Disseminate application forms to potential entities/individuals through all possible channels including mail, website, email, workshops, etc. If necessary, consult and guide entities/individuals to fill out application form; and receive application submissions.
- Mobilize NFBM Enterprises, contractors, technical consultants, etc to participate in this Honour Campaign so that least 90 submissions will be received.
- Organize assessment of applied entities/individuals; collect results and report to the Executive Board for approval.
- Organize site visits for Council of Judges to facilities whose applications are shortlisted for site review and verification.
- Support the issuance of enterprises and individuals to be honoured based on the final results of the judgement and assessment.
- Organize the Honour Ceremony including all related activities such as planning for the Honour Ceremony; prepare logistic arrangement, press release, prizes, trophies and

certificates, etc. 150 participants are MOST leaders, UNDP leaders, MOC leaders, organizations and enterprises, mass media agencies.

- Cooperate with mass media agencies to engage them in the events, produce communication products (news, articles...) and publish in media through mass media and VTV and VOV.

- Report on the results of implementation of the Campaign to Promote Best Practices in Production and Utilization of Non-Fired Building Materials - Green Materials for Green Life. The report includes the whole proceedings of the Honour Campaign, honored individuals and organizations, media products published on mass media such as news, articles and photos as well as full/summarized video about Honour Campaign, VOV, etc. Outline of the final report should be discussed and approved by the Executive Board.

## **IV. Deliverables**

### **4.1. Inception Report and Detailed Work Plan**

The inception report needs to specify approaching method, implementing plan and milestones for each activity from planning, launching, developing criteria and award regulation, application form, collecting applications, grading and awarding, etc. The inception report also includes Detailed Work Plan. This plan needs to be consulted by the Executive Board to finalize.

### **4.2. Documents of the Honour Campaign**

The firm/institution shall, through consultation with the Executive Board and other related parties, make a list of the organizations and individuals to submit to Executive Board, the Council of Judges; Establish regulations and criteria to select honorable organizations and submit to the Executive Board for approval; Guiding materials for preparing applications for the Honour Campaign.

The Council of Judges includes experts in the field of building materials, representatives of NFB Project, universities, professional associations, ministries, enterprises, ...

Following excellent individuals/firms will be selected for the Honour Ceremony:

Product groups include:

- ❖ Non-fired building material producers/products
- ❖ Equipment manufacturers
- ❖ Technology transfer and technical service providers

Building groups include:

- ❖ Building owners using NFBMs

- ❖ NFB's green building/constructors
- ❖ Design using NFBMs

**4.3 Report on Honour Campaign Launching Workshop includes associated documents such as leaflets, press releases, workshop agenda, minutes of the workshop, photos and video clips taken at the workshop, published news of the event.**

The contractor cooperates with the Executive Board to design and organize the Launching Workshop. This workshop will have the presence of representatives from MOST, MOC, UNDP, press, related entities and individuals working in NFBM sectors, NFBM producers and NFBM users, etc.

At the Launching Workshop, regulations, methods, criteria of this campaign and guidance on preparation of applications will be introduced and clarified. Communication materials such as leaflets, video clips, etc. will be prepared and distributed widely in this workshop.

In addition, the contractor needs to propose communication activities and methods to spread information about the Campaign through mass media, including:

- Create a Facebook (FB) page and use FB's advertisement function to approach the targets including manufacturers, producers, contractors, design consultants, etc;
- Send out emails about information, regulations of this Campaign to potential participants;
- Invite potential participants via phone calls or through relevant workshops;
- Create a forum for Building Materials Enterprises, Government Agencies, Associations, etc. to publish discussions on building materials in general and NFBMs in particular.

**4.4. Minutes of the Council of Judges in assessment of applications**

The contractor guides interested and potential participants to complete application files; receives application files; classify and support the **Council of Judges** to grade and select winning products, winning entities based on criteria approved by the designated authority.

It is expected that at least 90 applications will be received. Winners will also receive certificates of recognition and medals.

**4.5. Honour Ceremony Report**

The report shall include but may not be limited to associated documents such as leaflets, press releases, ceremony agenda & script, design of the exhibition booth, certificates and medals to be handled to the winners, minutes of the Ceremony with photos and video clips taken at the Ceremony.

The contractor shall prepare the detailed ceremony script and support the Executive Board in organizing the Ceremony. The winning products, technologies, constructions, real estate projects, designs, etc. will be presented at this Ceremony.

Within the scope of the Honour Ceremony, some advanced products, technologies, buildings, real estate projects, and building designs shall be exhibited. Leaflets, posters, videos will be shown. Press release will be approved by VABM/PMU/UNDP.

Communication products like news, articles, video clips will be produced and published on mass media/VTV/VOV.

#### **4.6. Final Report**

The contractor shall submit final report summarizing the process and results of this assignment. The report includes the whole proceedings of the Honour Campaign, honoured individuals and organizations, media products published on mass media such as news, articles and photos as well as full/summarized video about Honour Campaign, VOV. Outline of the final report should be discussed and approved by the Executive Board.

### **V. Work Plan**

Expected duration of this contract is 5 months from June 2019. The contractor shall propose detailed Work Plan in their Application Forms. The due date for the Honour Campaign is October 2019.

### **VI. Methodology**

Methodology shall include but not limit the following items:

- Study the Project documents, legal regulations related to Non-Fired Building Materials, NFB production and utilization. Study the actual market of NFB production and utilization in Viet Nam;
- Study similar awards in Viet Nam and worldwide related to NFBMs, green buildings, energy saving in buildings, etc.;
- Interview manufacturers, organizations to ensure minimization of the processes, especially the process of application;
- Report to the Executive Board (PMU, UNDP and VABM) on all activities within his/her scope of work.

## **VII. Provision of monitoring and Progress Control**

The contractor shall report to the Executive Board. This will be further detailed upon signing of the contract. The contractor's team shall work in close collaboration with Executive Board in order to ensure best knowledge sharing and highest quality of products. During the process, the contractor shall timely inform the Executive Board any arising and critical issues that may affect the progress of the assignment.

Monitoring and progress control will be agreed with the team of experts and will be included in the inception report, stating clear deadlines and verification activities.

## **VIII. Administration support and reference document**

Relevant documents will be provided upon contract signing. In consultation with the PMU, the contractor shall be responsible for logistic arrangements for working with relevant stakeholders, participating factories and institutions. The contractor shall ensure regular consultations with the Executive Board and related parties during implementation of this assignment.

## **IX. Required expertise and experiences**

The contracting firm shall have capability and experience in conducting similar Honour Campaign that satisfies following requirements:

- At least 5 years of experience in performing similar tasks as stated in the TOR, for example: experience in organizing national-level awards or events.
- Understand building material industry development, catch up with producers' information, constructors, designers, equipment manufacturers, etc...
- Have extensive experience of working with the national television, press and media especially VTV1, VTV3, VTV4, etc.
- Ability to execute documents printing, publishing and video clips producing.
- Experience in cooperating with Government agencies, businesses and international organizations.
- Have ability to meet all deadlines.

## **X. Remuneration**

The contractor's personnel will be paid on basis of competence and experience of each individual under cost norms issued by UN Agencies in Viet Nam, the EU Delegation to Viet Nam and Ministry of Planning and Investment of Viet Nam.

Other costs will be applicable under the provisions of UN-EU Guidelines for Financing of Local Costs in Development Cooperation with Viet Nam (HPPMG) and cost norms issued by the UN Agencies in Viet Nam, EU Delegation to Viet Nam and Ministry of Planning and Investment of Viet Nam.