

TERMS OF REFERENCE

Project Name	Promotion of Non-Fired-Brick Production and Utilization in Viet Nam
Assignment Name:	Communication Specialist to assist the implementation of the Communication Program
Consultant Recruitment:	Full-time national specialist
Location:	Ha Noi and other provinces upon request
Duration:	March to December 2019
Direct Supervisor:	Project Manager

1. Background

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

According to Decision No. 567/QĐ-TTg dated 28 April 2010 by the Prime Minister on NFB development programme up to 2020, major objectives of the programme 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;
- 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/QĐ-TTg on approval of Project “Promotion of Non-Fired Brick (NFB) Production and Utilization in Viet Nam” which is funded by the GEF/UNDP and co-financed by Vietnamese agencies/institutions. Executing Entity is Ministry of Science and Technology (MOST).

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 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:

Component 1: Policy support for NFB technology development.

Component 2: Technical capacity building on NFB technology application and operation and use of NFB products.

Component 3: Sustainable financing support for NFB technology application

Component 4: NFB technology demonstration, investment and replication.

The Project has been implemented over a 5-year period (2015-2019) and is expected to generate GHG emission reductions through the displacement of coal-fired clay brick kilns. Direct GHG reduction is estimated at 383 ktonnes CO₂. Indirect emission reduction is estimated at 13,409 ktonnes CO₂ that is cumulative for a 10-year period after the end of the Project.

In 2017, the strategy and communication plan on the production and utilization of NFBs was prepared and approved by the Project Steering Committee. The main activities of the communication plan include the production of communication products such as leaflets, posters, video clips; organizing seminars on propaganda and law enforcement on NFBs utilization; implementing promotion campaigns on the use of NFBs, etc.

The PMU and UNDP plans to recruit a full-time communication specialist to support the implementation of project communication activities in 2019. This TOR will describe in details the role and responsibilities of this specialist.

2. Responsibilities

- a) Be responsible for coordinating and organizing communication activities on the basis of quarterly work plans and annual work plan of the NFB project in consultation with PMU staff and UNDP Programme Officer;
- b) Provide relevant experience, skills and knowledge to carry out communication activities of the project;
- c) Work closely with the Project Manager, Senior Technical Advisor and other project's staff to carry out the assigned tasks on a daily basis.

3. Detailed tasks:

- a) Carefully study the communication plan of the project to understand the objectives, objects and effective methods of communication.
- b) Study the existing communication and technical products of the project and consider using for communication campaigns.
- c) Manage and coordinate the communication activities of the project, which includes but may not be limited to development of TOR, support to recruit the consultants/contractor and working closely with consultants/contractors to implement communication activities including production of media products (leaflets, posters, video clips, etc.), media campaigns, workshops/seminars, contest for students

understanding about NFBs, award for the non-fired building materials producers and users; voluntary customers' assessment of quality NFB products/building materials; etc..

d) Work closely with media reporters to ensure that articles, news and photos on project activities are timely consulted with PMU and UNDP and posted on relevant magazines, newspapers, websites including UNDP and project's websites and to promote the benefits of using NFBs and share experience on high-quality NFBs production management.

e) Study the project technical products and project quarterly work-plans so as to produce news and summaries of project activities for posting on the project website and other relevant mass media.

f) Coordinate with the Viet Nam Association for Building Materials (VABM) to make available of news, project documents, communication products and technical reports to VABM and ensure that such products/documents are posted in timely manner. Consult with PMU and UNDP for finalization of published documents/paper. Forward the news, information and the link of the posts to UNDP programme officers for posting on UNDP website and social network.

g) Prepare work plan and monthly result reports for submission to the Project Manager.

4. Deliverables

a) Monthly reports summarizing work results for submission to the Project Manager;
b) Draft and final Terms of reference (TORs) (in Vietnamese and English) of Outputs/activities planned in Annual and Quarterly Work plan of the project like TOR for production of leaflets, posters, video clips; organization of media conferences, media campaigns, project proceeding, and NFB contest, voluntary customer assessment of quality NFB/building materials products;

c) Inputs and comments on draft media products such as leaflets, videos, posters, articles /photos on newspapers and social networks and project proceeding

d) Short bulletins (in Vietnamese and English) on the project activities and the collection of project documents and reports for posting on the project's website and UNDP websites

e) Performance reports on communication campaigns, conferences, exhibitions and contests.

f) All the products shall be in both English and Vietnamese.

5. Required experience and expertise

a) At least University degree in media and communication, social science or related fields, preferably with Master's/Doctoral degree.

- b) At least 5 years of experience in communication activities in industry and construction, climate change, environment, or related fields
- c) Strong evidence of experience in organizing events, conferences, working relationships with the press and mass-media. Recent extensive experience in communication for the last 2 years is a must.
- d) Relevant working experience in management and implementation of communication activities for development projects.
- e) Good English spoken and written skills.
- f) Proficient in using computers with common software.

6. Remuneration

Consultants 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 Vietnam 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 organizations in Viet Nam, Delegation of the European Union and the Vietnam Ministry of Planning and Investment.