



*for a living planet®*

WWF-Vietnam

Tel : +84 24 3719 3049

Fax: +84 24 3719 3048

D13 Thang Long International  
Village, Cau Giay District  
Hanoi, Vietnam  
I.P.O Box 151  
[www.panda.org/vietnam](http://www.panda.org/vietnam)

## CALL FOR BID

WWF-Viet Nam, located at D13, International Village, Cau Giay district, Ha Noi, Viet Nam, would like to invite you to bid for the “*Organizing event with CEO clubs in Hanoi*” as follows:

### 1. Back ground

WWF-Vietnam is part of WWF-Greater Mekong which operates in 5 countries: Laos, Thailand, Myanmar, Cambodia and Vietnam. Find out more at <http://vietnam.panda.org/>. With the launch of its Five Year Strategy in 2016, WWF-Vietnam identified the illegal wildlife trade as one of the major threats to biodiversity in Vietnam and globally.

Demand for illegal wildlife products is driving poaching and trading of globally iconic species which are now severely threatened. Vietnam has been identified as the world’s top consumer for rhino horn; demand has been fuelling the poaching crisis in Africa, particularly South Africa where rhino killing have increased drastically over the last decade. WWF-Vietnam is committed to reducing demand for this illegal product in Vietnam by delivering initiatives targeted at audiences that have been identified as rhino horn consumers. Research carried out by WWF’s partner, TRAFFIC, in 2013 found that one of the primary groups consuming rhino horn is wealthy businessmen who use it to show off their social status or may be gifting it to their superiors at work.

In partnership with WWF Germany, WWF-VN is now looking for a partner to provide creative communication solutions for the organization of an event with CSOs in Hanoi in order to access to medium and large CEOs in Viet Nam, in which members from German businesses operating in Vietnam will be the focus. This event serves as a platform to deliver WWF’s messages to endorse a culture of zero-tolerance towards the consumption of illegal wildlife products, particularly rhino horn to CEOs.

### 2. Objective

Organize an event to attract attention of CEOs/managers of prestigious corporates in Viet Nam, specifically aiming at German business high profiles to ensure their operations are not facilitating trafficking of wildlife products and endorse a culture of zero-tolerance of illegal wildlife consumption within their employees and clients.

### 3. Scope of work

- Engage members in managerial positions of businesses, including German businesses operating in Vietnam to ensure their participation at the event;

- Coordinate and organize the event with the CEO club in Hanoi or similar CSO to deliver Corporate Social Responsibility messages regarding zero tolerance of illegal wildlife consumption especially rhino horn;
- Secure the commitment to zero tolerance of illegal wildlife consumption in their corporates and clients.

#### 4. Major responsibility/activities

- Work closely with WWF's project managers to have an in depth understanding of demand for rhino horn, target audiences and motivations for consumption in order to provide feasible and effective communication solutions. Work out a creative agenda to attract their participation;
- Develop a creative communication solution (can be workshop, art performance, sport and games or mixed) to attract CEO's participation;
- Work with WWF to develop the most suitable messages as part of the communications solution reach out to CEOs;
- Reach out to, engage and ensure participation of leading CEO to attract at least 60 members from the target audience;
- Collaborate with CEO club in Ha Noi or similar CSO to mobilize its support and commitment to zero consumption of illegal endangered species products;
- Organize the event to deliver the agreed messages to target audiences; and
- Develop follow-up activities to disseminate the messages.

#### 5. Outputs/ deliverables and time schedule

No	Activity	Expected outputs	Time frame
1	Sign contract	Agreement signed	Early September 2017
2	Discuss with WWF project managers	Detailed work-plan, contents, communication solutions and timeline agreed	One day after the contract signed
3	Engage target audiences	Contacts made and participation registered	One week after the contract signed
4	Reach out to CEO clubs or similar CSOs	A dialogue with CEOs on CSR and an insight into CEO's interests conducted	Two week after the contract signed
5	Development of the event script	A creative and feasible script approved by WWF	Two weeks after the contract signed
6	Develop, design, produce communication products to go with the event	Communication products approved and developed	Mid-September 2017
7	Organize the event	Event conducted and zero tolerance in rhino horn consumption accepted by CEOs	End September or early October 2017

8	Follow up actions to disseminate the messages	Actions to be identified	End- Oct 2017
---	---	--------------------------	---------------

## 6. Requirements:

- Has 5-10 years of experience in creative events organization;
- Proved to have organized many events for CEOs and corporate leaders in Viet Nam;
- Has close connections/working relations with German CEOs and business leaders in Viet Nam is an advantage;
- Has a good insight into the business culture to be able to speak business language in idea design, agenda and messages development in a creative and professional manner;
- Has a good understanding of social responsibility regarding to wildlife protection;
- Has professional staff to carry out the event proactively;
- Has experience in working with INGOs;
- Highly respects quality, deadline and effectiveness; and
- Based in Ha Noi.

## 7. Budget

- All the costs, including consultant fees, travel of consultants, hotel & per diem are based on current WWF Financial Policy.

## 8. Bidding document

- Agency document (Letter of intent to bid, company business licence, company profile, Agency capacity, CVs of key implementers etc...);
- A technical proposal of solutions and a budgeting plan are required;
- The technical proposal of solutions should include but not limited by the following points (not exceed 8 pages of A4, 350 words/page):
  - o Name of the Event
  - o Objectives
  - o Technical solutions to:
    - Attract participation of at least 60 CEOs;
    - Attract at least 3-5 opinion CEOs in transportation, logistics, commerce, recreations, food and brewery, construction, real estates and finance;
    - Attract at least one opinion German CEO to attend;
    - Develop a message that encourages CEOs to take lead in say no to rhino horn consumption;
    - Invite at least one celebrity to participate and hold talks at the event;
    - Event that can be feasibly implemented within the project timeframe and budget; and
    - Follow up with CEOs to sustain their commitment.
  - o Implementation schedule.

- Template for the budget planning for the event is as follows:

No	Contents	Unit	Quantity	Unit price (VNĐ)	Amount (VNĐ)
	<b>Total (VNĐ)</b>				

**9. Timing:** Before 20 October 2017

**10. Bidding document should clearly state the following:**

**COMPATATIVE OFFER FOR “*Organizing event with CEO clubs in Hanoi*”,** be completely sealed and posted by ordinary or express mails to WWF-Viet Nam **before 17:30 of 31 August 2017:**

Attention: Le Thi Thu – Administrative manager

WWF-Viet Nam

D13 Thang Long International Village, Cau Giay, Ha Noi

Telephone: 024 3719 3049

*Ha Noi, 21 August 2017*

**For WWF-Viet Nam**

Project managers

**Nguyễn Đào Ngọc Vân:** \_\_\_\_\_

**Alegria Olmedo:** \_\_\_\_\_