

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 high-end event for German business operating in Vietnam**” 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 organization of a high-end event for high-profile CEOs and business leaders from Vietnamese and German Businesses operating in Vietnam. This event serves as a platform to deliver WWF’s messages on zero rhino horn consumption and endorse a culture of zero-tolerance towards the consumption of illegal wildlife products among those businesses.

2. Objective

Organize an exclusive event for high profiles CEOs/leaders of German prestigious corporates in Viet Nam 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 top managerial positions of German businesses operating in Vietnam to ensure their participation at the event;
- Plan and organize the high-end event (i.e. gala dinner, social event), with the objective get the participants endorsement to the zero tolerance in consumption of endangered species products including rhino horns;
- Provide WWF with effective environment to deliver the Corporate Social Responsibility messages regarding the topic of wildlife consumption.

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 high-end profiles' participation;
- Develop a creative communication solution for exclusive target audiences (social event like gala dinner, art/music performance etc.) to attract high-end profiles' participation;
- Work with WWF to develop the most suitable messages as part of the communications solution reach out to the target audience;
- Reach out to, engage and ensure participation at least 50 members from the target audience;
- Organize the event in Ha Noi or Ho Chi Minh city to deliver the agreed messages to target audiences who are expected to endorse a culture of zero tolerance of illegal wildlife consumption especially rhino horn; and
- Commitment of participants to follow-up with CSR in illegal wildlife consumption.

5. Outputs/ deliverables and time schedule

No	Activity	Expected outputs	Time frame
1	Sign contract	Agreement signed	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 secured	One month after contract signed
4	Development of the event script	A creative and feasible script approved by WWF	One month after the contract signed
5	Develop, design, produce communication products to go with the event	Communication products approved and developed	Mid-October 2017
6	Organize the event	Event conducted and zero tolerance in rhino horn consumption accepted by CEOs	End October or November 2017
7	Follow up actions to disseminate the messages	Actions to be identified	End November 2017

6. Requirements:

- Has 5-10 years of experience in creative events organization;
- Proved to have organized many events for business high-end profiles 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 and culture values of German corporate to be able to speak their language in idea design, agenda and messages development in a creative and professional manner;
- 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 or Ho Chi Minh City.

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 profiles, 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 to 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 50 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 interact in the event;
 - 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)
	Total (VNĐ)				

9. Timing: Before 20 November 2017

10. Bidding document should clearly states the following:

COMPATATIVE OFFER FOR “Organizing high-end event for German business operating in Vietnam”, be completely sealed and posted by ordinary or express mails to WWF-Viet Nam before 14h00, 18 Sep 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

Nguyen Dao Ngoc Van: _____

Alegria Olmedo: _____