



TERMS OF REFERENCE

Research Consultancy on Renewable Energy and Energy Efficiency Media Network

1. BACKGROUND

Sustainable energy is a key priority in the sustainable development of Vietnam, with a Net Zero commitment to cut GHG emissions significantly. Although important Renewable Energy & Energy Efficiency (RE/EE) policies and strategies have been issued, communicating them to relevant public and private sectors to promote practices is a significant challenge. Moreover, despite the Government of Vietnam having committed to integrating gender equality into climate action, how it has been formulated in energy transition policies and practices remains a question.

In this context, Vietnam government and EU have an Agreement supporting the energy transition in Vietnam, in which Ministry of Industry and Trade (MOIT) of Vietnam take in charge to develop and approve 4-year project “Public Awareness Raising in Renewable Energy & Energy Efficiency in Viet Nam” (PAR3E). Oxfam in Vietnam in partnership with Vietnam Chamber of Commerce and Industry (VCCI) and Vietnam Journalists Association (VJA) is implement counterpart of the PAR3E. The Project will be implemented across Vietnam but focus mainly on the six provinces: Ha Noi, Da Nang, Ho Chi Minh City, Lao Cai, Nghe An, and Bac Lieu.

The overall objective of the project contributes to a socially sustainable just energy transition in Vietnam through realizing the following specific objectives (SO):

- **SO 1:** Key public and private stakeholders in all provinces and centrally-controlled cities have sound and gender-sensitive knowledge and understanding of current and newly-released RE/EE policies.
- **SO 2:** Reporters at the targeted national and provincial mass media have improved and gender sensitive capacity and understanding on RE/EE and gender diversity in the energy sector, and increase coverage on the topic.
- **SO 3:** Key gender-diverse community groups in selected cities have improved awareness and capacity on gender-sensitive development and application of best RE/EE practices and initiatives
- **SO 4:** MSMEs and banking sectors have sound and gender-sensitive understanding of the importance of RE/EE and the business case for RE/EE investment.

The Vietnam Journalists Association (VJA) is a political-social-professional organization of Vietnamese journalists. The Association is under the leadership of the Communist Party of Vietnam, the management of the State and operates in accordance with the law and the Association's Charter. Gathering more than 25,000 people working in the journalism industry, VJA has 63 member associations in all provinces and cities across Vietnam, and branches in more than 200 main central press agencies. VJA represents the rights, aspirations and legitimate interests of Vietnamese journalists. We focus on educating and fostering political ideology, professional ethics, and professional expertise for our members, contributing to building the Vietnamese journalism as truly the voice of the Party, the State and the People of Vietnam.

VJA will employ comprehensive research on the energy media network in Vietnam to identify the communication capacity among these actors related to gender sensitive RE/EE . The research findings will serve as input for developing communication and capacity building packages for the energy media network. With that purpose, VJA is seeking consultant(s) to conduct the research on RE/EE media network in Vietnam.

2. OBJECTIVES OF CONSULTANCY

The objective of this consultancy is to conduct a research to:

- Explore the existence of and map out stakeholders in any current RE/EE media and communication network in Vietnam, which include mainstream media and RE/EE projects' communication platforms;
- Understand the operation of these networks, their barriers, motivations, needs for support...;

- Understand the awareness on and practices of gender sensitivity in RE/EE communication conducted by members of these networks;
- Propose recommendations for strengthening the reviewed networks or for establishing of an energy media network in Vietnam and improving the effectiveness of RE/EE communications.

3. SCOPE AND METHODOLOGY

The consultant team is expected to utilize desk review of available secondary data and conduct primary research using both qualitative and quantitative methods in 06 selected provinces namely Ha Noi, Da Nang, Ho Chi Minh City, Lao Cai, Nghe An, and Bac Lieu.

Target groups:

- Central level: VJA members at all levels, primary central media outlets (newspapers, radios, televisions), information portals...;
- Provincial level: Provincial newspapers, radio and television stations, information portals in the six provinces;
- Communication platforms of current key projects in the energy sector in Vietnam.

The consultant team will propose methodology, sample strategy and research tools. These will be fully developed and finalized in consultation with VJA and partners.

The process of design and implementation of this research should be participatory, incorporating perspectives of different stakeholders.

Collaboration and Input Gathering: Collaborate with Oxfam PAR3E project manager, the project team (Oxfam and partners), and consultant team studying the targeted groups (if applicable) to share, update and seek input for final version of comprehensive report.

4. DELIVERABLES AND TASKS

The consultant(s) will report to VJA and to Oxfam PAR3E project manager and work closely with the project team in VJA, Oxfam and VCCI to deliver the following outputs:

- Complete research report (Vietnamese and English) including quantitative and qualitative data combined with analysis, meeting research objectives, and recommendations. The report should strongly present a gender mainstreaming recommendation in awareness raising for behaviour changes of targeted media and communication groups.
- Presentation summarizing all research results (Vietnamese and English).
- One validation meeting on the research results for the PAR3E project team.

5. TIMEFRAME

No.	Delivery	Tentative timing
1	Orientation meetings with VJA and Oxfam	16 April, 2024
2	A detailed technical proposal for the research	16 April, 2024
3	Data Collection and field work	10 June, 2024
4	Draft report in English	15 June, 2024
5	One validation meeting on the research results for the PAR3E project team	25 June, 2024
6	Final the report in English and Vietnamese to VJA	01 July, 2024

6. REQUIREMENTS FOR CONSULTANTS

The consultant(s) must have:

- Qualifications and proven knowledge and experience (at least 10 years) in related fields research, specially in energy sector (especially RE/EE), media research (mainstream media and new media),

behavior change communication, campaigns, marketing research, social sciences, social economics...Experience in research related to gender equality is an asset.

- Proven expertise in both quantitative and qualitative, participatory research methods.
- 5 years working experience with related ministries in renewable energy/energy efficiency fields or energy communication.
- Excellent English and Vietnamese writing and communication skills.

7. PROPOSAL SUBMISSION

Interested consultants are invited to submit a bid document, together with a cover letter that expresses their interest and proposals responding to this assignment. Any question or request for clarification can be sent to Dang Thi Thuy Nga, VJA's PAR3E project officer, email: dangthithuynga@hoinhabao.vn before 05 April, 2024, 23:59 hours.

The bid document must include:

- The consultants' profile and related experience;
- Technical proposal to realize all objectives and deliverables within tentative timeframe (including methodology, sample size, data collection tools, detailed work plan and quality control plan, team structure, etc.);
- Financial proposal that specifies number of working days required and daily rate;
- Sample of a research report for similar projects.

The bid document must be submitted in English by email with title "**PAR3E research on Energy Media Network**" to Dang Thi Thuy Nga, VJA's PAR3E project officer, email: dangthithuynga@hoinhabao.vn

The closing date for application: 6PM, 12 April 2024.

We regret that only short-listed applicants will be contacted for an interview.