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## Project: Public Awareness Raising in Renewable Energy & Energy Efficiency in Viet Nam (PAR3E)

### TERMS OF REFERENCE FOR A COMPREHENSIVE RESEARCH ON THE COMMUNICATION FLOW AND CAPACITY ON THE DEVELOPMENT, COMMUNICATION, AND IMPLEMENTATION OF RENEWABLE ENERGY AND ENERGY EFFICIENCY IN PUBLIC SECTOR

and

### THE CURRENT SITUATION PRACTICES, BARRIERS AND SUPPORTS RELATED TO RENEWABLE ENERGY AND ENERGY EFFICIENCY FOR MSMEs & FINANCIAL INSTITUTIONS.

#### 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, it has not yet been formulated in energy transition policies and practices.

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 Journalism 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 Chamber of Commerce and Industry (VCCI) is joining PAR3E as project implementation partner with Oxfam. VCCI is the largest business membership organization in Vietnam, with a very extensive network of member businesses across all sectors nationwide. VCCI is primarily responsible for coordinating the construction of the network of SMEs and banks, raising awareness and support for gender-sensitive RE/EE practices. Additionally, VCCI will facilitate dialogue between SMEs, banks, and policymakers. VCCI will operate at both national and provincial levels, collaborating with business associations in each province.

VCCI is inviting proposals from qualified consultants or research firms to undertake a comprehensive research study focusing on

- (1) RE/EE communication in the public sector in Vietnam to identify the communication flow and capacity among these actors related to energy policies development, communication, and implementation. The

research findings will serve as input for developing communication and capacity building packages on RE/EE for the public sector.

- (2) the current situation, practices, barriers, and supports related to renewable energy (RE) and energy efficiency (EE) for Micro, Small, and Medium Enterprises (MSMEs) and Financial Institutions with a specific emphasis on gender integration.

## 2. OBJECTIVES OF CONSULTANCY

- (1) Public sector: The research aims to review and assess the current implementation and capacity of communication regarding renewable energy and energy efficiency in the public sector. The findings of the research will serve as input for developing communication and capacity building packages on RE/EE for the public sector.
- (2) MSMEs and Financial Institutions: The primary objectives of the research are:
  - To assess the current practices and utilization of RE/EE by MSMEs.
  - To identify barriers hindering the adoption of RE/EE in MSMEs.
  - To evaluate existing supports (including gender-sensitive supports) and incentives available for MSMEs in the context of RE/EE.
  - To understand the role and engagement of financial institutions in supporting MSMEs in RE/EE initiatives.

## 3. SCOPE OF WORK

The research will focus on:

### For public sector:

- i. Reviewing and assessing the organization/structure of RE/EE communication flows among actors in the public sector.
- ii. Reviewing and assessing the RE/EE communication capacity of actors in the public sector. This includes, but not limited to, aspects such as human resources, budget, knowledge/awareness of RE/EE, communication methods, RE/EE communication implementation, motivation, effectiveness, recommendations, etc., to promote RE/EE communication.
- iii. Reviewing and assessing the awareness and practice of gender integration in RE/EE policy planning, implementation, and communication.
- iv. Reviewing priorities and strategies/plans of RE/EE communication.
- v. Providing recommendation for promoting RE/EE communication in the public sector

### For MSMEs:

- i. Assessment of the current adoption and utilization of RE/EE practices among MSMEs.
- ii. Identification of sectors or industries with notable achievements or challenges.
- iii. Identification and analysis of barriers preventing MSMEs from adopting RE and EE practices.
- iv. Exploration of financial, technical, regulatory, and knowledge-related barriers.
- v. Examine the role of gender in influencing the adoption of RE/EE in MSMEs and explore any gender-specific challenges or opportunities.
- vi. Examination of existing support mechanisms, incentives, and policies promoting RE and EE in MSMEs.
- vii. Providing recommendation for promoting RE/EE communication in the MSMEs

### For Financial Institution:

- i. Examine and evaluate the impact of financial policies and incentives provided by financial institutions to encourage MSMEs to invest in energy-efficient technologies such as Existing EE Policies, Policy Effectiveness, Financial Incentives, Loan Products for EE, Technical Assistance and Support, Capacity Building Programs, Monitoring and Reporting Requirements, Collaboration with External Agencies, ect.,
- ii. Reviewing and assessing the awareness and practice of gender integration in RE/EE policy planning, implementation, and communication.
- iii. Providing recommendation for promoting RE/EE communication in the financial institution.

## 4. TARGET GROUPS AND RESEARCH LOCATIONS

**Target groups:** The research will encompass all actors within the public and private sector, including:

### A. Interms of public sector:

1. Central Level:
  - Ministry of Industry and Trade (MOIT)

- Ministry of Education and Training
  - Ministry of Construction
  - Ministry of Transportation
  - Ministry of Information and Communications
  - National Assembly representatives
  - Youth's Union
  - Women's Union, etc.
2. Provincial Level:
- Department of Industry and Trade (DOIT)
  - Department of Education and Training (DOET)
  - Provincial People's Committee
  - Youth's Union
  - Women's Union, etc.
3. State-owned Enterprises (SOE):
- EVN
  - Vietnam National Coal – Mineral Industries Holding Corporation Limited
  - Vietnam National Chemical Group, etc.
- B. Micro, Small, and Medium Enterprises (MSMEs)**
- MSMEs in three selected economic sectors: construction, lighting and processing.
- C. Financial Institutions**
- State Bank of Vietnam
  - Banks with 100% State capital
  - Joint Stock Commercial Banks
  - Banks with 100% foreign capital
  - Policy Banks
  - Cooperative Bank
  - Joint Venture Banks

**Research locations:** Related primary data will be collected in 06 selected provinces/cities, namely Hanoi, Lao Cai, Da Nang, Nghe An, Ho Chi Minh City, and Bac Lieu

## 5. METHODOLOGY

The consultant(s) is expected to conduct an extensive review of existing literature, scholarly articles, and relevant publications to understand the current state of knowledge regarding renewable energy and energy efficiency in MSMEs and Financial Institutions; Identify key themes, challenges, and gaps in the literature to inform the research focus.

The consultant(s) should develop a mixed-methods research design combining quantitative and qualitative approaches to provide a comprehensive understanding; Specify the target population, sampling strategy, and sample size for both MSMEs and Financial Institutions.

The consultant(s) should conduct in-depth interviews with key stakeholders, including MSME owners and financial institution representatives; Organize focus group discussions to gather insights into perceptions, challenges, and potential solutions related to RE/EE.

The consultant(s) is expected to consider and include gender-sensitive, rights-based, inclusive, culturally sensitive aspects and comply with professional ethical standards into the research. Innovative approaches are welcomed to foster interaction, learning and capacity building for all partners.

The consultant(s) is expected to utilise desk review of available secondary data for an overview of current implementation capacity of RE/EE communication of the public sector. The team is expected to collect related primary data from the involved ministries/organizations at central government, 06 selected provinces namely Ha Noi, Da Nang, Ho Chi Minh City, Lao Cai, Nghe An, and Bac Lieu, and State-owned Enterprises.

The consultant(s) should employ both qualitative and quantitative methods for data collection and analysis. Methodology (target groups, sample size, interview questionnaire, statistical model..) and research tools (standard methods, software..) that are proven and best suited to the objectives and local context. These will be fully developed and finalized in consultation with VCCI and the project management team.

The consultant(s) is expected to consider and include gender-sensitive, rights-based, inclusive, culturally sensitive aspects and comply with professional ethical standards into the research. The consultant(s) will be requested to

sign Oxfam and VCCI Code of Conduct and adhere to Oxfam’s and VCCI’s safeguarding policy. Innovative approaches are welcomed to foster interaction, learning and capacity building for all partners.

## 6. DELIVERABLES AND TASKS

The consultant(s) will report to VCCI and work closely with the project team and partners to deliver the following outputs:

- **A report on RE/EE communication in the public sector** in English and Vietnamese, including quantitative and qualitative data combined with analysis, meeting study objectives, and recommendations.
- Summary of all research results (Vietnamese and English).
- One validation meeting on the research results for the PAR3E project team
- **A report on RE/EE communication in the private sector** in English and Vietnamese, including quantitative and qualitative data combined with analysis, meeting study objectives, and recommendations.
- Summary of all research results (Vietnamese and English).
- One validation meeting on the research results for the PAR3E project team.

To complete the above deliverables, the consultant(s) is expected to carry out the following tasks:

- **Desk Review:** Conduct a comprehensive review of existing documents relevant to the RE/EE communication in Vietnam and the RE/EE in MSMEs and Financial Institutions. This desk review will serve to identify and develop framework and methodology for upcoming research.
- **Survey Plan Design:** Develop a survey plan encompassing sample size for public sector, MSMEs and Financial Institutions, methodology, data data collection tools, detailed fieldwork plan, analysis plan, and quality control measures .
- **Survey Implementation:** Conduct the survey, involving primary data collection in the field, with support from PAR3E project team;
- **Collaboration and Input Gathering:** Collaborate with VCCI, 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;
- **Consultation Meeting:** Organize a consultation meeting with the project team and the project partners to finalize the report.

## 7. TIMEFRAME

No.	Delivery	Tentative timing
1	Orientation meetings with VCCI and Project Team	08 April, 2024
2	A detailed technical proposal for the study	08 April, 2024
3	Data Collection and field work	15 June, 2024
4	Draft reports in English	20 June, 2024
5	One validation meeting on the study results for the PAR3E project team	25 June, 2024
6	Final reports on RE/EE communication in the public and private sectors in English and Vietnamese	30 June, 2024

## 8. REQUIREMENTS FOR CONSULTANTS

The consultant(s) must have:

Team leader:

- Qualifications in energy sector and related fields such as social sciences, communications, or economics.
- Proven knowledge and experience (at least 10 years) in results-based, gender sensitive, preferably on sustainable energy, awareness raising, gender equality, communication for social change.

- Solid skills and experience in conducting development and analysis of policies, gender sensitive communications, just energy.
- Involved and implemented survey and data analysis of energy policy projects. Demonstrate the ability to develop survey plans, implement data collection and knowledge and skill in statistical analysis in both qualitative and quantitative.
- 5 year working experience with related ministries in renewable energy/energy efficiency fields or energy communication.
- Strong skills in both quantitative and qualitative, participatory study methods.
- Strong analytical skills.
- Excellent English and Vietnamese writing and communication skills.

Team members:

- Hold qualifications in related fields such as social sciences, energy, communications, or economics.
- Have a minimum of 5 years of experience in investigation, survey, and policy development in Vietnam, with participation in at least 3 projects in an investigation and survey role.
- Possess excellent English and Vietnamese writing and communication skills.

## 9. 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 (in English/Vietnamese) to VCCI Project Management Unit at [par3e@vcci.com.vn](mailto:par3e@vcci.com.vn) with title “**PAR3E Comprehensive Research Proposal – Public & Private Sectors**”.

The bid document must include:

- The consultants’ profile and related experience;
- Technical proposal must include:
  - Research objectives: Clearly outline the objectives of the research.
  - Research Activities: Detail the proposed activities to achieve the research objectives
  - Research Methodology: provide information on
    - Target groups/person selection for the survey (sample size, with justification)
    - Checklist of questions and interview questionnaire (with justification and testing details)
    - Detail survey plan
    - Data analysis methods/statistical tools applied (with justification)
    - Team structure and teamwork assignment
    - Quality control plan
    - Overall workplan for the task
  - Financial proposal
    - Specify number of working days required and daily rate.
    - Detail travel costs, meeting/interview costs, etc.

**The closing date for application: 6PM, 3 April, 2024.**

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