

INVITATION TO TENDER

Developing social and behaviour change communications, activities and toolkits to reduce demand for rhino horn in Viet Nam

1. Summary of Tender

TRAFFIC is currently seeking Expressions of Interest from suitable organisations/individuals for the development of Chi-themed social and behavioural change / social marketing communications as part of its broader programme to change rhino horn consumers' behaviour in Viet Nam.

Proposals should explain clearly how the organisation/individual would ensure the successful, cost-effective delivery of the objectives indicated, as well as provide a summary of their suitability for the role and an itemised breakdown of anticipated costs.

The total budget available to support this work is USD 35,000 (including management fee). Please note that proposal assessment will include the considerations of "creativity" and "value for money." The successful contractor will be expected to participate fully in primary donor and other project audit processes, and thus should be able to demonstrate a comprehensive and transparent approach to financial management in line with good practice accounting protocols. This work must be delivered between **10 September 2018 and 30 October 2018**.

Bilingual (Vietnamese and English) communications materials will be expected, although the tender should be prepared in English.

If you have any questions related to this Invitation to Tender (ITT), please direct them to Ms. Trinh Nguyen (email: trinh.nguyen@traffic.org, phone: 043 7265028).

We welcome your tender, including the following documents in English, before 20 Aug 2018

1. Expression of interest;
2. Technical proposal;
3. Financial proposal;
4. Company credentials and updated CVs of technical personnel proposed for this project, highlighting qualifications and experience on similar projects; three work/professional references with contact details (addresses, cell phone numbers, and email addresses) of referees from institutions for whom you have undertaken a similar project;
5. A brief of past relevant work.

Bidding documents can be submitted electronically to tsea.gmp@traffic.org (but file sizes cannot exceed 5MB). The subject line should include your name and 'Tender for Social Marketing Communications.' Receipt will be confirmed by an email in reply. Should the file size be over 5MB, documents can also be sent by post. If sending by post, please put all the documents listed above in a single sealed envelope. Label the envelope "Tender for Social Marketing Communications" and send it by registered mail to: **TRAFFIC in Viet Nam, No. 1, Lane 95, Giang Van Minh Street, Ba Dinh District, Hanoi, Viet Nam**

2. Background and Context

The world's wildlife is in crisis. Poaching for international trade has escalated dramatically in recent years and is now amongst the greatest threats to many of the world's most iconic species, jeopardising decades of dedicated conservation efforts and donor investments. One of the primary drivers of this trade is the demand for wildlife products such as rhino horn. Official figures from 2017 showed that 1,028 rhinos were illegally killed in South Africa alone, an increase of over 7,800% from only ten years earlier, when 13 rhinos were poached.

TRAFFIC takes a multi-faceted approach to combatting the trafficking of rhino horn, working to improve the effectiveness of law enforcement and the policies around illegal wildlife trade, while also endeavouring to reduce demand for wildlife through an evidence-based behavioural change framework. TRAFFIC has extensive experience in delivering targeted behavioural change messaging in Viet Nam and abroad to reduce the demand for illegal wildlife products.

In 2012/13, research conducted by TRAFFIC identified use of rhino horn as a status symbol amongst upper-middle class citizens as a primary driver of demand.

In 2014, TRAFFIC partnered with Population Services International (PSI) to develop a behavioural change initiative to address status as a driver of demand: the Chi Initiative (www.suctaichi.com). The Chi Initiative, launched in 2014, targets the primary users of rhino horn: wealthy urban businessmen and leaders between the ages of 35 and 55 through the consumer 'archetype' Mr L. The overarching message of "Chi" is that success, masculinity, and good fortune comes from an individual's strength of will, rather than from a piece of rhino horn.

In Phase I of the Initiative (*September 2014 to September 2015*), integrated, multi-layered communication channels and approaches were employed, including outdoor billboards, in-store and digital signage, interpersonal activation teams, business networking events, mobile messaging, and testimonials through popular newspapers and magazines.

This initial phase of the Chi Initiative was followed up by a second phase (*November 2015 to March 2018*). Throughout the implementation of Chi Phase II, TRAFFIC worked with a creative social marketing company, Intelligentmedia, to identify other avenues through which to persuade the target audience to demonstrate their Chi by becoming leaders in corporate social responsibility (CSR) and wildlife protection. A CSR guide was created, integrating Chi messaging and has been rolled out to roughly 30,000 companies across Viet Nam so far.

Using local insights and building on the strong grounding of 'Chi' within Vietnamese culture, the Initiative has been able to speak to consumers with respect, recognising their success as business people and their potential to influence and change others' minds; i.e. to act as 'Agents of Consumer Behavioural Change.' The Chi Initiative does not focus on wildlife conservation messages, as research shows consumers have no connection with the rhino's story or its imminent threat of extinction.

On World Rhino Day 2017, TRAFFIC launched the Chi Briefing Paper, which provides evidence that the initiative is having a promising impact on Mr. L. The paper recommends effective strategies towards a zero tolerance to rhino horn consumption in Viet Nam. Details of the paper can be found at: <https://bit.ly/2wN5H8M>

To keep the momentum of the Chi Initiative going, TRAFFIC is developing Chi Phase III which must:

- continue to target Mr. L through featured messages and images that have been updated using target audience feedback from Phase I and Phase II;
- address new and emerging use types and ensure the Chi initiative branding can evolve to benefit other species also used for 'status' and other 'emotional' motivations.

The successful contractor for this work is expected to use their professional innovation, insight, and experience to develop high-impact, creative behavioural change designs, messaging, and toolkits to ensure that the Chi Initiative retains its efficacy.

3. Overall Goal

The overall objective of the assignment is to produce/launch/recommend new social and behaviour change communications strategies, messages, designs, communications materials, and toolkits for Chi Initiative phase III, to reduce illegal consumption of rhino horn in Viet Nam.

Specific Objectives:

- To review and strengthen the Chi Initiative's messaging and imagery based on insights from consumer research, local knowledge, and understanding of the target audience's attitudes, values, beliefs, and broader lifestyle habits. The messaging will be on commodities used for



'emotional' motivations such as status enhancement. other species with commodities used for similar motivations may also benefit;

- To address new and emerging use types and ensure the Chi initiative branding can evolve to benefit other species also used for 'status' enhancing and other 'emotional' motivations;
- To review and provide a strategic approach to update or rebuild the current Chi key communication channels, including the microsite and social media fan page;
- To review the existing Chi behavioural change toolkits; i.e: [Chi CSR guide](#), and to update or develop at least two new toolkits for Chi target audiences;
- To develop at least five new promotional materials for Chi phase III;
- To work closely and exchange information regularly with the TRAFFIC team throughout the development of the behavioural change designs, messaging, and toolkits.

Schedule of Activities

Timeline	Activity	Responsible organisation
1 August	Release Invitation to Tender	TRAFFIC
20 August	Deadline for tender applications	TRAFFIC
3 September	Finalise agency selection and contract arrangement	TRAFFIC
10 September	Start of the contract	
1 October	1 st version of tested behavioural change materials developed and submitted for TRAFFIC review	Organisation/individual, TRAFFIC
15 October	2 nd version of tested behavioural change materials developed and submitted for TRAFFIC review	Organisation/individual
30 October	Finalise the behaviour change materials and submit final products and original design files	Organisation/individual, TRAFFIC

4. Deliverables

Selected agency will be required to deliver the following:

- At least two selected SBCC messages and design concepts in both Vietnamese and English, with explanations of why they will be effective;
- A message pre-test survey report including: pre-test questionnaire, transcript and record of interviews, and data analysis, in both Vietnamese and English;
- Master copies of at least two new Chi creative designs in both Vietnamese and English;
- Profiles of Chi influencers who will be featured in the creative designs (if any) in both Vietnamese and English;
- Original files (hard and soft copies) of two Chi toolkits in both Vietnamese and English;
- Original files (hard and soft copies) of five behavioural change promotional materials for Chi phase III in both Vietnamese and English;
- A report on recommendations for how to update or rebuild the current key Chi communication channels, including the microsite and social media fanpage.

5. Other requirements

- An agency with at least 5-10 years of experience in marketing and communications, preferably having worked on SBCC initiatives in the past or having in-depth knowledge on SBCC;
- Work experience in the environment and wildlife-related sector is an advantage;
- The ability to maintain creative integrity while meeting behavioural change goals;
- Insight into new/current marketing and communications trends to propose innovative and creative approaches for the dissemination of Chi messaging;
- Capacity to engage A-list influencers such as business leaders and government officials;



- Bilingual staff;
- Experience in working with INGOs and government agencies;
- Must be deadline-oriented, with high standards for quality.