



Call for Quotation/Application for Consultancy Services

Title:

Project media and communications services provider

Objective of the Consultancy

This service aims to support communications for two projects by showcasing how Nature-based Solutions can contribute to ecosystem restoration and sustainable livelihoods. The service will produce feature stories and communications materials to share project results with wider audiences through multimedia platforms including online newspapers, digital and social media of local media outlets.

Project Reference:

Project 1: Applying NbS for Canal Erosion Control and Coastal Protection in the Mekong Delta

Project 2: Promoting Nature-based Solutions through mangrove restoration in integrated mangrove-shrimp farms

Reference number: P05076 & P04671

RfP Reference: IUCN-2026-08- P05076 & P04671

About IUCN

The International Union for Conservation of Nature (IUCN) is a global membership Union uniquely composed of both government and civil society organisations. It provides public, private, and non-governmental entities with the tools and knowledge needed to advance sustainable development and biodiversity conservation. IUCN combines the latest science with traditional knowledge and stakeholder engagement to support effective and equitable environmental governance.

More information: www.iucn.org | [Twitter](#)

About the Project

IUCN is implementing two projects that promote Nature-based Solutions (NbS), mangroves restoration, biodiversity conservation and community resilience in the Mekong Delta.

Project 1: IUCN is implementing the project “Applying NbS for Canal Erosion Control and Coastal Protection in the Mekong Delta” during 2026–2027. The project aims to reduce erosion and enhance biodiversity, ecosystem services and local livelihoods through bamboo afforestation and mangrove restoration in degraded areas. It also focuses on strengthening community capacity for diversified livelihoods and piloting Other Effective Area-based Conservation Measures (OECMs) to support broader conservation goals. The project locations include Long An Province (now Tay Ninh) and Tra Vinh Province (now Vinh Long) in the upper delta and coastal area respectively.

In Long An, bamboo afforestation will be used as a non-structural measure to protect riverbanks from erosion. In Tra Vinh, mangrove restoration will provide a Nature-based Solution that contributes to biodiversity conservation, climate change adaptation and resilience, while serving as a natural defence zone for coastal protection.

Project 2: With financial support from Hyundai Motor Company and Good Neighbouring International (GNI), IUCN is implementing the project “Promoting Nature-based Solutions through mangrove restoration in integrated mangrove-shrimp farms” during 2024–2027.

The project aims to plant 160,000 mangrove trees in integrated mangrove-shrimp farms in Bac Lieu Province, support forest-friendly aquaculture practices to increase forest cover and demonstrate the application of Other Effective Area-based Conservation Measures (OECMs) in integrated mangrove-shrimp farms.

Through these two projects, IUCN is seeking a legally registered local media outlets to conduct communications for two projects to demonstrate how NbS can contribute to ecosystem restoration and sustainable livelihoods by producing features to share project results with wider audiences. The local media outlets will channel these communications features through multimedia platforms including online newspaper, digital and social media to disseminate project achievements.

Position Details

- **Title:** Project media and communications services provider
- **Category:** service provider
- **Duration:** 10 September 2026 – 30 August 2027
- **Payment Modality:** Delivery-based (against accepted deliverables)

Description of the Assignment

IUCN is seeking a qualified Vietnamese media organisation to provide professional media and communications services to enhance the visibility and outreach of the two aforesaid projects; to document project implementation and results, and communicate their environmental, social and livelihood benefits to wider audiences.

The assignment will combine in-depth journalism, digital TV/video production, social media communication and visual documentation, with a particular focus on developing engaging stories from project sites and communities.

Scope of Work

The local media outlet will be responsible for the following tasks:

- Develop communication plans for 2 projects
- In-depth online feature articles during project implementation
- Digital TV feature/report during project implementation
- In-depth and impact article during the early and later stages of project implementation
- Social media posts on the newspaper's platforms (12 articles)
- Conduct drone surveys for site mapping and photographic documentation to assess relevant project features and compare mangrove restoration results at the time of planting and one year after restoration.
- Prepare final reports

(*) Drone footage shall be captured in compliance with Vietnamese regulations and safety requirements. Local media organisations shall be responsible for getting official approval before conducting drones in project locations.

- **Each communication plan** should include objectives and key messages; target audiences and communication channels; key activities and products; proposed timeline for implementation.
- **In-depth online feature articles** should include highlight key project activities, achievements, human stories and/or emerging results; appropriate photographs, videos and flycam images; project donor visibility as agreed with IUCN and translate technical project information into engaging and reader-friendly stories.
- **Digital TV features/reports** should present project activities and results through a clear and engaging storyline; use appropriate drone/aerial footage to provide visual context and demonstrate project interventions; include high-quality ground footage, stakeholders' interviews, photographs and other relevant visual materials; and include agreed project/donor visibility elements.
- **In-depth and impact articles** should present the project's key achievements and outcomes in the later implementation stage. The service provider shall conduct drone surveys at selected project sites to document and visually compare project conditions before and after implementation, where applicable and produce georeferenced or appropriately mapped visual materials (under required software recommended by IUCN).

- **Social media posts** should include 12 articles produced above, be adapted to the format and audience of the respective social media platforms; include agreed project/donor visibility, relevant hashtags, and links where appropriate.
- **Final reports** should summarize all project communications outputs for 2 projects. The media organisation must submit two reports separately with both links and all original drone footage and final edited video materials produced under the assignment. IUCN will have copyrights for these materials for project communication and reporting purposes.

Deliverables and Timeline

No	Deliverables	Description	Deadline
1	Contract signed	Contract preparation	12-15 Sept 2026
2	Communication plans developed	Develop communications plans	30 Sept 2026
3	In-depth online feature articles during project implementation	6 articles are produced (for both projects)	(*) Sep 2026 – Aug 2027
4	Digital TV features/reports	4 features are produced (for both projects)	
5	In-depth and impact article during the early and later stages of project implementation	2 articles are produced (for both projects) Drone images must be used to compare changes	
6	Social media posts are made on the newspaper's platforms	12 posts are made (for both projects)	
7	Drone surveys are conducted for mapping and photos	Videos and photos are captured at project sites (for both projects) following IUCN requirements for mapping purpose	
8	Final reports produced	02 reports are produced (01 for each project)	30 Aug 2027

(*) Detailed travel plan for local media organisation will be based on on project implementation plan and will be discussed later after the contract signing.

Duration and Level of Effort

The assignment will be completed within nearly one year to document activities during project implementation.

Qualifications and Experience

Applicants must meet the following criteria:

- Legally registered media/communications organisation in Viet Nam;
- Demonstrated experience in producing environmental, climate, water, biodiversity or development-related content;
- Experience in field reporting and conducting interviews;
- Capacity to in-dept professional features
- Be able to produce digital TV/video content;
- Professional in filming and drone equipment/personnel;
- Currently have strong online media and social media reach;
- Experience working with international organisations/development projects is an advantage.

Duty Station

IUCN Viet Nam (Project sites)

Required travel to project field sites depending on project workplan.

Travel Requirements

Travel to project field sites within [Viet Nam] is required. All related travel costs will be reimbursed according to IUCN's travel policy. Travel insurance will be arranged and covered by IUCN.

Application Process

Eligibility Requirements:

Applicants must:

- Be free of any conflict of interest.
- Be a legally Viet Nameese media outlets
- Be compliant with all applicable tax obligations.
- Not have been found guilty of environmental, financial, or ethical misconduct.
- Not be involved in any pending bankruptcy or legal proceedings.

Required Documents:

Applicants must submit the following documents in PDF format:

- Letter of Expression of Interest (EOI), including proposed rate (inclusive of all applicable taxes).
- Organization information
- Copy of registration certificate
- Signed Declaration Form [Attach if applicable]

Submission Details:

- **Submission Deadline: 10 September 2026**
- Email Address: thuyanh.NGUYEN@iucn.org and nhung.PHAMHONG@iucn.org
- Email Subject Line: IUCN-2026-08-P05076 & P04671– Organization Name
- All submissions must be in PDF format. If necessary, split large files into multiple emails (e.g., Email 1 of 2, Email 2 of 2).
- Do not use file-sharing links or platforms for submission.

Additional Information

- IUCN reserves the right to accept or reject any or all applications without providing any reason.
- Only shortlisted organisations will be contacted for further steps.