

## **Bidding process**

### **UNICEF Viet Nam Consultancy for the provision of marketing and creative services to develop a campaign in 2022**

#### **ANNEX I-Example pitch details**

Bidding companies should submit a campaign proposal as an example that will be part of the technical evaluation.

Background information on the issue of climate change is provided below. Taking this information into consideration, bidding agencies should develop a proposal covering:

- 1) Creative Concept for a national campaign aiming to mobilize UNICEF supporters.
- 2) Outline of the campaign strategy and plan.

The example pitch should be submitted in softcopy by email together with all other documents of the proposal, as well as two printed copies to be sent by post to UNICEF Viet Nam's office before the deadline of submission.

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## **Target audiences and core objectives**

The campaign's primary audience will be individuals, with the objective of engaging them as Friends of UNICEF to provide regular support to the organization.

The campaign will also target young people with the objective of engaging them as advocates and agents of change for a clean and healthy environment.

## **Narrative and messaging**

Children and climate change:

<https://www.unicef.org/environment-and-climate-change>

- Children are the least responsible for climate change, yet they will bear the greatest burden of its impact.
- Climate change is a direct threat to a child's ability to survive, grow, and thrive. Children caught in a vicious cycle of increasing exposures and vulnerabilities face heightened and acute risks.
- As climate change makes crises more common, it becomes harder to recover from them. The stakes are even higher for children who are already disadvantaged. Poorer families have a harder time coping with shocks.
- For the first time, a global generation of children and their households are living in a world with increasingly dynamic and inter-related climate and environmental challenges, including water scarcity, air pollution and greater exposure to diseases,

- Viet Nam is one of the world's most vulnerable countries to climate change. Each year, the country witnesses increasingly intense and unpredictable weather events that cause fatalities and extensive damage to infrastructure, such as schools and health centres.
- Already disadvantaged communities bear the brunt of these severe typhoons, prolonged droughts as well as episodes of saltwater intrusion (2015-2016 and 2019-2020) deep into the country's breadbasket – the Mekong Delta.
- Vietnamese children are acutely exposed to climate risks as they are caught in a self-perpetuating circle of climate-driven vulnerabilities.
- The climate crisis is a child rights crisis – climate change and environmental degradation undermine the rights of every child.
- UNICEF report 'The Climate Crisis Is a Child Rights Crisis: Introducing the Children's Climate Risk Index' (2021) revealed that children and young people in Viet Nam are among those most at risk from climate change impacts, threatening their health, nutrition, education, water, sanitation and hygiene and protection.
- These combined factors are likely to exacerbate inequalities and reverse hard-won development gains to push the poorest children further into poverty.
- UNICEF Viet Nam works for a future where every child lives in a safe, clean and green environment.
- At the heart of this response is a commitment to protect children and communities from the worst impacts of climate change and ensure critical services – like water, sanitation, hygiene, healthcare and education – are adapted and future-proofed to withstand extreme weather events and climate variability. We believe children must also receive climate education and green skills to prepare for the effects of climate change.
- With a child-centred approach amplifying the Sustainable Development Goals, UNICEF is working to keep communities safe through advanced initiatives, such as the climate-smart community model• Mainstreaming climate education and green skills into the formal curriculum is critical for children's adaptation and preparation for more acute climate change impacts.
- Together with development and private sector partners, UNICEF is working to deliver a better tomorrow for the children of Viet Nam.

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