



## TERMS OF REFERENCE

### Consultancy for promoting LILA website and smartphone app

February – July 2019

#### 1. Background

Oxfam in Vietnam (OivN) is implementing the project Land Databank in January – July 2019. With the objective of “Citizens, particularly women migrants, urban poor, and small-scale farmers, are better informed and advised on legal frameworks and procedures and better assisted to protect their land rights”, the project works toward enhancing land-right legal advice provision to the poor by developing and deploying an interactive website <http://trogiupphaplyvedatdai.com/> and a smartphone app (named LILA) (<https://drive.google.com/file/d/1KR0Wr-JeVW0BvJyiCegwx-3OrOQ6d6vC/view>) that links questioners to lawyer groups for free-of-charge legal advice. The project is being implemented in Thai Binh, Hoa Binh, Phu Yen and Ho Chi Minh City.

To ensure that citizens in the four provinces and city are aware of the website and the app and use them for accessing free-of-charge legal advice on land rights, Oxfam is seeking a consultant group/organization to work with Oxfam to promote the use of the website and the app.

2. **Objective:** At least 10,000 people in Thai Binh, Hoa Binh, Phu Yen and Ho Chi Minh City know about the website and the app and use them to access free-of-charge legal advice on land rights.

#### 3. Deliverables:

- A detailed plan for promoting the use of the website and the app to target population is approved by Oxfam no later than February 28, 2019.
- The promotion plan is effectively conducted in March – July 2019.
- A report on the effectiveness of promotion with specific evidence of the number of people know and use the website and app as a result of the promotion.

#### 4. Qualification requirements for contractor

- Contractor must be reputable company/organization/consultants with rich experiences in communication and promotion of services to diverse population groups, particularly the poor.

- Proven and solid knowledge and experience in providing similar service to international organizations

**5. Submission of proposals**

Interested companies/ consultant are required to submit proposals COB by 11 February 2019 via e-mail to [HR.Vietnam@oxfam.org](mailto:HR.Vietnam@oxfam.org). Kindly indicate the title of this TOR in the subject line when applying by email. Shortlisted companies will be contacted for interviews during the week of February 11 – 15, 2019.

Application in English or Vietnamese should include the following:

1. CV(s)/ or profiles of the company/ consultants to carry out the tasks.
2. Technical proposal on detail a plan of action for the promotion of the website <http://trogiupphaplyvedatdai.com/> and the LILA app with specified goals, indicators, approaches, timeline and expected quantitative outcomes to meet the objective.
3. Financial proposal for the services.