

STATEMENT OF WORK

Design and Implementation of Da Nang Energy Efficiency Award Scheme

BACKGROUND

As Vietnam experiences steep increases in energy demand and rising air pollution challenges, there is growing recognition that cleaner, more reliable sources of energy are needed and greater capital investment is necessary. USAID Vietnam Urban Energy Security (the Project) is a five-year, USAID-funded Project that works closely with USAID and the Government of Vietnam (GVN) in Da Nang and Ho Chi Minh City (HCMC) to improve enabling frameworks, mobilize investment, and increase the adoption of innovative solutions for advanced, distributed energy.

The overall goal of the project is ***“advanced¹, distributed² energy solutions deployed to improve urban energy resilience and energy security”*** in Vietnam. The Project aims to achieve the following high-level results:

1. At least 400 megawatts (MW) of advanced, distributed energy systems deployed in the selected cities.
2. At least \$600 million in public and private investment mobilized for advanced, distributed urban energy systems.
3. At least 20 innovative solutions to address urban energy and environment issues demonstrated and/or commercialized.

The Implementation Plan for the National Energy Efficiency Program in Da Nang City, 2020 – 2030, has defined multiple activities. One of these activities is to: “Praise and present reward for organizations and individuals for the successful application of energy efficient solutions.”

The draft plan on enhancement of electricity saving for 2021 - 2025 in Da Nang city states that Department of Industry and Trade (DOIT) shall lead and coordinate with relevant agencies to implement the Energy Efficiency Award.

In support of this activity, USAID Vietnam Urban Energy Security will require a firm to work closely with Da Nang DOIT to design, launch and then implement an annual Energy Efficiency Award (EEA) scheme for 2 years.

OBJECTIVES

This assignment will result in the successful co-design, launch and the management of two annual award cycles of the Da Nang EEA scheme. The vision is for Da Nang’s Department of Industry and Trade (DOIT) to take forward the EEA scheme in subsequent years, after Project closure. Inspired by the success of the scheme it is anticipated that the Government of Vietnam and/ or other city DOITs will also establish their own EEA schemes.

¹ Advanced energy encompasses the technologies and services, both emerging and established that make the energy system secure, high-performing, clean, and affordable. It is a dynamic and complex combination of resources, technologies, and services working together to collectively meet the evolving energy needs. These solutions are roughly broken down into six main categories: 1) electricity generation, 2) electricity delivery & management, 3) building efficiency, 4) water efficiency, 5) transportation and 6) fuel production & delivery.

² Distributed energy refers to energy generated at point of or near to point of consumption (mostly connected to the distribution grid) and encompasses a diverse array of distributed energy assets (i.e. generation, storage, etc.), digital services, electric vehicles (dynamic charging), management solutions and value-added services that include financing. They reduce costs, improve reliability and offer monetization of energy assets e.g. through participation in flexibility / Demand Response markets.

Under this statement of work, the selected firm will perform the following tasks:

- Facilitate a co-design workshop with representatives from Da Nang DOIT, the Project and USAID. This is expected to be a one-day workshop and will result in an validated EEA design document which builds on the EEA design that has already been developed by the Project, The design document will detail areas such as who can apply (eligibility criteria), the application process, roles/ responsibilities, templates etc. (see below for more detail). The Project and DOIT will be co-organizers and co-hosts of EEA.
- Facilitate the finalization of the EEA design document including contributions of select departments and agencies in Da Nang and the approval from People’s Committee.
- Organize the EEA scheme launch event. This is expected to be a half-day event in a local Da Nang hotel with senior dignitaries from DOIT, USAID and relevant stakeholders in attendance. The Project contributes to the costs of the event (contributions to be agreed during the co-design workshop).
- Develop database of potential applicants (for the purposes of targeted outreach).
- EEA scheme process management for two annual awards. This will include: supporting interested stakeholders to complete the application forms, calls for applications, promotion, targeted outreach, managing the application process, managing the selection process, gathering the application forms, evaluating and validating information provided by applicants, conducting on-site technical inspections (e.g. walk-through energy audit, collecting and evaluating annual energy reports and/or MEPS compliance reports, or similar) before award announcement, supporting organization committee to evaluate and score applicants, organizing the awards ceremony process.
- Promotion of the EEA scheme. This will include the following: 1) Awareness raising campaign with a target audience of large energy users in Da Nang, DOITs in other cities, GVN, and relevant stakeholders. 2) A targeted outreach campaign to attract potential applicants 3) Developing an EEA scheme website page on the Da Nang DOIT website (<https://socongthuong.danang.gov.vn/>).
- Build the capacity of key staff within DOIT to manage future annual EEA scheme awards.
- Organize two annual EEA scheme prize giving ceremonies. As with the EEA scheme launch, this is expected to be a half-day event in a Da Nang hotel with senior dignitaries from DOIT, USAID, and relevant stakeholders. in attendance. The Project contributes to the costs of the event.

EXPECTED DELIVERABLES

Under this statement of work, the selected firm will be required to deliver the following:

- EEA co-design workshop and report (detailing the participants, key discussions and agreements reached);
- EEA design document, approved by Da Nang DOIT and the Project. This will be based on the co-design workshop with Da Nang DOIT and the Project and will build on the EEA scheme concept note already developed by the Project. The EEA scheme design document will detail:
 - who can apply (eligibility criteria)
 - the application process, roles/ responsibilities, templates
 - the selection criteria, process, methodology
 - categories of award, prize values, process of gifting

- the promotion plan and the targeted outreach plan
- Database of potential applicants (for targeted outreach);
- Evaluation documentation (score sheets , summary of recommendations, and concrete next steps);
- Audited reports of the intended awarded sites
- EEA launch event and report;
- 2 x successfully managed EEA rounds, and 2 x reports;
- 2 x successful prize giving ceremonies, and 2 x reports;
- EEA scheme promotion materials:
 - Web page/s
 - Targeted outreach materials
 - General awareness raising materials
- Targeted EEA scheme awareness campaign

ESTIMATED TIMELINE

This engagement is expected to commence mid-September 2021 and end in March 2023. The EEA co-design workshop will result in an agreed (between the Project and Da Nang DOIT) timeline. The following dates are therefore indicative:

Co-design

- Design document approved by the Project and DOIT: 25 September 2021
- EEA scheme promotion materials: 30 September 2021
- Launch ceremony and call for first year applications: 6 October 2021 (on Energy Efficiency Day: <https://energyefficiencyday.org/>)

First year awards

- EEA scheme awareness campaign: 6 October – 30 November 2021
- First year applications received: 30 November 2021
- Selection process and audits: 31 January 2022
- Awards ceremony: February 2022

Second year awards

- Call for second year applications: 5 October 2022
- Second year applications received: 30 November 2022
- Selection process and audits: 31 January 2023
- Awards ceremony: February 2023