

TERMS OF REFERENCE

INDIVIDUAL or INSTITUTIONAL CONSULTANCY

MUSIC PERFORMANCE IN THE EVENT CELEBRATING 10 YEARS PARTNERSHIP BETWEEN SM ENTERTAINMENT AND UNICEF VIET NAM

Summary

Title	Support of the music performance in the event celebrating 10 years partnership between SM Entertainment (SME) and UNICEF Viet Nam
Purpose	The objective of the assignment is: to provide children from IERC and Youth Union in Da Nang with hands-on guidance and training to organize and perform 45 minutes – music programme in the event celebrating 10 years partnership between SM Entertainment (SME) and UNICEF Viet Nam. Furthermore, to design and lead music programme including MC and further technical assistance to children to ensure their knowledge/skills and performance in the event.
Cost	Will be defined based on financial proposal
Location	Da Nang, Viet Nam
Duration	25 September to 30 October 2025
Start Date	35 September 2025
Reporting to	Chief Of Education

Background

Viet Nam is a country with a long and ancient history of music, being an essential part of their lives. Music is used to express their innermost feelings and support the education of children in the good traditions, national values, and aspirations for a happy life. The country has numerous musical instruments and musical genres for various occasions and purposes, thanks to diverse ethnic groups, each with unique cultural identities.

Despite lot of effort of government, especially MOET, there are still gaps in the current curriculum in terms of laying foundation of development in early and all grades that promotes social emotional learning and transferable skills. In addition, despite significant achievements, there are inequalities in school performance among children from different socio-economic backgrounds. Ethnic minority boys and girls, at all school levels, have significantly lower test scores compared to their peers. Children with disabilities are not attending school due to stigma and social norms and face physical barriers to schools, classrooms, and other facilities. The sheer lack of teachers who are trained in special needs and inclusive education hinders and discourages children with disabilities from attending school.

UNICEF believes that music remains a game changer. Evidence shows that music's influence on the brain is significant – it promotes therapeutic improvements, education, and cognitive benefits. While it is common for schools to focus on literacy and numeracy, music can unlock a child's path for learning in a way that nothing else might. It builds children's confidence and language skills and improves their overall socio-emotional development. Studies have also demonstrated the positive impact of music

on the development of transferable skills and values in children which leads to the contribution of social cohesion and peace building in society. Most importantly, music, as a source of joy and happiness, facilitates social interaction and promotes the mental wellbeing of children.

With the support of SM Entertainment, music has been increasingly recognized as a key agent of change in promoting child-friendly teaching and learning in classrooms in Viet Nam. Over the last 10 years (3 phases), more teachers are better equipped with knowledge and skills of applying music in teaching and more children have benefited from a more child-friendly learning environment.

The partnership in phase one and two have delivered significant results. Children who have been participating in the “Growing with Music” Initiative are supported to develop to their full potential. The role of music in education has had a demonstrated positive impact on the development of their life skills and values. In phase two alone, a total of **22,336 children** benefited from teachers equipped to use music as a core to provide child friendly teaching in Gia Lai, Kon Tum and Dien Bien provinces and **3,545 children with disabilities** benefited from the use of music in inclusive education. The KCU-SME supported teacher guidelines on music therapy have proven successful in the pilot of Hanoi and requires additional support in scaling up and reaching children with disabilities nationwide. The results show that music serves as a bedrock in inclusive education for ethnic minority children and children with disabilities and the nature of ‘growing with music’ in enriching social, emotional, aesthetic and nourishment for all children.

Following the successful partnership in phase one and two, ongoing phase 3 contributing to sustain and scale up results achieved under the “Growing with Music” project. The phase 3 aims to sustain and replicate the achievements made in phase one and two and scale up to the whole nation. Together with the Ministry of Education and relevant stakeholders, the partnership aims to create long-lasting change in how music education is delivered to children, particularly inclusive education for ethnic minority children and children with disabilities and apply innovative approaches that develop children’s qualities and competencies in a holistic manner.

Justification

As planned, UNICEF will facilitate the donor’s visit (KCU-SME) on 28-29 October 2025 in Da Nang city. During this visit, at the donor’s request, an event celebrating 10 years of partnership between UNICEF and SME will be held, which will include a musical performance by students. This requires the support of a music expert. The assignment requires specialized technical skills and engaging with stakeholders at Da Nang including local authorities, children and teachers. In addition, experience in designing and leading music performance including hands-on training for teachers and children. Thus, a national consultant is required for this assignment.

Purpose and Objectives

The objective of the assignment is: to provide children from IERC and Youth Union in Da Nang with hands-on guidance and training to organize and perform 45 minutes – music programme in the event celebrating 10 years partnership between SM Entertainment (SME) and UNICEF Viet Nam. Furthermore, to design and lead music programme including MC and further technical assistance to children to ensure their knowledge/skills and performance in the event.

More specifically, the consultant (in collaboration with IERC and Youth Union in Da Nang) will:

- (i) Design and lead the Music Programme including (1) Develop a 45-minute music

performance tailored for children, incorporating inclusive and engaging elements (2) Ensuring a Master of Ceremonies (MC) during the performance and smooth transitions and audience engagement (3) Integrate thematic coherence, age-appropriate content, and interactive components to foster participation.

- (ii) Provide hands-on guidance and training including (1) Deliver practical training and mentorship to children from youth union and children with disabilities from IERC; (2) Support children to organize and perform the music programme, including vocal/instrumental coaching, stage presence, and teamwork and (3) Facilitate inclusive rehearsal sessions that accommodate diverse needs and abilities.
- (iii) Provide a report together with full documentation (training materials and key teacher guidance) and lessons learned/recommendations for further improvement.

Specific Tasks / Expected Deliverables

Task	Deliverable	Time Frame (no of days) (Estimated only – subject to revise based on technical proposal)
1. Develop the consultancy plan including the methodology for the assignment	<u>Deliverable 1</u> The detailed plan is approved by UNICEF and Da Nang IERC and YU	Approximately 2 days 25 Sep 2025
2. Hands-on training and working with children and teachers from IERC and YU in Da Nang on music performance (40 minutes).	<u>Deliverable 2</u> Children well prepared for music performance	Approximately 5 days Final products submitted on 30 Sep 2025
3. Lead music performance including MC in the event on 28 October 2025	<u>Deliverable 3</u> Availability of a detailed plan and schedule for the teacher training, outlining the activities, sessions and resources needed.	Approximately 1 day Final products submitted on 28 Oct 2025
5. Provide a report including materials and lessons learned/recommendations for further improvement	<u>Deliverable 4</u> Availability of a report summarizing the activities and feedback and recommendations for future improvements.	Approximately 1 day Final products submitted on 30 October 2025
TOTAL		11

Payment Schedule linked to Deliverables

Payment will be made upon completing all deliverables.

Management and Reporting

The national consultant will be working under the supervision of the Chief of Education... The UNICEF Education Officer (Inclusion) will be assigned as the focal point for the consultancy, work with the consultant in all aspects of the assignment and provide technical input and support as needed.

Performance indicators for evaluation

- The quality of deliverables meets the standards set by UNICEF and specifications outlined in the contract.
- Deliverables are submitted timely as indicated in the contract.
- Technical assistance delivered in a contextualized and tactful manner, drawing on the inputs from the partners.
- Performance evaluation will be completed at the end of the assignment.

Qualification/Specialized Knowledge and Experience

- An advanced degree in fields related to music and education.
- Over 05 years of experience in designing and leading music performance
- Good knowledge and understanding of the education system in Viet Nam, as well as experience working with children with disabilities.
- Excellent teamwork skills.