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ANNEX

of the Commission Implementing Decision on the financing of the annual support measure in favour of Vietnam for 2026

Action Document for EU-Vietnam Support Measure

ANNUAL MEASURE

This document constitutes the annual work programme in the sense of Article 110(2) of the Financial Regulation, and measures in the sense of Article 24 of NDICI-Global Europe Regulation.

1 SYNOPSIS

1.1 Action Summary Table

1. Title **CRIS/OPSYS business reference** **Basic Act**	EU-Vietnam Support Measure OPSYS number: ACT-63118 Financed under the Neighbourhood, Development and International Cooperation Instrument (NDICI-Global Europe)
2. Team Europe Initiative	☐ Not applicable ☒ Supporting (inter alia) TEI.
3. Zone benefiting from the action	The action shall be carried out in Vietnam
4. Programming document	Multiannual Indicative Programmes (MIPs) 2021-2027 for Vietnam
5. Link with relevant MIP(s) objectives / expected results	This action is linked to the Support measures of the MIP 2021-2027 and its Mid-Term Review.
PRIORITY AREAS AND SECTOR INFORMATION	
6. Priority Area(s), sectors	Not applicable
7. Sustainable Development Goals (SDGs)	Main SDG (1 only): 17 (partnerships for the goals) Other significant SDGs (up to 9) and where appropriate, targets: SDG 4, 5, 6, 7, 8, 12, 13, 15, 16.
8 a) DAC code(s)	43010- Multi-sector (100%)
8 b) Main Delivery Channel	Private sector institution-60000

9. Targets	☐ Migration ☒ Climate ☒ Social inclusion and Human Development ☒ Gender ☐ Biodiversity ☒ Education ☒ Human Rights, Democracy and Governance			
10. Markers **(from DAC form)**	**General policy objective** @	**Not targeted**	**Significant objective**	**Principal objective**
	Participation development/good governance	☐	☐	☒
	Aid to environment @	☐	☒	☐
	Gender equality and women's and girl's empowerment	☐	☒	☐
	Reproductive, maternal, new-born and child health	☒	☐	☐
	Disaster Risk Reduction @	☒	☐	☐
	Inclusion of persons with Disabilities @	☐	☒	☐
	Nutrition @	☒	☐	☐
	RIO Convention markers	**Not targeted**	**Significant objective**	**Principal objective**
	Biological diversity @	☒	☐	☐
	Combat desertification @	☒	☐	☐
	Climate change mitigation @	☐	☒	☐
	Climate change adaptation @	☐	☒	☐
11. Internal markers and Tags:	**Policy objectives**	**Not targeted**	**Significant objective**	**Principal objective**
	Digitalisation @	☐	☒	☐
	digital connectivity digital governance digital entrepreneurship digital skills/literacy digital services	YES ☒ ☒ ☒ ☒ ☒	NO ☐ ☐ ☐ ☐ ☐	
	Migration @	☒		☐
	Reduction of Inequalities @	☐	☒	☐

	Covid-19	☒	☐	☐
BUDGET INFORMATION				
12. Amounts concerned	Budget line(s) (article, item): E.14020131 for South and East Asia Total estimated cost: EUR 5 000 000 Total amount of EU budget contribution: EUR 5 000 000 There are no MS indicative contributions available.			
MANAGEMENT AND IMPLEMENTATION				
13. Implementation modality	**Direct management** through Procurement			
14. Type of measure	☒ Cooperation facility ☐ Measures in favour of Civil Society			

1.2 Summary of the Action

The EU-Vietnam Support Measure implement the support measures under the second part of the Multiannual Indicative Programme 2021-2027 with Vietnam as adopted in the Mid-Term Review for 2025-27. It covers the cooperation facility.

The **Overall Objective** of this action is to advance the EU-Vietnam partnership.

The **Specific Objectives** of this action are to:

1. Provide further support for the implementation of the priorities of EU cooperation with Vietnam, Team Europe Initiatives and Global Gateway implementation, including its 360° approach and economic security considerations, and the development of the EU-Vietnam cooperation under the next MFF;
2. Support strategic communication of the EU in Vietnam, relating to raising awareness, understanding and perception of the European Union's partnership with the country, particularly around Global Gateway flagship projects and Team Europe Initiatives.

The action will be implemented in direct management (procurement) via a limited number of service contracts, each concluded with a respective specialised service provider. Environmental protection and climate change, gender equality and empowerment of women and girls, human rights, disability, reduction of inequalities, democracy, and disaster risk reduction will be mainstreamed in all aspects of the action.

This action contributes in particular to SDG 17 (Partnership for the Goals). Other SDGs targeted are more specifically the SDGs 4, 5, 6, 7, 8, 12, 13, 15 and 16. The action also contributes to the EU Roadmap for Engagement with Civil Society, the EU Roadmap for Engagement with Youth, the EU Human Rights and Democracy Strategy, the EU Strategy on the Rights of Persons with Disabilities and the EU Gender Action Plan III, in particular its thematic area of engagement on "Promoting equal participation and leadership".

2 RATIONALE

2.1 Context

The bilateral relationship of the EU with Vietnam have been elevated to a 'Comprehensive Strategic Partnership' in 2026, which constituted an important milestone in EU-Vietnam relations while marking their 35th anniversary this year. Vietnam is party toa great number of agreements with the EU, notably the EU - Vietnam Framework Agreement on Partnership and Cooperation (PCA), the EU - Vietnam Free Trade Agreement (EVFTA), the forthcoming EU-Vietnam Investment Protection Agreement (EVIPA), the EU-Vietnam Forest Law Enforcement,

Governance and Trade Voluntary Partnership Agreement (FLEGT-VPA), and the Framework Participation Agreement (FPA) for the participation of Vietnam in EU crisis management operations. These agreements and strategies are the cornerstones of the EU's relationship with Vietnam, offering a wide range of areas for engagement. Under the implementation of the Global Gateway Strategy with a strong Team Europe approach with EU Member States, the EU has a potential for leverage and transformative influence. The EU remains the first provider of grant ODA to Vietnam. Since the entry into force of the EVFTA in 2020, trade between the EU and Vietnam has grown significantly, yet with the EU bearing a notable trade deficit (estimated at EUR 35 billion in 2024). Vietnam is also a priority country under the EU Global Action Plan on the geopolitical impact of the Russian invasion in Ukraine.

Under the EU's Indo-Pacific Strategy (2021)[1] and the growing economic, demographic, and political weight of the Asia-Pacific region, the potential for Global Gateway (2021)[2] investments and business activity in Vietnam is very promising, noting the need for diversified and resilient supply chains. The above-mentioned agreements and strategies outline the EU's and its Member States' positive offer to this region, including sustainable and inclusive prosperity, connectivity, and human development, grounded in shared values like democracy, human rights, security, gender equality and social inclusion. Vietnam's economic performance continued to impress in 2024, consolidating the highest average growth rate in the ASEAN region in recent years (+7.09% GDP growth in 2024). To achieve its ambitious goals, such as becoming a High-Income Country status by 2045 and reaching Net Zero emissions by 2050, Vietnam is promoting FDI, trade and international business, and accelerating the green and digital twin transition for quality growth and jobs. To improve the efficiency of the State apparatus and to increasingly attract domestic and foreign businesses and investment, including through the provision of ODA and concessional loans, Vietnam has engaged in an extensive process of restructuring the public administration system, the government, the national assembly and party structures during 2025.

The EU seeks to deepen engagement with Vietnam to promote a rules-based international order, fair trade and investment, and support green, sustainable, and inclusive development as well as secure and resilient supply chains. This aligns with Global Gateway principles and the 360° approach, as well as EU internal policies linked to economic security, and Team Europe Initiatives, notably implemented under the Just Energy Transition Partnership (JETP), focused on renewable energy, and sustainable transport.

EU support to Vietnam covers a variety of modalities, including policy dialogue, the provision of technical assistance, grants and twinning, always in partnerships with Member States and private sector actors. An increasing focus is given to blending and guarantee schemes that leverage development finance for development and private sector investments. Within the EU support towards green and sustainable growth through a focus on decarbonisation of the energy and transport sectors, an enabling environment for growth, including science-technology-innovation-digital, human resources and skills development, emphasis is on good governance and democratic values, ESG standards, socio-economic equality and gender equality.

2.2 Lessons learnt (optional)

The action will consider the following main lessons learned from the earlier implementation of support measures and overall cooperation with Vietnam, when implementing the activities:
- Consultation and close involvement of the relevant services and concerned stakeholders, including civil society sector, private sector and academia of the beneficiary country in the development and implementation of the activities is required to ensure ownership and participation and achieve high quality and success. This is also the case for short-term assignments that support the preparation and implementation of the MIP priorities.
- To ensure a Team Europe approach throughout the implementation of the activities, coordination and synergies with relevant Team Europe Initiatives and Global Gateway flagship projects will be strongly promoted.
- A thorough selection process of the service provider is crucial to achieve the supply of high-quality experts (including expertise on gender, disability and human rights) and high-quality outputs, even if this necessitates re-tendering and therefore delays.

[1] Joint Communication to the European Parliament and the Council - The EU Strategy for Cooperation in the Indo-Pacific [JOIN(2021) 241]
[2] Joint Communication to the European Parliament, the Council, the European Economic and Social Committee, the Committee of the Regions and the European Investment Bank: The Global Gateway [JOIN(2021) 30]

- In particular in order to design and implement successful strategic communication activities, good coordination between all sections of the EU Delegation and Head Quarters in a "whole of Delegation" approach is required.
- Coherence between different funding sources, notably those managed by EEAS/FPI/INTPA and Member States, is highly important to implement a comprehensive EU approach, in line with internal policies particularly related to economic security and competitiveness..

2.3 Problem Analysis

Short problem analysis:
The evolving geopolitical and regional context and the political, socio-economic and environmental developments in Vietnam result in evolving EU-Vietnam relations and the need to respond to the development with adjusted tools and instruments of cooperation. The elevation of the EU-Vietnam partnership to a comprehensive strategic level, which took place on 29 January 2026 with the visit of European Council President Antonio Costa, will entail increased engagement and cooperation with Vietnam in a variety of areas, including the priority areas outlined in the Multiannual Indicative Programme 2021-2027 and needed for the implementation of the Global Gateway strategy. This requires the EU cooperation to become more flexible and responsive. Consolidating resources through the Cooperation Facility – Technical Assistance will allow to enhance project identification and formulation, capacity development, policy dialogue, research and innovation, information exchange, technical and administrative support, while ensuring gender, LGBTQI+, disability and human rights (including rights of the child) considerations are fully integrated into cooperation activities.

Vietnam has made progress on gender equality, but gaps persist. Women's labour-force participation is high at around 67–69%[3], yet most are in low-paid, informal, or insecure jobs with limited protection. Gender-based violence remains widespread: 62.9% of married women have experienced some form of violence, and 31.6% within the past year[4]. This includes also harassment and violence in the workplace[5]. Women hold about 30–31% of seats in the National Assembly. however, they remain under-represented in senior positions: in business leadership, local government departments, and politics[6].

The enhanced cooperation with Vietnam also entails the need for a more effective strategic communication approach. Past project-based and partner-implemented communication and visibility activities have proven ineffective to thoroughly demonstrate the EU's added value as a partner for Vietnam and its people. According to the perception survey conducted under the EU Strategic Communication and Public Diplomacy in Vietnam in 2024 and the Global Gateway perception survey done by the INTPA, the EU development actions and policies in Vietnam need more visibility among public and private audiences, especially at the provincial and lower levels. There is limited understanding that EU development cooperation funding consists of EU Member States contributions, supported by EU citizens and taxpayers.

Identification of main stakeholders and corresponding institutional and/or organisational issues (mandates, potential roles, and capacities) to be covered by the action:

The main stakeholders covered by the action include a broad range of governmental and non-governmental actors in Vietnam:

- Authorities and public administration of Vietnam (as duty bearers), including the key partners in MIP implementation and EU-Vietnam relations, such as the Ministries of Agriculture and Environment, Construction, Industry and Trade, Finance, Education and Training, Justice, Science and Technology, and Home Affairs, both at central and local levels;
- EU Member States to ensure a Team Europe approach, and other development partners and international actors to ensure coherence and synergies of international support to Vietnam.
- Development banks and investors;

[3] ILOSTAT Viet Nam. https://ilostat.ilo.org/data/country-profiles/vnm
[4] UNFPA (2020). National Study on violence against women Vietnam 2019. Journey for change.
[5] Better work (2024). Promoting change: Better Work Viet Nam takes on sexual harassment and gender-based violence through targeted initiatives
[6] OECD Economic Surveys. Viet Nam 2025.

- Other development actors, including civil society (as (rights-holders) in its broadest sense and increasingly the EU and the Vietnamese private sector. Furthermore, opinion leaders, activists, journalists and media outlets, as well as other multipliers, who have a stake in the sphere of policy, advocacy and international relations;
- The youth of Vietnam as immediate target group of the strategic communication activities, and disadvantaged/underrepresented groups, including those who may hardly be aware of the EU;

3 DESCRIPTION OF THE ACTION

3.1 Objectives and Expected Outputs

The Action will be implemented through country-based Support Measures providing technical assistance to the EU Delegation and funding for all necessary support operations.

The **Overall Objective** of this action is to advance the EU-Vietnam partnership.

The **Specific Objectives** of this action are to

1. Provide further support for the implementation of the priorities of EU cooperation with Vietnam, Team Europe Initiatives and Global Gateway implementation, including its 360° approach and economic security considerations, and the development of EU-Vietnam cooperation under the next MFF;
2. Support strategic communication of the EU in Vietnam, relating to raising awareness, understanding and perception of the European Union's partnership with the country, particularly around Global Gateway flagship projects and Team Europe Initiatives.

The **Outputs** to be delivered by this action contributing to the corresponding Specific Objectives are:

Contributing to Outcome 1 (or Specific Objective 1):

1.1 Implementation of the priorities under EU-VN cooperation; and the Team Europe Initiatives, Global Gateway flagship projects and other projects or investments to scale-up Global Gateway, is enhanced;
1.2 The value-based offer of Global Gateway and implementation of the 360-degree approach, including economic security considerations, in EU-VN cooperation, including in support of decent job creation, skills development and secure and resilient supply chains, is strengthened;
1.3 Sector dialogue for policy engagement with Vietnamese stakeholders is enhanced, and sectoral knowledge and expertise are improved, notably inequality reduction, gender equality and social inclusion;
1.4 Engagement with and participation of specific actors, such as civil society, youth, women organisations, organisations of persons with disabilities and the private sector is enhanced.

Contributing to Outcome 2 (or Specific Objective 2):

2.1 The implementation of the strategic communication strategy of the EU Delegation is scaled up;
2.2 Public dissemination, via accessible channels proven to be most effective and diverse (in format, in technology) in reaching target audiences, is invested in more substantially and strengthened.

3.2 Indicative Activities

Based on Article 24(2) of the NDICI Global Europe Regulation, the support measures may cover studies, meetings, information, awareness-raising, training, preparation and exchange of lessons learnt and best practices, publication activities and any other administrative or technical assistance expenditure necessary for the programming, management, monitoring and evaluation of actions, including remunerated external experts; research and innovation activities, and studies on relevant issues and the dissemination thereof; expenditures related to the provision of information and communication actions, including the development of communication strategies and corporate communication and visibility of the political priorities of the Union.

Activities related to Output 1

- Support to capacity development and institutional building, including through technical assistance and exchange of public expertise for the last period of MIP 2025-27 (and beyond implementation, as appropriate), especially linked to the Global Gateway flagships;
- Support to the organisation of events, conferences, studies, surveys, fellowships, exchange platforms, and support to sector dialogues leading to policy development and reforms and engagement with governments and other stakeholders, as well as information sharing, awareness-raising, training, preparation and exchange of lessons learnt and best practices, also complementing the actions implemented under Erasmus+;
- Studies, meeting and information exchange to support the identification and development of Global Gateway's initiatives and support assessment of Team National's proposal under the Investment hub set up, including on the green-digital twin transition and "green and clean" principle and on supporting resilient and secure supply chains;
- Research and innovation activities and studies on relevant issues and the dissemination thereof, notably inequality reduction, gender equality in relevant sectors, inclusive employment and work and skills development, etc;
- Actions to support the participation of the country in EU Programmes and cooperation with EU Agencies and Civil Society Organisations, where relevant;
- Other administrative or technical assistance expenditure necessary for the programming and management of actions, including remunerated external experts, including to facilitate Joint Programming/Team Europe/GAP III commitments, and HRBA coordination at country level;
- Support to the preparation, implementation, evaluation and audit of the Union's cooperation, ensuring the promotion of climate action and mainstreaming of inequality reduction, gender, LGBTQI+ issues, and alignment with the HRBA (including disability inclusion).

Activities related to Output 2

- Design and roll out of major strategic public campaign(s) aimed at the wider population, with the objective of measurably increasing the awareness, understanding and perception of the EU's partnership with Vietnam, with a particular focus on promoting the key Global Gateway priorities illustrating the EU's unique added value.
- Undertake regular monitoring of all communication activities based on clearly defined result, outcome, and impact key performance indicators (KPIs) and aligning with relevant accessibility guidance and standards;
- Design and implement communication activities to support Summits, events, Global Gateway flagship milestones, and Team Europe missions, as relevant and necessary, in line with country-level communication priorities;
- As necessary, targeted research activities to ensure strategic communication activities are data-driven and measurable, including data and evidence on inequalities and gender;
- Organize activities aimed at engaging over the long-term with selected audiences and stakeholders.

The commitment of the EU's contribution to the Team Europe Initiative to which this action refers will be complemented by other contributions from Team Europe members. It is subject to the formal confirmation of each respective member's meaningful contribution as early as possible. In the event that the TEIs and/or these contributions do not materialise, the EU action may continue outside a TEI framework.

3.3 Mainstreaming

Environmental Protection & Climate Change

Outcomes of the EIA (Environmental Impact Assessment) screening (relevant for projects and/or specific interventions within a project)
The EIA (Environment Impact Assessment) screening classified the action Category C (no need for further assessment).

Outcome of the CRA (Climate Risk Assessment) screening (relevant for projects and/or specific interventions within a project)

The Climate Risk Assessment (CRA) screening concluded that this action no or low risk (no need for further assessment)
Climate change and environmental protection constitute a central aspect of MIP 2021-2027, which this action will support. Above and beyond the general aim to mainstream environmental protection and climate change considerations in every activity promoted and implemented by the Commission, the Cooperation Facility will also aim to identify opportunities to facilitate (general and sectorial) policy dialogues between Vietnam and the EU and MS on these themes. These themes will be a significant focus of the action.

Gender equality and empowerment of women and girls
As per OECD Gender DAC codes identified in section 1.1, this action is labelled as G1. This implies that all the actions carried out within the framework of the Cooperation Facility will take into account gender equality by carrying out the necessary sectoral gender analysis, support for the collection of data disaggregated at least by sex and age, and where feasible disability, the capacity building with regard to gender mainstreaming and through the organisation of a dialogue on gender equality. The action will support the collection of gender-disaggregated data, the qualitative monitoring of action design and implementation arrangements, and the assessment of the gender effects.

Human rights
The Cooperation Facility will, *inter alia*, promote the application of the human rights-based approach and the respect of five operational principles: applying all human rights for all; meaningful and inclusive participation and access to decision-making; non-discrimination and equality; accountability and rule of law for all; and transparency and access to information supported by disaggregated data. All actions funded under the cooperation facility will follow the Do not Harm principle and ensure they do not cause any violation of Human Rights but also favour human rights realisation to the extent possible.

Disability
As per OECD Disability DAC codes identified in section 1.1, this action is labelled as D1. This implies that the action considers disability inclusion and accessibility across all relevant activities, to ensure that persons with disabilities can equally benefit from the communication outreach, capacity building and training components, consultation and dialogues and as part of the community being informed about EU's work in Vietnam. Accessibility of communication channels, material and events/trainings will be considered and engagement with organisations of persons with disabilities will be considered.

Reduction of inequalities
As per the Inequality Marker, the action is scored as an I-1. The Cooperation Facility recognizes that vulnerable groups, who face inequality and limited opportunities, often struggle to engage in dialogue with local authorities, access skills training, benefit from digital infrastructure, and receive adequate communication. The action aims to strengthen the capacities of policymakers and implementers to ensure that opportunities for capacity building, research, studies, and innovation are accessible and inclusive for disadvantaged populations. Additionally, it promotes awareness raising and communication activities to help young audiences in both urban and rural area to better understand the EU's role and core values.

Democracy
The Cooperation facility will ensure that Actions formulated and implemented in the concerned countries and regions are conducive to strengthen democratic governance in the partner countries, including, where relevant, through incorporating rule of law, access to justice, combatting corruption, as well as support for democratic institutions (electoral management bodies, parliaments, national media councils, civil society, etc.).

Communication activities will focus on Global Gateway priorities and enabling sectors, including the promotion of democratic values and high standards in line with EU's approach to rule of law and human rights under 2021- 2027 MIP for Vietnam.

Conflict sensitivity, peace and resilience
N/A

Disaster Risk Reduction
Disaster Risk Reduction will be mainstreamed in the proposed Cooperation Facility activities as the Team Europe Initiative 1 will promote stronger climate change adaptation and disaster risk reduction.

Other considerations if relevant
N/A

3.4 Risks

Category	**Risks**	**Likelihood (High/ Medium/ Low)**	**Impact (High/ Medium/ Low)**	**Mitigating measures**
Legality and Regularity aspects	The uncertain regulatory and legal framework with limited transparency and bureaucratic obstacles hinders implementation of the action and Global Gateway delivery	High	Medium	The strategic engagement through EU JULE II, targeted technical assistance and the continuous thematic policy dialogue at all levels will mitigate those risks. The Delegation's active contribution to the revision of relevant laws and regulations, such as the State budget law and decrees regulating ODA and concessional loans, as well as strengthening of trusted relations between all partners also help mitigate the risks.
Communication, and Information	Government-imposed restrictions and censorship on media content may limit open communication, particularly on sensitive topics such as human rights and corruption, leading to cautious or restricted reporting on EU-related themes.	High	Low	Potential reason for censorship. Joint press releases with government counterparts, especially on initiatives where the government is a key beneficiary. Engage and provide training to media outlets on quality reporting and good practices to encourage balanced communication while remaining within regulatory boundaries.
People and the organisation	Specific target audiences such as human rights activists, members of civil society organisations, journalists and	Medium	High	Action will take into consideration target groups potentially at risk when designing communication activities. Stall any communication activities immediately if target audience signals that they could be at risk.

	independent opinion leaders and their families are threatened by the authorities during the preparation or after the implementation of the communication activities			Do not Harm principle will be applied.
External Environment	Delays in the implementation of a specific programme due to poor performance by service provider/contractor	Medium	High	Continuous coordination and feedback with service provider to ensure business continuity.

3.5 The Intervention Logic

The underlying intervention logic for this action is to support the EU-Vietnam partnership. It will enable the EU to provide further support for the implementation of EU cooperation priorities, Team Europe Initiatives, and Global Gateway actions, while also strengthening strategic communication to raise awareness, understanding, and perception of the EU in Vietnam.

The activities under both specific objectives will be carried out in line with and reinforce the political priorities of the Union, in particular the Global Gateway flagships and other investment projects under Team Europe approach. If both specific objectives are achieved, this action will have contributed to the EU-Vietnam partnership.

The action will enable the EU to foster meaningful engagement in a flexible manner by enhancing cooperation actions and by promoting dialogues and increased understanding and visibility of the EU, in line with the principles of the human rights based approach, gender equality and women's empowerment and social inclusion.

3.6 Logical Framework Matrix

Given the nature of this Action a Logical Framework Matrix is not required at Action level.

4 IMPLEMENTATION ARRANGEMENTS

4.1 Financing Agreement

In order to implement this action, it is not envisaged to conclude a financing agreement with Vietnam.

4.2 Indicative Implementation Period

The indicative operational implementation period of this action, during which the activities described in section 3 will be carried out and the corresponding contracts and agreements implemented, is 72 months from the date of adoption by the Commission of this Financing Decision.

Extensions of the implementation period may be agreed by the Commission's responsible authorising officer by amending this Financing Decision and the relevant contracts and agreements.

4.3 Budget Support – NOT APPLICABLE

4.4 Implementation Modalities

The Commission will ensure that the EU appropriate rules and procedures for providing financing to third parties are respected, including review procedures, where appropriate, and compliance of the action with EU restrictive measures.

4.4.1 Direct Management (Grants) - NOT APPLICABLE

4.4.2 Direct Management (Prize(s)) – NOT APPLICABLE

4.4.3 Direct Management (Procurement)

The action will be implemented in direct management for the Technical Assistance and the Strategic Communication components via dedicated service contracts, concluded with specialised service providers.
The procurement will contribute to achieving the specific objectives under Section 3.1.

The nature of the consultancy services to be provided can be outsourced by the Commission as the outsourced tasks do not involve the exercise of public authority and discretionary powers of judgement. This procurement will not make the Commission or the Partner Country overly dependent on the selected service provider. The services at stake will be better delivered by the service provider for the following reasons (not exhaustive, possibly cumulative):

- The high level of specialisation required is not available internally;
- the urgency to acquire certain skills not available internally;
- The need for flexibility to address volatile needs

The recourse to external consultancy services is required to meet the action's objectives and operational needs because: external consultancy services can mobilise international expertise with highly technical and specialised knowledge, in a variety of policy sectors and thematic fields where such expertise and knowledge is required but might not available in-house or needs to be reinforced or complemented, and therefore provide the necessary operational support to the Delegation in its engagement with a plurality of stakeholders, nationally and locally, as relevant to the context and the needs.

4.4.4 Indirect Management with an entrusted entity – NOT APPLICABLE

4.4.5 Indirect Management with the Partner Country – NOT APPLICABLE

4.4.6 Indirect Management with an entrusted entity (Contribution to <name of the relevant Regional Investment Platform>) – NOT APPLICABLE

4.4.7 Indirect Management with an entrusted entity (EFSD+ operations covered by budgetary guarantees) – NOT APPLICABLE

4.4.8 Direct Management (Union contributions to global initiatives) - NOT APPLICABLE

4.4.9 Changes from indirect to direct management mode (and vice versa) due to exceptional circumstances (one alternative second option)

In case the preferred implementation modality under 4.4.3 - Direct Management (Procurement) cannot be implemented due to circumstances outside of the Commission's control, Indirect Management with an entrusted entity is foreseen as a fall-back option.

Implementation via indirect management will be adopted when the recourse to procurement of services on the market is impractical or unfeasible (namely under conflict or extreme duress conditions), or whenever seeking the assistance of International Organisations or other entrusted entities is preferable for well justified reasons.

A part of this action may be implemented in indirect management with an entity, which will be selected by the Commission's services using one or more of the following criteria:
- Demonstrated experience in implementing technical assistance tasks in Vietnam and managing contributions by the EU and a variety of other donors;
- Established presence (in terms of specialised advisors and other technical assistance staff, and where applicable branch offices) in Vietnam;
- Consolidated experience in liaising with the authorities at central or local level;
- Demonstrated technical capacities in the field concerned by the operation (including on gender and human rights) and capacities to ensure effective coordination in the sector at sub-national, national and regional levels and to benefit from cross-fertilization of the outputs of other related programmes;
- Demonstrated ability and experience to communicate on and promote the EU in Vietnam, showcasing the EU added value vis-à-vis national counterparts.

4.5 Scope of geographical eligibility for procurement and grants

The geographical eligibility in terms of place of establishment for participating in procurement and grant award procedures and in terms of origin of supplies purchased as established in the basic act and set out in the relevant contractual documents shall apply, subject to the following provisions.

The Commission's authorising officer responsible may extend the geographical eligibility on the basis of urgency or of unavailability of services in the markets of the countries or territories concerned, or in other duly substantiated cases where application of the eligibility rules would make the realisation of this action impossible or exceedingly difficult (Article 28(10) of the NDICI-Global Europe Regulation).

4.6 Indicative Budget

	2026
Indicative Budget components	**EU Contribution (amount in EUR)**
Implementation modalities – cf. section 4.4	
Specific objective 1: Cooperation Facility – Technical Assistance composed of:	
Procurement (direct management) – cf. section 4.4.3	2 000 000
Specific objective 2: Cooperation Facility – Strategic Communication composed of:	
Procurement (direct management) – cf. section 4.4.3	3 000 000
Totals	**5 000 000**

4.7 Organisational Set-up and Responsibilities

As part of its prerogative of budget implementation and to safeguard the financial interests of the Union, the Commission may participate in the above governance structures set up for governing the implementation of the action and may sign or enter into joint declarations or statements, for the purpose of enhancing the visibility of the EU and its contribution to this action and ensuring effective coordination.

The strategic communication envelope will be managed by the Head of Cooperation, in agreement with the responsible communication unit in DG INTPA, fully respecting the cooperation facility Guidelines.

There is no proposed management set up for the TEI foreseen.

4.8 Organisational Set-up and Responsibilities - NOT APPLICABLE

5 PERFORMANCE MEASUREMENT

5.1 Monitoring and Reporting

The day-to-day technical and financial monitoring of the implementation of this action will be a continuous process, and part of the implementing partner's responsibilities. To this aim, the implementing partner shall establish a permanent internal, technical and financial monitoring system for the action and elaborate regular progress reports (not less than annual) and final reports. Every report shall provide an accurate account of implementation of the action, difficulties encountered, changes introduced, including progress on gender, human rights and disability inclusion. Indicators will be disaggregated by sex, age, disability and income level when data allows, and by other relevant aspects whenever possible and appropriate (area of residence, ethnicity, etc.).

The Commission may undertake additional project monitoring visits both through its own staff and through independent consultants recruited directly by the Commission for independent monitoring reviews (or recruited by the responsible agent contracted by the Commission for implementing such reviews).

5.2 Evaluation

Having regard to the nature of the action, a final evaluation(s) will not be carried out for this action or its components.

In case an evaluation is not planned, the Commission may, during implementation, decide to undertake such an evaluation for duly justified reasons either on its own decision or on the initiative of the partner.

The evaluation reports may be shared with the partners and other key stakeholders following the best practice of evaluation dissemination. The implementing partner and the Commission shall analyse the conclusions and recommendations of the evaluations and, where appropriate, apply the necessary adjustments.

The financing of the evaluation may be covered by another measure constituting a Financing Decision.

5.3 Audit and Verifications

Without prejudice to the obligations applicable to contracts concluded for the implementation of this action, the Commission may, on the basis of a risk assessment, contract independent audit or verification assignments for one or several contracts or agreements.

6 STRATEGIC COMMUNICATION

Under the component Cooperation Facility – Strategic Communication, the public awareness campaigns, focusing in particular on Global Gateway priorities, will be implemented to ensure awareness, understanding and perception of the EU's comprehensive strategic partnership with Vietnam is commensurate with the scale, scope and ambition of the EU's sustained support. Verbal and visual consistency, and alignment with accessibility guidance and standards will be ensured across all communication channels and touchpoints.

The target audience will be primarily new, younger, educated audiences who are EU neutral/unaware. Relevant channels and tactics, including multi-platform, traditional and digital media, advertising, public relations, and influencer partnerships, will be determined according to the audience and objectives. For the purposes of the current action, a campaign is defined as "a planned sequence of inter-related communication activities sharing a common creative concept and narrative, targeting pre-defined audiences with a common intervention logic, and having a specific timeline and dedicated budget. The objective is to deliver a defined and measurable outcome."

The implementation of the strategic communication component will entail the procurement of at least one service contract to be concluded with a specialised operator.