

THE SOUTHEAST ASIA REGIONAL PROGRAMME ON COMBATING MARINE PLASTICS (SEA-MAP) REGIONAL PROJECT

Terms of Reference Consultancy to Develop a Behavioral Change Communication Strategy Playbook

1. Introduction

The Southeast Asia Regional Program on Combating Marine Plastics (SEA-MaP Regional Project) is a five-year program financed by the World Bank. Its objective is to aid the Member States of the Association of Southeast Asian Nations (ASEAN) in combating marine plastic pollution and mitigating its negative impacts. This aligns with the implementation of the [ASEAN Regional Action Plan \(RAP\) for Combating Marine Debris](#). The project is implemented by ASEAN through the ASEAN Secretariat (ASEC), with the structure comprising a Project Steering Committee (PSC), which consists of members of the ASEAN Working Group on Coastal and Marine Environment (AWGCME), a Project Management Unit (PMU), and a Regional Implementation Support Unit (RISU) located within the United Nations Office for Project Services (UNOPS). More information on the project can be found in the [Project Appraisal Document \(PAD\)](#).

The SEA-MaP Regional Project activities aim to support ASEAN in implementing the RAP and to advance cooperation at both regional and country levels to strengthen policies and regulatory frameworks governing the production and use of plastics in Southeast Asia. The project will support ASEAN's ongoing efforts in addressing marine plastic debris and promoting a transition to a circular economy.

The SEA-MaP Regional Project adopts a long-term, programmatic approach and is divided into two components: (1) strengthening regional policies and institutions for plastics circularity, and (2) establishing regional platforms for innovation, knowledge sharing, and partnerships for plastics circularity.

The PMU leads activities under Component 2 on knowledge sharing, and the purpose of this Terms of Reference (ToR) is to seek a consulting firm to develop a Behavioral Change Communication (BCC) Strategy Playbook ("Playbook") focusing on plastic and plastic waste in ASEAN. This activity is a direct response to RAP Action 11, which calls for developing said Playbook. The Playbook will consider the various contexts in ASEAN Member States (AMS), and aims to develop effective campaign designs tailored to different target groups and consumption behaviors. These behavioral insights will be linked with system change to ensure people can access preferred alternatives within their local context. The Playbook will also focus on the role of the private sector, as their engagement is essential given their position of influence on consumer behavior. The consultancy will also involve the organization of a regional workshop on how the Playbook can be used by the AMS and other relevant stakeholders, including national and local governments, non-governmental organizations (NGOs), private enterprises, other relevant institutions and organizations, as well as individuals looking to create an impact.

The selected consulting firm is expected to commence work in Q1 2024 and complete the assigned tasks by Q4 2024.

2. The SEA-MaP Regional Project

The SEA-MaP Regional Project is divided into two main components:

(i) Strengthening Policies and Institutions for Plastics Circularity

The SEA-MaP Regional Project focuses on countries with mismanaged plastic waste, working to support regional actions in line with the ASEAN RAP. Through the development of regional guidelines, enhancement of plastics metrics and monitoring, and support for policy harmonisation, the project aids in implementing the ASEAN RAP. The project's goals are designed to surpass its lifespan, aiming to strengthen regional actions and integrate them within the existing ASEAN structure, alongside fostering capacity building for decision-makers, private-sector champions, and other relevant stakeholders.

(ii) Establishing Regional Platforms for Innovation, Knowledge Sharing, and Partnerships

The SEA-MaP Regional Project is committed to creating and institutionalizing platforms for finance, innovation, and knowledge sharing across ASEAN. These platforms, aiming to bolster sustainability, will foster collaboration with regional private-sector champions and support existing data and research networks. They are designed to promote circular economy solutions and encourage plastic reduction partnerships. Further, these platforms seek to catalyse private sector investment and support. The platforms will provide technical assistance to plastics innovators, especially focusing on women-owned innovations, social enterprises, and NGOs, in turning innovative ideas into proofs of concept, pilots, and bankable business solutions.

The table below outlines the deliverables under each component.

Components	Deliverables
Component 1: Strengthen Regional Policies and Institutions for Plastics Circularity	
1.1: Supporting Regional Policy Development, Harmonisation, and Implementation	• Best Practice Manual on Standards for Plastic Packaging • Regional Guidebook on Standards for Responsible Plastic Waste Trade, Sorted Plastics, and Recycled Plastics • Regional Guidebook on Financial Mechanisms for Investments in Plastic Waste Management • Regional Guidebook on Phasing Out Single-Use Plastics • Extended Producer Responsibility (EPR) Handbook and Customised Toolkit
1.2: Supporting Regional Collaboration and Strengthening Monitoring Capacity	• Regional Baseline Report (including on policies) • Guidebook for common methodologies for assessment and monitoring of plastic pollution • Regional Training Program on Plastic Waste Management
Component 2: Establish Regional Platforms to promote Innovations, Knowledge, and Partnerships for Plastics Circularity	
2.1: Establishing a Regional Platform for Innovation and Investment	• Regional Platform for Innovation and Investment • Web Platform/‘Marketplace’ for Investment/Innovation • Annual Technology/Innovation Expos Sustainability Strategy
2.2: Establishing a Regional Platform for Knowledge and Partnerships	• Resource Mobilisation Strategy • Knowledge Sharing and Training • High-Level Policy Dialogue and Discussion • Communications

Table 1. SEA-MaP Deliverables

3. Objectives

The objectives of this consultancy are outlined below. Targeted outcomes include addressing and promoting attitudinal and value changes among target groups to inform decision-making, transform behavior, and inspire action at the individual, community, national, and regional levels:

1. Conduct a Needs Assessment and Stocktaking Exercise:
 - a. Gain understanding of: i) the communication needs and preferences of various stakeholders such as AMS national and local governments, NGOs, private enterprises, and more; and ii) the behavioral change needed to address the issue of plastic pollution across the plastic value/waste chain.

- b. Examine existing behavioral change programs and campaigns in ASEAN that are focused on plastics and plastic waste.
 - c. Identify and understand gender-disaggregated attitudes and behaviors of different target audiences in the AMS (e.g., young and senior, rural and urban consumers throughout the plastic supply chain, tourists, religious groups, students and children), including examples of communication that are considered most effective to reach each target group (e.g., via advertisement, media campaigns, and other tools/materials).
2. Develop a BCC Strategy Playbook:
 - a. Based on the needs assessment and stocktaking exercise, develop a Playbook containing resources that enable users to develop effective campaigns tailored for the different target audiences in the ASEAN region.
 - b. Provide Playbook users with informational resources to develop their own campaigns in addressing marine plastics by offering campaign models, activities, and toolkits that are engaging, impactful, relevant, and practical for use in multi-country contexts.
 - c. Develop dissemination and outreach activities as well as products to ensure that the Playbook is widely accessible across the region.
3. Organize a (virtual) regional workshop to socialize implementation of the Playbook.

4. Scope of Work

In accordance with the above objectives, the selected firm will perform specific tasks as follows:

4.1. Conduct a needs assessment and comprehensive stocktaking exercise of existing behavioral change programs, campaigns, and initiatives on plastics and plastic waste in ASEAN

In line with Objective 1, the consulting firm will undertake a needs assessment and stocktaking of BCC programs, campaigns, and initiatives on plastics and plastic waste in ASEAN and where relevant include case study countries outside of ASEAN that have good BCC programs.

The aim of this task is to:

- I. identify and gain understanding on lessons learned (e.g., communication needs and preferences of various stakeholders, gaps and best practices, and what behavioral change is needed to address the issue across the plastic value/waste chain);
- II. provide specific communication recommendations and activities in addressing marine plastics in the region, particularly on behavior towards littering, usage of single-use plastics (SUPs) or single-use items (SUIs), and sorting and recycling;
- III. inform the proposed approach to developing the Playbook, its contents, tools and resources.

The conduct of the needs assessment and stocktaking exercise should include the following¹:

- Stocktake existing BCC programs, campaigns, and initiatives on plastics and plastic waste currently underway in the ASEAN region and where relevant, include case study countries outside of ASEAN where they have good BCC programs.
- Review ongoing and completed BCC related studies and analyses to avoid duplication or overlaps in effort. An example of a completed BCC study is the [Behavior Change Strategy and Playbook](#) commissioned by the World Bank, which is aimed at providing a strategic approach to behavior change efforts aimed at reducing marine plastic pollution in Indonesia. Other studies include GIZ 'Reduce, Reuse, Recycle to Protect the Marine Environment and Coral Reefs' (3RproMar) stocktaking and preliminary analysis on existing behavioural change campaigns in Cambodia, Indonesia, Philippines and Vietnam. There are additional studies as well.²

¹ The Playbook is intended for use of various stakeholders in AMS which include but are not limited to: national and local governments, private and social enterprises, NGOs, multilateral institutions, and individuals looking to create an impact.

² These activities include but are not limited to: The Economic Research Institute for ASEAN and East Asia (ERIA)'s Regional Knowledge Centre for Marine Plastic Debris ([RKC-MPD](#)); ii) [Parley for the Oceans](#); iii) UN Environment Programme (UNEP), campaigns such as [Life Cycle Initiative](#), Global Partnership on Plastic Pollution and Marine Litter ([GMPL](#)), and [SEA-Circular Project](#); iv) The International Union for Conservation of Nature ([IUCN](#)); [One Planet Network's](#) Plastics Initiative; v) the Stockholm Environment Institute ([SEI](#)) and UNEP's '[Campaigns that Work: Reducing Plastic Pollution Report](#)'; and (vi) the Norwegian Institute for Water Research (NIVA).

- Identification and analysis of the different target groups, particularly the current attitudes, behaviors, and practices of each group towards plastics usage in the ASEAN context;
- Their respective enablers and structural barriers; and
- Examples of the types of content and communication approaches, activities, and outreach strategies and tools that would be most effective and practical for each target group to implement and encourage behavior change, and the expected results.

These tasks will be conducted via desk-based research and where necessary, supplemented with additional information collected through a series of online meetings and interviews with relevant stakeholders. The findings from these tasks will feed into the development of the Playbook and are to be summarized in a report, the contents of which should reflect and correspond to the three aims above.

4.2. Develop a BCC Strategy Playbook

4.2.1. Develop the BCC Strategy Playbook

Based on the insights gained from the needs assessment and stocktaking exercise, the consulting firm is tasked with developing the Playbook that responds to the focus of Action 11 of the RAP.

The Playbook should, at minimum, cover the following aspects:

- **Define the scope of the Playbook:** A section of the Playbook should be dedicated to inform readers of a clear definition of the intended users and target groups, explain the main behaviors that are focused on and are being addressed, and how the communication campaign activities, roadmaps/models, and practical toolkit templates designed and developed for the Playbook will contribute to achieving the Project's intended objectives and outcomes, in line with the RAP.
- **Define the Playbook's key principles:** The Playbook should include key factors for users to consider (i.e., dos and don'ts) that informs the BCC design and activities implementation. These principles should be practical and actionable, guided based on the takeaways from the needs assessment and stocktaking analysis.
- **Develop communication campaign roadmaps:** Design and develop communication campaign roadmaps which outlines a step-by-step approach that can guide Playbook users to initiate their own campaigns. The roadmaps could be tailored to each of the three behaviors explored under 4.1: littering, reducing usage of SUPs/SUIs, and sorting and recycling. These roadmaps should focus on and address prioritized target groups, and the consulting firm should provide a list of identified priority target groups. Elements of each roadmap would include but not limited to:
 - I. a clear indication of the target group(s) the communication campaign roadmap/model is intended for, along with the associated objectives and expected results;
 - II. a list of priority target groups, which may be further classified into for example, primary and secondary audiences as deemed necessary.
 - III. key behavior patterns and barriers that exists within the specific group(s) to be addressed;
 - IV. key stakeholders to engage for the activity based on the findings of the needs assessment (including AMS national and local agencies, development partners, NGOs and the private sector, and others that are relevant, if any);
 - V. key messages and identifying the most effective and appropriate communication platforms, media, and dissemination styles (e.g, social media, education programs, other interactive tools) for targeting them; and
 - VI. monitoring and evaluation approach, which includes recommended tools and methodologies, such as a checklist to review the effectiveness, assess gender participation rates, and inform the key indicators of a successful BCC campaign.

Given the wide variety of audiences in ASEAN, the development of these campaign roadmaps should be combined with insights from behavioral change experts and key opinion leaders, as well as consider local values, culture-specific contexts, and perceptions that impact behavior patterns in each AMS.
- **Propose activities for campaign implementation and devise practical toolkit templates:** The activities proposed should be relevant to specifically be targeted to address each of the three behaviors on littering, usage of SUPs/SUIs, and sorting and recycling. These will be

complemented by practical toolkit templates³ that are intended to provide step-by-step guide to Playbook users, from planning, implementation, to the monitoring and evaluation stage. Its design should be tailored for applicability at different levels, such as community-, institution-, city-, and national-levels. Both the activities and the toolkit templates should be categorized based on: i) implementation timeline: either short-term or long-term; and ii) the target group(s) that each activity and toolkit templates are intended for under each behavior. The consulting firm is expected to propose a minimum of four short-term and two long-term activities for each of the three behaviors. The aim is to offer ideas for campaign initiatives that can be implemented in the AMS contexts through interactive activities that educate, impact, and appeal to the involvement of different target groups, including women and vulnerable groups (e.g., people with disabilities and those with low literacy and income levels). A factor to take in to account would be to identify activities that highlight examples of relevant campaigns that are considered effective in each AMS.

- **Communications collateral design and guideline:** Inform Playbook users of the essential components needed to create effective campaign materials. This may include a guide to crafting key facts and impactful messages to increase awareness, calls-to-action, creating a visual identity through appealing graphics, as well as identifying suitable key media platforms to display materials and enhance audience engagement, both online and offline, that can generate the most impact.
- **Testing:** The consulting firm should test the usefulness of the Playbook with appropriate stakeholders, such as local governments, CSOs, and NGOs. The firm should conduct the test with at least five entities. The results will indicate if any revisions to the Playbook would be necessary.

4.2.2. Dissemination and Communication Products of the Playbook

The consulting firm will be tasked to develop outreach products that will aid in promoting and disseminating the Playbook. The outreach products should be accessible to all the target groups and easy to understand. Tasks include but are not limited to:

- **Development of communication collaterals and visual materials:** Produce a a diverse range of communication collaterals e.g., flyers, posters, booklets, and digital visual aids. Generate narratives and visual content that may extend to video productions (e.g., short tutorials illustrating Playbook usage).
- **Channel and platform identification:** Determine impactful platforms for broadcasting each type of message to its designated audience segment, ensuring broad and effective outreach. The SEA-MaP Project is currently developing a website for the Project (tentatively scheduled to be completed by end of 2023), and the project will also develop regional platforms on knowledge and partnerships and innovations and investments, with the consultancy work to commence in early 2024.⁴ The selected consulting firm should also consider the project website and the upcoming regional platforms when developing the outreach plan for the Playbook.
- **Planning and timeline:** The consultant team should propose a clear plan, schedule, and budget for the communication activities.
- **Language and adaptability:** The Playbook and its communication products will be produced in ASEAN's main working language, English. The content of all products should be adaptable for translations into the local language of AMS, should the need arise.

4.2.3. Conduct Technical Consultations (online)

The BCC Strategy Playbook will be developed in consultation with AMS and the consulting firm will be expected to conduct two online technical-level consultations, in coordination with the PMU. The purpose of each consultation along with its indicative timeline is below:

- **Q2 2024 - First technical consultation:** Present and review preliminary findings from the stocktaking exercise, discuss the proposed methodologies, approach to develop the content and design of the Playbook, and raise other matters requiring AMS inputs and approval.
- **Q3 2024 - Second technical consultation:** Present the draft Playbook, seek feedback from AMS, discuss arrangements of the Regional Workshop in Q4 2024, and raise other matters requiring AMS approval.

³ Examples of toolkit templates are campaign planning and community engagement plan, among others.

⁴ [Link to the ToR for the Project Communications Strategy and Branding](#)

Important note: the Playbook must be approved/endorsed by ASEAN, through the PSC before the Regional Workshop in Q4 2024. Additional consultations may be scheduled if necessary.

Tasks that the consulting firm will be responsible to perform include but are not limited to the following:

- **Materials preparation:** Develop the concept note, agenda, presentation, and other relevant documents to support the discussions. Documents, especially those that require AMS inputs or approval, will need to be circulated at least two weeks prior to the meeting date. All documents to be submitted to the PSC/AMS will be circulated by the PMU.
- **Facilitate discussion flow:** Ensure that discussions are productive, targeted, and addresses the critical topics that are key to developing the Playbook.
- **Produce meeting report:** Key points summarising the main outcomes and follow-up actions.
- **Incorporate revisions to the draft Playbook:** All feedback received after each consultation meeting must be considered and reflected in the draft Playbook.
- **Logistics coordination:** This includes visual documentation and facilitating other technical arrangements to ensure smooth online proceedings during the consultations. Invitations to the stakeholders will be organized by the PMU in coordination with the relevant division(s) of the ASEC.

4.3. Organize a (virtual) Regional Workshop to Socialize Implementation of the Playbook

The consulting firm will be tasked with organizing a half- or one day virtual Regional Workshop in Q4 2024, focusing on the utilization of the Playbook. While the Workshop is planned to be virtual, it may be held in-person if there is a concurrent SEA-MaP event that the Workshop can align with.

The aim of the workshop is to inform on how the Playbook can be used. The AMS may utilize it when they implement pilot awareness campaigns based on the principles outlined in the Playbook, as well as evaluate its effectiveness in changing consumers' behavior.

In coordination with the PMU, the consulting firm will be responsible to deliver specific tasks, which include but are not limited to the following:

- **Prepare informational and discussion materials:** Prepare a concept note, which will, among others, outline the objectives, propose the content, agenda structure, and format (either in-person or online) of the workshop's sessions, as well as expected outcomes of the workshop. A factor to take into consideration could be dedicating parallel/breakout sessions during the workshop to allow for discussions in country-specific contexts and create a space for participants to engage in more in-depth, targeted dialogues. The consulting firm will also prepare the necessary materials to support these discussions.
- **Present key points contained in the Playbook and guide discussions flow:** The consulting firm will be expected to develop informative and visually engaging presentation(s), which highlight key findings and recommendations informed by tasks 4.1 and 4.2. The team is also expected to facilitate smooth and engaging discussions throughout the workshop and guide participants in addressing critical topics that allow for a systematic review, discussion, and feedback of findings and recommendations for a robust implementation of the Playbook.
- **Develop pre- and post-workshop surveys:** The design and development of both surveys needs to assess the level of learning and satisfaction of the participants, as well as correspond to Intermediate Results (IR) Indicators 1.3 and 2.3 (refer to section 6 for further information). The results of the pre-workshop survey are to be shared with PMU prior to the workshop. The consulting firm will coordinate with the PMU M&E Specialist on the development of the surveys.
- **Reporting and evaluation:** The consulting firm will be tasked to compile and summarize the substantive outcomes and discussions during the workshops. A summary of these gender-disaggregated results, including results from the pre- and post-workshop surveys, are to be collated into a single report for submission to PMU. The report should include an analysis that determines the success of the workshop based on its objectives and outcomes, an analysis of the gender dynamics of the workshop such as participation rates, and recommendations to improve gender integration in future activities.
- **Facilitate the documentation process:** Capture high-quality photos and videos during the workshop and produce the results in a timely manner.

5. Deliverables and Timeline

Deadline	Deliverables
Early Q1 2024, (two weeks from contract effectiveness)	Submission of Inception Report detailing the work plan, methodology, roles and responsibilities, and operational arrangements: • Expected outcomes and outputs. • A proposal conceptualizing the technical elements for the BCC Strategy Playbook and Regional Workshop. • Tentative research/data collection methodology. • Detailed implementation work plan and schedule, along with an associated monthly cash-flow plan. • Team structure with details of the required technical expertise, its in-house availability, and/or the process and timeframe to follow to procure this. Turnaround time for the deployment of the expert/s to ensure that the implementation timeline of the activities is respected. • A discussion of the standard quality management methodology used to ensure that services provided will maintain consistently high levels of technical accuracy and be appropriate for the context. • Labor Management Plan and workers' Grievance Redress Mechanism. • Monitoring and reporting mechanisms.
Ten weeks from contract effectiveness	Report on the findings from the needs assessment and stocktaking exercise: • Submission of report on the findings of the needs assessment and stocktaking exercise. First progress report on the assigned tasks – to be submitted within seven days of the end of Q1.
Fourteen weeks from contract effectiveness	1st Technical Consultation: • First technical consultation meeting.
Twenty-four weeks from contract effectiveness	Development of the BCC Strategy Playbook: • Communication campaign roadmaps. • Activities for campaign execution and toolkit templates. • Communications collateral design and guideline. • Dissemination and communication products. • Testing of the Playbook. Second progress report on the assigned tasks – to be submitted within seven days of the end of Q2.
Twenty-eight weeks from contract effectiveness	2nd Technical Consultation: • Second technical consultation meeting. Regional Workshop Preparation: • Draft of the concept note for the Regional Workshop ready for review by PMU/ASEC, RISU and the World Bank, which will be approved by the AMS.
Thirty-two weeks from contract effectiveness	BCC Strategy Playbook: • Complete draft ready for review by PMU/ASEC, RISU and the World Bank. This version should already incorporate all feedback received from the technical consultation meetings. • Final draft of the Playbook to receive approval/endorsement by ASEAN before the Regional Workshop.
Thirty-four weeks from contract effectiveness	Production of the Playbook

Thirty-six weeks from contract effectiveness	Third progress report on the assigned tasks – to be submitted within seven days of the end of Q3.
Forty-weeks from contract effectiveness	Regional Workshop: • Pre-workshop survey. • Regional Workshop on the utilization of the Playbook. • Submission of report on discussion outcomes and post-workshop survey results from the Regional Workshop.
Fifty-weeks from contract effectiveness	Final progress report on the assigned tasks. This report should also include the consulting firm's considerations and reflections based on all activities performed.

6. Additional notes

- **Contribution to RAP, Project Development Objectives (PDO) and IR Indicators:**
 - The proposals should help ASEAN achieve RAP Action 11: To develop a BCC strategy playbook. It should also take into consideration ongoing developments, discussions, and schedule of the International Negotiations Committee (INC) for a Global Plastics Treaty. The activities should help raise the profile of SEA-MaP activities, explore opportunities for synergies and/or support for targets and actions under discussion in relation to the Treaty.
 - The SEA-MaP Regional Project PDO is to strengthen plastics policies and regulatory frameworks and promote innovative solutions to help reduce plastic pollution in Southeast Asia.
 - This activity will contribute to:
 - IR Indicator 1.2: Plastics-related regional guidelines and guidebooks produced and disseminated.
 - IR Indicator 1.3: Staff trained on methods and skills.
 - IR. 1.3.1 - number of participants participated in the pilot activity/workshop (disaggregated by gender and country) (Target: 50)
 - IR Indicator 2.3: Percentage of beneficiaries satisfied with the engagement process in the consultations, trainings, seminars, and workshops.
 - IR 2.3.1 - Percentage of feedbacks received from participants (Target :95)
 - IR 2.3.2 - Percentage of participants satisfied with the Consultations (Target :85)
 - IR Indicator 2.6: Individuals reached through online events, consultations, seminars, and workshops to support plastics-related knowledge sharing and technology transfer.
 - IR 2.6.1 - Representation of participants from different sectors
- **Feedback and reporting mechanism (applicable to all deliverables):** The consulting firm will be required to discuss, as well as seek the inputs and clearance of the PMU. The consulting firm should be prepared to make amendments based on feedback received. Likewise, the consulting firm's feedback will be welcomed to further improve the deliverables.
- **Coordination meetings:** The consulting team will be responsible to arrange meetings with the PMU for online consultations and presentation sessions. In the event that an in-person arrangement becomes necessary, the consulting firm must provide a justification and consider the travel costs in the financial proposal.
- **Budget, reporting, and timeline:** Execution of all tasks should entail a clear plan, schedule, and budget. This includes recommendations for materials, methodologies, and other pertinent considerations. As the duration of this task will be from Q1 – Q4 2024, a progress report must be submitted to the PMU at the end of every quarter. If necessary, the duration and dates of the assignment may be adjusted with approval from the PMU.
- **Working arrangement:** The consulting team is expected to conduct work from their own office.

7. Qualifications/Expertise Required

The consulting firm should comprise of professionals capable of fulfilling the tasks outlined in this ToR, with a deep understanding of the ASEAN region, its unique challenges, and opportunities.

Minimum Selection Criteria:

- Demonstrated experience, within the past three years, in the development of BCC playbooks, with a preference for projects conducted in Southeast Asia.
- Proven experience developing communication tools and facilitating workshops online and offline in Southeast Asia.
- Availability of appropriate skills and staff to conduct the tasks outlined in the ToR.
- The consulting firm is familiar and has worked on delivering similar assignments for an AMS and/or the ASEAN region.

The team composition should align with the specific needs outlined in the ToR, and could possibly include the following key experts and other non-key experts.:

Title	Experience
Team Leader / Senior Behavior Change Expert	• At least eight (8) years of experience in consulting, conceptualizing, designing, and managing projects in the area of communication for behavior change/development for projects related to plastics pollution and waste management, sustainability, and/or environmental issues. • Demonstrated extensive experience in developing behavioral change strategy and implementing related programs. • Extensive experience in conducting desk review, research, data analysis and other evidence-based methodologies, on social and behavior change issues. • Extensive experience in assignments involving multi-stakeholder engagement, collaboration, and consultation. • Proven experience in leading the organization, facilitation and coordination of regional or international events, especially capacity-building activities. • Understanding of the communications context and trends in multiple countries in Southeast Asia. • Excellent written and verbal communication skills in English. • Experience in managing budgets, timelines, and resources for communication projects.
Behavior Change Expert (in Social, Development, and Sustainability Studies/Issues)	• At least five (5) years of experience in consulting, conceptualizing, designing, and managing projects in the area of communication for behavior change/development for projects related to plastics pollution and waste management, sustainability, and/or environmental issues. • Demonstrated experience in developing behavioural change strategy and implementing related programs. • Experience in conducting desk review, research, data analysis and other evidence-based methodologies, on social and behavior change issues. • Experience in assignments involving multi-stakeholder engagement, collaboration, and consultation. • Experience in organizing, coordinating, and moderating regional or international events, especially capacity-building activities. • Understanding of the communications context and trends in multiple countries in Southeast Asia. • Excellent written and verbal communication skills in English. • Experience in managing budgets, timelines, and resources for communication projects.
Communications, Media, and Outreach Specialist	• At least five (5) years of experience in media relations, journalism and/or communications, including proofreading and copy editing, for

	behavior change/development projects in plastics pollution and waste management, sustainability issues, or similar assignments. • Experience in managing social media platforms, information channels, and communication tools, including its ICT-related usage. • Experience in developing audience engagement and outreach strategies and materials, knowledge dissemination and knowledge management processes. • Understanding of the communications context and trends in multiple countries in Southeast Asia. • Experience in assignments involving multi-stakeholder engagement, collaboration, and consultation. • Excellent written and verbal communication skills in English. • Able to convey complex ideas in a creative, clear, direct, and appealing style.
Graphic Designer	• At least five (5) years of experience as a graphic designer or in a related field. • A strong portfolio showcasing the ability to create and design diverse design projects across multiple mediums. • Proficiency working with a wide range of media and graphic design software, including Adobe Creative Suite (Photoshop, InDesign, Illustrator), and other visual design tools. • Experience in website management, development of marketing collateral, branding and identity, and multimedia design. • Experience in photography and videography techniques, editing methods, as well as supporting general IT needs is highly preferred. • Experience in working for ASEAN-related projects or regional initiatives would be an added advantage.

8. Financial Offer and Payment Schedule

Bidders are expected to submit the financial offer based on their assessment of the scope of work and level of effort needed to complete the assignment. The lumpsum cost should include all management and administrative overheads and any fees, taxes, and insurance that may apply.

The following table summarises the payment schedule for this assignment:

Milestone	% Payment
Upon submission and approval of the inception report	15%
Upon submission and approval of: a. Needs assessment and stocktaking report b. First quarterly progress report	25%
BCC Strategy Playbook approved by ASEAN: a. Development of the BCC Strategy Playbook, including testing b. Dissemination and communication products c. Organization of technical consultations with main stakeholders	35%
Upon submission and approval of the second and third quarterly progress reports	
Upon execution of the Regional Workshop to socialize implementation of the Playbook: a. Preparation of materials, presentation and facilitation of discussion materials, development of pre- and post-workshop surveys, reporting and evaluation. Facilitate the documentation process (photo-taking, etc.)	25%
Upon submission and approval of the fourth and final quarterly progress report	

9. Environmental and Social Risk Management

The World Bank's Environmental and Social Framework (ESF) came into effect in 2018, which requires all World Bank-funded Projects to apply relevant Environmental and Social Standards (ESS). For the SEA-MaP Regional Project, an Environmental and Social Management Framework (ESMF) has been prepared to ensure that the SEA-MaP Regional Project addresses environmental and social risks and impacts - associated with technical assistance supported under the Programme - in accordance with the ASEAN legal requirements and the World Bank's ESF.

All outputs of this assignment must be consistent with the Project's ESMF and this may require regular coordination with the Environmental and Social specialists of the Project and the World Bank. The ESMF ensures that Programme investments do not create or result in downstream impacts to the environment and society through its technical assistance outputs.

This includes compliance with ESS3 on Resource Efficiency and Pollution Prevention and Management, where assignment outputs need to consider downstream impacts on human health and the environment by integrating environmental and social aspects.

Furthermore, the consultant needs to conduct this assignment in accordance with the ESF's labor and working conditions (ESS2), as defined in the Labor Management Procedures set out in the ESMF including for grievance redress vis-a-vis its employees, suppliers/vendors and consultants.

In dealing with stakeholders, the consultant shall be guided by the provisions of the ESMF on stakeholder engagement, including the Stakeholder Engagement Plan (SEP). In particular, the consulting firm shall give special attention to women and vulnerable stakeholders to ensure that they are able to participate and their voices are heard.

The consulting firm shall also comply with the World Bank Group's Environmental, Health, and Safety Guidelines (ESHG), specifically regarding Occupational Health and Safety (OHS) and potential downstream risks and impacts emanating from the assignment outputs.

10. Sustainability and Gender Equality

The Project is committed to the sustainability of its platform, knowledge products and trainings. A sustainability strategy will be prepared to this end, which will be followed by all Project implementers. It is expected that the activities implemented under this consultancy will take sustainability aspects into account where applicable.

The Project further ensures that gender concerns and women's empowerment strategies are mainstreamed throughout the project activities in order to address gender inequalities and foster women's increased participation in decision-making, including the creation of economic opportunities for women, inclusivity, and the emphasis of gender equality.

The consultant will ensure that gender equality considerations are mainstreamed in all above listed activities. To this end, the BCC Strategy Playbook will take into account gender sensitivity and contain a specific focus on women stakeholders by mapping them as part of the targeted audience and by suggesting specific methods of engagement that ensure that information is accessible to all women interested in the Project or affected by it.

11. Confidentiality Statement

All data and information received by the consulting firm from the PMU to support this assignment are to be treated confidentially and are only to be used in connection with the execution of this ToR. All intellectual property rights arising from the execution of this ToR are assigned to ASEAN. The contents of written materials obtained and used in this assignment may not be disclosed to any third parties without the expressed advance written authorisation of ASEAN.
