

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

Country: Indonesia

Name of Project: SOUTHEAST ASIA REGIONAL PROGRAM ON COMBATING MARINE PLASTICS (SEA-MaP)

Grant No. / Project No.: E 051 / P175659

Assignment Title: Consultancy to Develop a Behavioral Change Communication Strategy Playbook

Reference No.: ID-ASEAN-381364-CS-QCBS

Date: 6 November 2023

1. The Association of Southeast Asian Nations (ASEAN) has received financing from the World Bank toward the cost of the Southeast Asia Regional Program on Combating Marine Plastics (SEA-MaP) and intends to apply part of the proceeds for consulting services to **"Develop a Behavioral Change Communication Strategy Playbook."**
2. The main objective of this assignment is to develop a Behavioral Change Communication (BCC) Strategy Playbook ("Playbook") focusing on plastic and plastic waste in ASEAN, particularly on behavior towards littering, usage of single-use plastics (SUPs) or single-use items (SUIs), and sorting and recycling.
3. The consulting services ("the Services") include:
 - i. Conducting a Needs Assessment and Stocktaking Exercise;
 - ii. Developing the BCC Strategy Playbook, along with the communications outreach products to facilitate its dissemination. Conducting (online) technical consultations.
 - iii. Organizing a (virtual) regional workshop to socialize the Playbook implementation.

The Playbook is envisaged to address and promote attitudinal and value changes among target groups to inform decision-making, transform behavior, and inspire action at the individual, community, national, and regional levels in ASEAN.

The approximate duration of the assignment is expected to be completed within 52 weeks from the date of the contract signing. However, this timeline is an estimate and may be subject to adjustments.

4. The SEA-MaP Project Management Unit (PMU) now invites eligible institutions/consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The minimum shortlisting criteria are:

- 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 Terms of Reference (TOR).
- The consulting firm is familiar and has worked on delivering similar assignments for an ASEAN Member State (AMS) and/or the ASEAN region.

Key Experts will not be evaluated at the shortlisting stage.

5. The attention of the interested Consultants is drawn to the Section III, Para 3.14, 3.16 and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers, July 2016 and updated in November 2020", setting forth the World Bank's policy on conflict of interest.
6. The institution/consulting firm may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture (JV) or an association, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. In case of an association, the Consultants must explain in the Expression of Interest (EOI) submission: (a) the rationale/justification for the proposed inclusion of the JV members and/or sub-consultants in the association; and (b) the anticipated role and relevant qualifications of each member of the JV and/or of each sub-consultant for carrying out the assignment. Failure to provide the above explanation in the EOI may risk the association not being shortlisted for the assignment. However, the qualifications/experience of sub-consultants will not be considered by the Client in the evaluation of EOI for shortlisting purpose.
7. An institution/consulting firm will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations for Borrowers under Investment Project Financing (IPF) dated July 1, 2016, revised November 2017 and August 2018 and November 2020 (Fourth Edition).

Further information can be obtained at the address below during office hours (i.e., 0900 to 1700 hours). The detailed TOR for the assignment is attached or can also be obtained upon request by contacting the below:

Attn: Procurement Unit of the SEA-MaP PMU
 ASEAN Secretariat, 1st Floor, Heritage Building
 Jalan Sisingamangaraja 70A, Selong, Kebayoran Baru
 Jakarta 12110 - Indonesia
 E-mail: seamap_procurement@asean.org

8. EOIs should be submitted in English and delivered in written form to the address above (either in person, by mail, or by e-mail) by **24 November 2023 at 17.00 (GMT+7), PMU local time.**
9. The Procuring Entity (PE) reserves the right to accept or reject any or all EOIs without assigning any reason whatsoever. All decisions by the PE are final.
