

THE SOUTHEAST ASIA REGIONAL PROGRAM ON COMBATING MARINE PLASTICS (SEA-MaP) REGIONAL PROJECT

Terms of Reference Regional Platform for Knowledge & Partnerships on Marine Plastics

1. Introduction

The Southeast Asia Regional Program on Combating Marine Plastics (SEA-MaP Regional Project) is a five-year program (2022-2027) financed by the World Bank. Its objective is to support 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 of a Project Steering Committee (PSC), which consists of members of the ASEAN Working Group on Coastal and Marine Environment (AWGCME) and the ASEC, a Project Management Unit (PMU), and a Regional Implementation Support Unit (RISU) located within the United Nations Office for Project Services (UNOPS). For more information on the project, please refer to 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. It 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. Table below outlines the deliverables of the SEA-MaP Project under each component.

Table 1. Overview of SEA-MaP Regional Project Components and Deliverables

Components	Deliverables
Component 1: Strengthen Regional Policies and Institutions for Plastics Circularity	
1.1: Supporting Regional Policy Development, Harmonization, 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 • EPR Handbook and Customized 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

Components	Deliverables
Component 2: Establish Regional Platforms to promote Innovations, Knowledge, and Partnerships for Plastics Circularity	
2.1: Regional Platform for Innovation and Investments	• Regional Platform for Innovation and Investments • Web Platform/ 'Marketplace' for Investments/Innovation • Annual Technology/Innovation Expos • Sustainability Strategy
2.2: Establishing a Regional Platform for Knowledge and Partnerships	• Resource Mobilization Strategy • Knowledge Sharing and Training • High-Level Policy Dialogue and Discussion • Communications

Under Component 2, the Project will establish a Regional Platform for Knowledge and Partnerships (Platform). It aims to support the implementation of ASEAN RAP Action 8 "Strengthen ASEAN Regional Knowledge Network on Marine Plastics", Action 10 "Coordinate Regional Training Programs on Plastics and Waste Management", and Action 13 "Establish a Regional Platform for EPR Knowledge and Implementation Support". The Regional Platform aims to create a regional knowledge network, foster knowledge, dissemination, exchange and learning, and support high-level policy dialogues and partnerships.

The Platform will strengthen the ASEAN regional knowledge network on marine plastics and bring together different regional and national initiatives and institutions. It will foster partnerships among various stakeholders, including governments, think tanks, private sector companies, NGOs, and civil society organizations. It will also include a mechanism for donor coordination in support of ASEAN Member States' marine plastics actions. The proposed Regional Platform is envisaged as a one-stop portal for digital and in-person engagement for information, training, knowledge exchange, peer-to-peer learning, and partnerships in the marine debris space.

This TOR has been developed based on the results of comprehensive stocktaking of existing knowledge platforms on marine litter in the ASEAN region, leading to a recommended platform design. This work was commissioned by the World Bank between August 2023 and April 2024. It examined existing knowledge hubs in ASEAN and identified that there is a need for a more collaborative mechanism among knowledge stakeholders to enhance synergy and avoid duplication of resources and efforts. The report also highlights that there is a need to ensure that the data and knowledge products generated by these platforms can be efficiently disseminated to member states for the purpose of informing evidence-based policymaking. An overview of the platform design and study is available through this [link](#).¹ The selected firm will receive the complete report.

In this regard, the SEA-MaP Regional Project through the PMU is seeking a highly qualified consultancy firm to develop the Regional Platform for Knowledge and Partnerships on Marine Plastics, building on an existing knowledge hub on marine debris in the ASEAN region. The firm will also provide services to maintain and operate the Regional Platform and support the SEA-MaP Regional Project with the execution of the proposed activities. This project will be implemented in a phased approach beginning with the current work package, which is scheduled to commence in Q4 2024 through Q4 2025.²

¹ The annexed report presents a design proposal for the SEA-MaP Knowledge Platform and is not a definitive outline of the planned activities and arrangements. Details in the Terms of Reference supersede the information here with the below provided as additional reference material.

² Information on the next phase of the work package is expected to be made available in H2 2025.

The work covered in this TOR pertains to the development, management, and operation of the Platform, including preparing the administrative and technical aspects behind the Platform. An essential task as part of this work is the development of an institutional sustainability strategy and ensuring the Platform's adaptability for potential transfer to another hosting mechanism. The Platform will host a range of functions including at a minimum: an online knowledge hub, training program on plastic waste management and offline activities (e.g., policy dialogues, workshops/EPR forum).

2. Objective

Aligned with the ASEAN RAP Actions 8, 10 and 13, the objective of the Platform is to strengthen existing ASEAN regional knowledge networks on marine plastics through the development of a regional platform for knowledge and partnerships. To achieve this, the Platform will leverage existing knowledge hubs in the region, as outlined in the platform design and study commissioned by the World Bank. Bidders will propose the most suitable hub for this purpose. The Platform will foster collaboration, promote synergies, and avoid duplication of efforts through online and offline stakeholder engagement activities. It will serve as a hub of information and knowledge products compiled from various sources and focus on compiling relevant information to meet the needs of stakeholders, particularly policymakers.

3. Scope of work

Task 1: Development and management of the Regional Platform for Knowledge and Partnerships - Web platform

The web platform that will host relevant information, activities, and the Regional Training Program. The below details cover the minimum design and function of the web platform. The firm will propose improvements to the design and functionalities based on the consultations with the PSC/AMS and relevant stakeholders.

- Ensure the Platform can accommodate and showcase knowledge products, digital learning materials and training programs developed by SEA-MaP (e.g., Regional Training Program on Plastic Waste Management – see Task 5, and others outlined in Table 1) and supports interactive features. It should also be mobile and tablet friendly.
- Prepare an integrated web platform blueprint to demonstrate how the Platform will be linked to other platforms and hubs.³
- Allow links to relevant websites (ASEAN, SEA-MaP, Regional Platform for Innovation and Investments) and existing knowledge hubs and create an information gateway for easy access to the knowledge hubs.
- Provide analytics metrics for monitoring utilization, searches, and usage, and integrate with Google Analytics (or a similar platform) for analytical tracking of content, while including enhanced security and monitoring features, such as SSL certificates.
- Ensure content can be easily migrated to another platform, if required.
- Outline the terms for deployment, post-launch support, and maintenance; create a beta site for testing and gathering user feedback before the official launch.
- Organise an appropriate session to conduct the testing of the beta site and gather feedback.
- Regularly monitor website performance to fix bugs and ensure the website functions smoothly.

³ Example of existing knowledge platforms/hubs: ASEAN Environment Knowledge Hub, GIZ 3RProMar Regional Knowledge Hub for Marine Litter Prevention in ASEAN, ERIA Regional Knowledge Centre for Marine Plastic Debris, PEMSEA Seas of East Asia Knowledge Bank and others.

- Provide technical assistance or maintenance until Q4 2025 and prepare a handover plan and manual to ensure a smooth transition of hosting platforms if there needs to be a platform handover in Q4 2025.
- Close coordination will be required with the team involved in establishing the SEA-MaP Regional Platform for Innovation and Investments to create a potential integrated web solution enabling seamless collaboration and information exchange between the two platforms and determine the integration points where they can interact and share data.
- Platform evaluation: Gather insights and feedback from the relevant stakeholders on the operations of the Platform semi-annually. Assess and recommend improvements to the Platform. Recommendations to be approved by the PSC before application.

Task 2: Knowledge Management Framework, Partnership Building Strategy and Roadmap

Task 2.1 Knowledge Management Framework. The aim is to provide a framework for organizing and managing the content that will be hosted on the Platform. Knowledge Management Framework to cover at the minimum the following.

- Standardize and streamline the processes for the identification, sourcing/collection, storage, sharing, learning, and application of knowledge within the Platform. Refer to the Annex for information on the proposed knowledge management process.
- Include an interactive knowledge-sharing and learning component to foster an engaging environment for users.
- Support the publication and dissemination of knowledge products, facilitating evidence generation and use. Please refer to Table 1 on the SEA-MaP knowledge products.
- A data/information clearing house mechanism and identify relevant stakeholders within the process (e.g., role of the administrator, the role of the PSC/AMS as the approver).

Task 2.2 Partnerships Management Strategy. The Partnerships Management Strategy aims to foster a robust network of collaborative partnerships to enrich the Regional Platform and maximize its impact in addressing marine plastic pollution in ASEAN. By promoting knowledge exchange, data sharing, and content generation, this strategy will be pivotal in driving the Platform's success and fostering a collaborative community dedicated to tackling this complex issue. Partnerships Management Strategy to cover but not limited to the following.

- Develop a partnerships management framework to foster collaboration and knowledge-sharing through online and offline engagement with existing knowledge platforms and relevant stakeholders (e.g., AMS governments, development partners, CSOs, researchers, and private sector) in ASEAN and beyond.
- It should detail ways for expanding and broadening partnerships to guarantee a steady inflow of data and information contributions to the Platform from partners.
- It must also highlight incentives for partners to contribute to the Platform and to generate content on it.

Task 2.3. Strategic Roadmap for the Regional Platform (until 2030). The objective of the roadmap is to provide a clear and actionable strategic direction for the Platform, ensuring its successful implementation and long-term sustainability. It should outline key milestones, activities, and resource requirements, enabling stakeholders to align their efforts and contribute effectively to the platform's growth and impact in combating marine plastic pollution in ASEAN. The Roadmap to include, at the minimum, the following.

- Elements to consider include: (i) stakeholder analysis which identify key stakeholders and their needs and roles/ responsibilities; (ii) resources needed to implement the plan; (iii) milestone and timeline.

- The roadmap should also include a list of priority activities to be implemented within the project period and suggested activities for the subsequent three years (until 2030) after the project closes for the to-be-determined platform host to implement, and the sustainability/capacity strengthening activities.

Task 3: Communications and outreach

- Develop a communications plan to launch and promote the Platform and its related activities. Elements to consider include but are not limited to communications objective, target audience, methods of engagement and outreach, timeline, and required resources.
- Develop the relevant outreach materials and content for online and offline dissemination to promote the Platform and its related activities.
- Deliver high quality communication products such as press releases, newsletters, posts on websites, social media, fact sheets, presentations etc.
- The consultancy firm should ensure that the branding and other communication related products are aligned with the [ASEAN Corporate Design Manual](#) and the [SEA-MaP Regional Project Brand Guidelines](#).

Task 4: Institutional sustainability strategy

The objective of the Institutional Sustainability Strategy is to ensure the continued operation of the Platform beyond the SEA-MaP Regional Project period. The firm will develop a dedicated institutional sustainability strategy and scaling plan, which will commence at the outset of the task and developed concurrently with its execution. The Strategy will be updated throughout the Platform's implementation to maintain its relevance and feasibility.

The PSC will determine where the Platform will ultimately be housed in the long term. Options would include the ASEC and/or an entity to be determined by the PSC. Nevertheless, strengthening the capacity of the potential permanent host to operate the Platform is crucial for its success and sustainability. The selected entity's capacity in planning and operating the Platform will be developed throughout the project by engaging their staff in all phases of Platform development and operation.

- When developing the sustainability strategy, bidders must identify key stakeholders and outline engagement modalities to ensure commitment and ownership.
- The institutional sustainability strategy will require extensive consultations with identified key stakeholders, requiring careful planning.
- The firm, in coordination with the PMU, will arrange consultations with the key stakeholders and seek guidance from the PSC to ensure agreement on the ownership and handover plan.
- A needs assessment will identify key areas for capacity building to strengthen ASEC or the designated entity to effectively operate the Platform. These areas may include technical, management, partnership-building, and resource mobilization aspects.
- Activities/training will be proposed and organized in the identified areas, as needed, and included as part of the Strategic Roadmap.

Task 5: Set up of the SEA-MaP Regional Training Program on Plastic Waste Management and Implementation Plan

The SEA-MaP Regional Project will concurrently develop training courses alongside this work package (see the [TOR of the Regional Training Program](#)).

Expected training products include a Best Practices Manual for Training of Trainers and at least seven training modules or courses, all of which will be hosted on the SEA-MaP Regional Platform for Knowledge and Partnerships. Due to the interconnected nature of these tasks, close collaboration is required between the consulting firm developing the Platform and the firm creating the training materials – the selected firm will have the opportunity to be part of the consultations to create the training modules, and during the piloting of the courses.

Training material development is expected to begin in Q4 2024 and handed over to be hosted on the Knowledge Platform in a phased approach beginning H2 2025. In this connection, it is imperative that the selected firm work closely with the firm creating the training materials to seamlessly integrate and implement the training products on the Platform. The rollout of the training program through the Platform is expected to begin in H2 2025, contingent upon the readiness of the training materials. The format of the training materials is likely expected to be self-driven online courses.

The firm will also develop an implementation plan in close coordination with the firm creating the training materials for the rolling out of the training program on the Platform beginning H2 2025 until 2030. As an additional information, a Training Needs Assessment (TNA) will be performed by the firm developing the training materials in Q1 2025, and the selected firm for this assignment will be required to follow the findings of the TNA to assist with the development of the implementation plan.

Task 6: Events including consultations

Consultations and engagement with the PSC and the identified key stakeholders are essential to the successful development and implementation of the Regional Platform for Knowledge and Partnerships. The firm should identify critical points/stages throughout the assignment period to consult and seek relevant information from the PSC and key stakeholders to ensure that the Regional Platform is fit for purpose. Bidders may propose additional consultations, as appropriate to conduct the work outlined in the TOR. Additionally, as part of the Platform's online/offline activities, the firm will deliver two high level policy dialogues and three workshop series. Bidders must include in their proposal stakeholder consultations and provide as much detail as possible (e.g., purpose, expected outcome, identified stakeholders, format – online/offline, budget).⁴ The consultations should at the minimum include the following:

(Virtual) 1st Coordination meeting with development partners and knowledge platforms, Q4 2024 (one day)

- Gather initial feedback to support the development of the platform to ensure that the platform is developed to provide added value to the current knowledge on marine litter ecosystem.
- Gather insights for the development of the partnership building strategy.

(Virtual) 1st consultation with PSC and nominated experts, Q4 2024 (one day)

- Gather initial feedback to support the development of the web platform to ensure that it meets the needs of the AMS. This should be conducted before the soft launch of the platform.
- Gather inputs/comments on the documents developed in Task 2.

⁴ Whilst the locations/destination countries for the events are still tentative, for budgeting purposes, bidders may use Bangkok, Thailand as proxy city, unless otherwise specified, to calculate costs estimation. The Daily Subsistence Allowance (DSA)/per diem (including accommodation) entitlement of participants are calculated in accordance with ASEC practices, which are based on UN rates (the International Civil Service Commission's DSA Circular), published monthly. To estimate costs, the consultant team may budget for the participation of 3 officials per AMS and two from ASEC for Regional Event 1 and 3. For Regional Event 2, the consultant team may budget for the participation of 3 officials per AMS (PSC/AWGCME and expert nominated by the PSC) and two from ASEC. For in-person/hybrid events, the DSA should be calculated by the number of days plus one additional day to include the travel day.

(Virtual) 2nd consultation with PSC/nominated experts and 2nd Coordination meeting with development partners and knowledge platforms approx. 2-3 months after the soft launch (one day)

- To be conducted before the full launch of the Platform.
- Gather any further inputs from the stakeholders after the platform incorporates feedback from the soft launch.
- Seek inputs to finalise the documents in Task 2.

Regional Event 1: The first regional event is expected to be conducted in Q1 2025 the comprising of the soft launch of the Platform, policy dialogue and workshop. The series of events will be scheduled over two days.

- Soft launch of the Regional Platform for Knowledge and Partnerships: The soft launch aims to ensure that the Platform is fit for purpose by gathering user feedback and identifying potential risks/issues before a public release. This phase will involve testing the Platform's functionality, collecting valuable user insights, and making necessary refinements prior to a wider launch.
- High-Level Policy Dialogue on a selected topic covered by the SEA-MaP Regional Project developed under Component 1. The Dialogue aims to discuss regional policy-related topics (e.g., EPR, plastic packaging standards, plastic waste trade) among ASEAN government officials as an opportunity to exchange knowledge and enhance their understanding on technical matters, as well as gain familiarity on deliverables of the SEA-MaP Regional Project. The goal is to inform policy development, build consensus and drive meaningful change that addresses the needs and priorities of all involved stakeholders. The high-level policy dialogue will invite members of the ASEAN Senior Officials on Environment (ASOEN) and the PSC/AWGCME members.
- Workshop Series (AMS capacity building program, public and private sectors) on a selected topic covered by the SEA-MaP Regional Project developed under Component 1. The workshop series to be designed to build skills, delve deeper into specific issues and topics and foster collaboration among stakeholder involved, so that it can help identify potential policy and actions to address plastic pollution. The target participants are relevant public and private sector stakeholders at regional, national, and municipal levels, and the topic should therefore be chosen based on relevance to both public and private sectors.

For the High-Level Policy Dialogue and the Workshop Series, the firm should consult with the PMU and RISU to identify suitable topics and would be required to work in close coordination with other consulting firms assigned to produce the deliverables under Component 1. The communication between the firms will be facilitated by the PMU and RISU. The firm is also recommended to propose relevant topics that are top priority of ASEAN.

Regional event 2: The second event will be the full launch of the Platform in Q2 2025. The full launch of the Regional Platform will mark a significant milestone. The launch shall showcase the Platform's roles and functions. The event will be conducted back-to-back with the second workshop of the abovementioned workshop series. (2 days)

Regional Event 3: The second high level policy dialogue and third workshop in the abovementioned workshop series will be conducted in October/November 2025. The high-level policy dialogue will invite members of the ASOEN and PSC/AWGCME members. The event may be conducted alongside the 6th SEA-MaP PSC Meeting. (2 days)

Bidders are required to provide as much detail as possible in their proposal on how they plan to execute the events. Please include a table listing the events and consultations that the bidder is proposing to conduct each of the task.

The firm will be required to submit a stakeholder engagement strategy and plan and consider allocating appropriate resources from the beginning of the project to ensure such events can be

executed. The stakeholder engagement strategy and plan will be prepared as the part of the Inception Report.

For events and consultations, the firm will be responsible for preparing and organizing the consultation meetings in coordination with PMU, which will include the following:

- Necessary appointments and arrangements to plan each activity's location, date, time, and duration.
- Prepare concept notes and agenda/programs in close coordination with the key stakeholders of the SEA-MaP Regional Project.
- Provide meeting materials, including relevant presentations.
- Identify and inviting resource persons (as needed).
- Prepare the invitation and manage registration and providing record attendee information.
- Help to facilitate the discussions, present findings and producing meeting summaries.
- Liaise communication among the participants and organizers before, during and after the events
- Conduct pre- and post-event surveys to collect participant feedback and summarize them.
- Prepare relevant media outputs such as content for website, e-newsletter, social media, photos and videos of the event.
- Ensure a gender-balanced representation among participants and resource persons.
- Preparing other logistic matters, such as venue selection, equipment, video conference setup, catering, accommodations, travel arrangements for participants (including per diem allowances), registration, documentation, etc.
- Taking notes and compile the event reports. Event reports will include a summary of the programs, satisfaction survey results, and recommendations for future events. The reports should also analyse the gender dynamics of the programs (e.g., participation rates, issues related to gender equality, and suggestions for improving gender integration in future programs).

4. Additional details

a. Project Development Objectives (PDO), and Intermediate Results (IR) Indicators

The activities in the assignment will contribute to the PDO, and IR Indicators as follows. Bidders may propose additional indicators and revised targets in their Results Framework and M&E Plan, as feasible and relevant, based on the proposed plans and implementation approach. Information on PDO and IR Indicators can be found in the [Project Appraisal Document \(PAD\)](#).

- PDO: To strengthen plastics policies and regulatory frameworks and promote innovative solutions to help reduce plastic pollution in Southeast Asia.
- IR Indicators
 - IR1.1 Policy alignment regional dialogues organized on plastics
 - IR1.3 Staff trained on methods and skills
 - IR2.3 Percentage of beneficiaries satisfied with the engagement process in the consultations, trainings, seminars, and workshops
 - IR2.6 Individuals reached through on-line events, consultations, seminars and workshops to support plastics-related knowledge sharing and technology transfer

b. Coordination with the SEA-MaP Regional Platform for Innovation and Investments and other SEA-MaP deliverables

- This assignment will be conducted in parallel to the implementation of the SEA-MaP Regional Platform for Innovation and Investments. The parallel development of the Regional Platform for Knowledge and Partnerships and the Regional Platform for Innovation and Investments is essential, as both Platforms are interdependent and must communicate and complement each other effectively. Both Platforms will seek collaboration for regional capacity building and best practice exchanges, potentially through activities such as workshop series, annual technology/innovation expos. Consultant teams

developing the Platforms must communicate regularly to align objectives and ensure mutual reinforcement, facilitating an effective regional network for policy dialogue and sustainable waste management. Should different teams handle the work, the RISU and PMU will facilitate coordination.

- The consultancy firm will also be required to coordinate closely with the consultants that are developing the outputs outlined in Table 1 in the planning and execution of the Platform's online and offline events.
- For the Regional Training Program on Plastics and Plastic Waste Management, the assignment is expected to commence in August 2024. Knowledge products such as self-paced e-modules/ training developed will be developed by Q4 2024 or Q1 2025. The consultancy firm will work closely with the consultant of the Regional Training Program to ensure that the products are developed in a manner compatible with the Platform's requirements for operation.

c. Reporting

- Meeting and other consultations: Regular meeting (fortnightly but frequency can be adjusted as required) with the PMU will be conducted to discuss progress of their work. If the firm is based in Jakarta, inclusion of in-person meetings would be preferred. The firm will be required to discuss and seek the inputs of the PMU, RISU ASEC, the World Bank and other relevant stakeholders, as necessary. For the meetings, the firm will prepare the relevant materials for the meetings in coordination with the PMU and facilitate the discussions and producing meeting summaries and a compilation of comments and feedback received. The consultancy firm will coordinate with the PMU M&E Specialists regarding lessons learned and good practices identified during the reporting period to facilitate continuous improvement.
- Progress/Highlights (monthly), Quarterly and Annual reports: The firm will submit a monthly progress/highlight report, quarterly progress report, which will include information such as the work plan, main activities implemented in the quarter basis, findings, the detail of planned activities implementation in the next quarter, as well as the consultant's considerations and reflections. The quarterly report must be submitted within five days following the end of each quarter within the contract period. A template for the Report will be provided. An Annual Report will be submitted within seven days following the end of Q4. The consultancy firm will submit a final report within seven days after the submission of the final output, and at least six weeks before completion of contract.

d. Others

- The consultancy firm will host online/offline consultation workshops with key development partners and stakeholders at various stages of the planning and implementation phase (setting up the virtual meeting, preparing all relevant documents, note-taking, report writing on the discussions, feedback, inputs, and recording attendee information, etc.).
- The consulting firm will attend meetings and prepare relevant materials in consultation with the SEA-MaP Regional Project Team as appropriate, including those of the Project Steering Committee.
- The consulting firm will help facilitate the discussions, producing meeting summaries, and compiling comments and feedback from each consultation/meeting,
- If bidders see a need for additional traveling as part of the assignment, this should be indicated in their proposal, including explaining why these travels are necessary for producing the required deliverables and outcomes.
- All deliverables must be submitted to the PMU for review by the Project stakeholders. The consulting team should be prepared to make amendments based on feedback received.
- The consultancy firm is expected to conduct the work from their own office and arrange meetings with the PMU to provide regular progress updates and other relevant matters. In the event an in-person arrangement becomes necessary, the consulting team must provide

a justification for such a requirement, and budget for the required travel if the consulting team is based outside of Jakarta.

- The proposals would benefit from monitoring the ongoing developments of the International Negotiations Committee (INC) for a Global Plastics Treaty and sharing relevant discussions with the PMU and PSC to inform development of the Platform.
- Bidders may also include other consultations on top of the ones proposed in this TOR, as appropriate. Detailed planning for these events should be closely coordinated with the PMU.
- Timelines may be changed due to consultations and coordination with ASEAN Member States at no additional fees.
- The consultant's feedback will be welcomed to further improve the deliverables. If necessary, the duration and dates of the assignment may be adjusted with approval from the PMU.

5. Deliverables and Timeline

The following outlines the outputs expected for the assignment and the tentative timeline. Bidders are expected to introduce intermediate milestones for each task to monitor progress and make necessary adjustments. Progress against milestones should be clearly tracked to ensure timely task completion and regular review and adjustment based on feedback.

Deliverable	Schedule (after contract signing)
Inception Report: to include at the minimum a detailed workplan and schedule, cash-flow plan, resource plan, standard quality management methodology, environmental and social risk management measures and gender mainstreaming plan (metrics, indicators), the internal and management assurance, control, and governance, project results monitoring and reporting mechanisms, risks and mitigation plan, stakeholder analysis, stakeholder engagement plan (incl. stakeholder mapping, communications and engagement), milestones for each quarter, and other information that will ensure the effective planning of this multi-year assignment.	Draft: 2 weeks Final: 4 weeks
Task 1: Web Platform	
Mock-up of the web Platform, incl. integrated web blueprint	8 weeks
Beta testing (1 st phase)	9 - 12 weeks
Soft launch (refer to Task 3)	Q1 2025
Beta testing (2 nd phase)	Q1/Early Q2 2025
Full launch (refer to task 3)	Q2 2025
Platform roll out and implementation of the web platform.	From soft launch until the end of contract.
Platform handover ⁵	At least 8 weeks before contract completion.
Task 2: Knowledge Management Framework, Partnership Building Strategy and Roadmap	
Knowledge management framework and partnership building strategy	Draft: 6 weeks Final: 12 weeks
Roadmap incl. mapping of the current programs/projects/activities of ASEAN External Partners on combatting marine plastics	Draft: 8 weeks Final: 12 weeks

⁵ The requirement for the Platform's handover will depend on consultations and decision of the PSC on the way forward.

Deliverable	Schedule (after contract signing)
Task 3: Communications and outreach	
Communications plan	Draft: 8 weeks Final: 10 weeks
Outreach materials and content for online and offline dissemination to promote the Platform and its activities.	At least 4 weeks before launching of events
Task 4: Institutional sustainability strategy	
Institutional sustainability strategy	Draft: 16 weeks Final: at least 15 weeks before the conclusion of the assignment
Task 5: Set up and Initial Implementation of the SEA-MaP Regional Training Program on Plastic Waste Management	
Implementation plan	Draft: July 2025 Final: August 2025
Completion of setting up of the Platform to accommodate 7 modules/courses	By Q4 2025 until end of contract
Task 6: Events	
(Virtual) 1 st Coordination meeting with development partners and knowledge platforms	Q4 2024
(Virtual) 1 st consultation with PSC and nominated experts	Q4 2024
Regional event 1: Soft launch of the Regional Platform for Knowledge and Partnerships, back-to-back with 1 st high level policy dialogue and workshop series (2 days)	Q1 2025
(Virtual) 2 nd consultation with PSC/nominated experts and 2 nd Coordination meeting with development partners and knowledge platforms	Q1 2025
Regional Event 2: Full launch of the Regional Platform for Knowledge and Partnerships and 2 nd Workshop series (2 day)	Q2 2025
Regional Event 3: 2 nd High Level Policy Dialogue and 3 rd workshop series 2025 (2 days)	Q4 2025

6. Qualifications/Expertise Required

Given the broad range of tasks involved, consultancy firms are expected to engage relevant experts to conduct the tasks in this assignment. Bidders can form a team of multidisciplinary experts through a joint venture/consortium or engage and manage sub-contractors. Bidders should demonstrate key expertise relating to the assignments in the TOR and the needs of the multi-year management process. Below is an indicative list of key positions. Bidders may consider adding and/or subcontract non-key experts in supporting the execution of this assignment.

Firm Qualifications

- Demonstrated experience, at least 3 years in building and operating a similar knowledge and partnerships platform on marine debris, circular economy, or solid waste management, preferably in the Southeast Asia/ASEAN region.
- Demonstrated availability of technical capacity and resource readiness to operationalise the forthcoming Regional Platform for Knowledge and Partnerships.
- Access to a pool of experts and/or service providers that are essential to the development and implementation of the Platform.

- Extensive experience working with ASEAN governments or inter-governmental organisations on similar assignments in the Southeast Asian region is highly preferred.
- Demonstrated experience in multi-stakeholder particularly public and private coordination and cooperation.

Indicative Team Qualifications

Team Leader/Senior Marine Plastics Expert

- Advanced degree in Environmental science/Management, Development/Sustainability studies, Marine Science/Management, or any related field is required.
- At least 10 years' experience in international programme/project planning, development, coordination, and/or implementation is required.
- Demonstrated experience leading the coordination of the conference/webinars/workshop planning, implementation, and post event activities.
- Demonstrable experience working on plastic lifecycle management, plastic waste management, preventing/reducing plastic pollution, plastic pollution monitoring and assessment, or marine litter management.
- Experience in developing technical knowledge products, case studies, reports and similar.
- Experience in knowledge management, outreach, awareness raising, and knowledge sharing events is desirable.
- Experience working with government officials and other stakeholders in the ASEAN region is highly preferred.
- Excellent organizational, communication, budgeting and time management skills.
- Excellent written and verbal communication skills in English.
- Demonstrated leadership skills and the ability to work collaboratively with various stakeholders.

Marine Plastics Expert

- Advanced degree in Environmental science/Management, Development/Sustainability studies, Marine Science/Management, or any related field is required.
- At least 5 years' experience in international programme/project planning, development, coordination, and/or implementation is required.
- Demonstrated experience supporting the coordination of the conference/webinars/workshop planning, implementation, and post event activities.
- Demonstrable experience working on plastic lifecycle management, plastic waste management, preventing/reducing plastic pollution, plastic pollution monitoring and assessment, or marine litter management.
- Experience in developing technical knowledge products, case studies, reports and similar.
- Experience in knowledge management, outreach, awareness raising, and knowledge sharing events is desirable.
- Experience working with government officials and other stakeholders in the ASEAN region is highly preferred.
- Excellent organisational, communication, budgeting and time management skills.
- Excellent written and verbal communication skills in English.

Knowledge Management and Partnerships Expert

- Advanced degree in Information Management, communication, learning and development, or other relevant discipline with a concentration on how to synergise content, technology and process to facilitate learning and partnerships.
- At least 7 years' experience in knowledge management and partnerships in an international, multinational, or governmental organization/agency.
- Demonstrated experience coordinating conference/webinars/workshop planning, implementation, and post event activities.

- Demonstrated capacity to translate complex data from multiple sources into a user-friendly format to inform decision making.
- Demonstrated experience on marine plastics-related projects is highly preferred.
- Demonstrated experience working in cross-cultural settings, especially in ASEAN is highly preferred.
- Excellent organizational, communication, budgeting and time management skills.
- Excellent written and verbal communication skills in English.
- Ability to work collaboratively with various stakeholders.

Web developer

- University Degree in computer science, Software Engineering, or a related field.
- Experience working with government agencies, civil society organizations, and development partners to provide similar services.
- Experience working with the ASEAN Secretariat to provide similar services is highly desirable.
- At least 5 years of experience in programming and CMS development, search engine optimization, Google Webmaster tools, Google developer tools, or Mobile device adaptation.
- Must have minimum of 5 years of experience in website, software development and cloud infrastructure.
- Strong expertise in key programming languages and frameworks (PHP, JavaScript, SQL, Ruby, ROR, etc).
- Ability to develop unit testing of code components or complete applications.
- Excellent analytical, problem-solving, communication, and interpersonal skills
- Fluency in English.
- Experience providing similar assignments to the ASEAN Secretariat or similar organisations is highly desirable.

Communications Expert

- University Degree in Marketing Management or International Communications or Journalism.
- At least 5 years of progressively relevant experience at the regional or international level in corporate marketing, public relations or media industry out of which at least three years should be at specialist/expert level.
- Experience developing and implementing communication activities for national government or public sector, regional or international government or non-governmental organisations, multinational organisations, advertising agencies or leading media companies will be a distinct advantage.
- A strong demonstrable track record of commercial or public sector editorial and copywriting work including the use of storytelling for campaigns.
- Strong knowledge and experience of content creation for social media and other digital communication.
- Strong knowledge of media landscape in Southeast Asia/ASEAN is highly preferred.
- Knowledge of digital marketing techniques and effective communication on digital platforms including mobile platforms.
- Experience with development of communication products for marine plastics-related projects is highly preferred.

Event Coordinator

- University Degree in Event Management and / or Logistics Management.
- At least five (5) years of professional experience in the meetings, incentives, conferences, and events (MICE) sector.
- Proven track record in successful organisation and management and content development of physical and online events such as conferences, webinars, digital campaigns, and round table debates.

- Experience providing event management services to international and government stakeholders in Southeast Asia/ASEAN is highly preferred.
- Excellent administration, organisational and time management skills.
- Excellent written and verbal communication skills in English.

Events Officer

- University Degree in Event Management and / or Logistics Management.
- At least three (3) years of professional experience in the meetings, incentives, conferences, and events (MICE) sector.
- Proven track record in successful organisation and management and content development of physical and online events such as conferences, webinars, digital campaigns, and round table debates.
- Experience providing event management services to international and government stakeholders in Southeast Asia/ASEAN is highly preferred.
- Excellent administration, organisational and time management skills.
- Excellent written and verbal communication skills in English.

7. Deliverables 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. All deliverables must be approved as satisfactory by the PMU. Reporting requirements outlined in Section 4 including event reports must be submitted alongside the deliverables. Any additional supporting documentation or deliverables for each milestone will be decided in the approved Inception Report.

Table 3. Payment Schedule

	Deliverable	Schedule
1.	Inception Report	5%
2.	Reports of the 1 st coordination meeting with development partners and 1 st consultation with PSC/nominated experts Communication plan (final)	25%
3.	Reports of the Regional Event 1 Reports of the 2 nd consultation with PSC/nominated experts and 2 nd Coordination meeting with development partners	20%
4.	Knowledge Management Framework, Partnership Building Strategy and Roadmap (final) Reports of the Regional Event 2	25%
5.	Implementation plan to roll out the training program Reports of the Regional Event 3	15%
6.	Institutional sustainability strategy. Platform Handover. ⁶ Final project documentation and final/completion report.	10%

8. Environmental and Social Risk Management

⁶ The requirement for the Platform's handover will depend on consultations and decision of the PSC on the way forward.

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 consulting team 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 mechanism vis-a-vis its employees, suppliers/vendors and consultants.

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

The consultancy 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.

9. 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 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 consultancy firm will ensure that gender equality considerations are mainstreamed in all above listed activities. To this end, the activities will consider gender sensitivity and contain a specific focus on women stakeholders by mapping potential partners with gender inclusive approach and suggesting specific methods that contributes to gender equality and ensure that information is accessible to all women interested in the Project or affected by it.

10. Confidentiality Statement

All data and information received by the consulting team from the Project stakeholders 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.