

Term of reference for Consumer Research and Communications Campaign Development

Project name: **Building Plastic Pollution Free Communities**

Agreement Number: CO1810-000344

1. Background

Plastic pollution has grabbed the world's attention and with its dramatically rapid growth, become one of the biggest environmental challenges of our decade. Currently, plastic has been found in where people least expect, including the food we eat, the water we drink and the environments in which we live.

As a fast growing country, Vietnam now more than ever is witnessing dangerous environmental issues resulting from intensive economic development, in which plastic waste is a serious one. Vietnam is ranked at the 4th country disproportionately contribute to the problem of marine plastics. The convenience and low price of plastics are the main factors creating consumers' heavy-plastics habits.

As a leading conservation organization globally, WWF takes the marine plastic issue seriously. The emergency in tackling ocean plastics issues has become a concern for WWF. As a responsible organization, Prudential would want to show their strong and continuous commitment in supporting to the sustainability of Vietnam through participating in the project as a primary partner, corporate leader and change agent. Therefore, to drive a nationwide perception shift within Vietnamese society on the consumption of plastic products through improved awareness and understanding of the impacts of plastics and deliver behavior change messaging and institutional change to reduce plastic inputs into the environment, a project "Building Plastic Pollution Free Communities" will be conducted under the cooperation between WWF and Prudential.

The project will be implemented in three (03) years from November 2018 to November 2021 at two major cities (Hanoi and Ho Chi Minh City) of Vietnam. It comprises three (03) objectives, focusing on raising public awareness & actions; children education; and private sector engagement. To build public awareness and trigger behaviour changes on plastic use, a broad mix of communication activities are set to be conducted under a public communication campaign, including indirect communication (production and dissemination of communication materials) and Direct Communication (face to face trainings, workshops and events).

WWF is recruiting a research team (hereinafter called the Consultant) to conduct a consumer research and design the concepts and plan for the public awareness and behavior change campaign.

2. Objectives

The general objective of this study is to get information on knowledge, attitude and practices of different public groups on plastic consumption and disposal to serve as baseline data to create the campaign's concepts, messages and plan of the project.

The specific objectives of this study are as follows:

- To conduct consumer research on knowledge, attitude and practices and the rationale of plastic consumption and disposal of the wider public, taking into consideration the target groups of the project;
- To study and develop communication concepts, messages and creativity set;
- To develop a plan for a social behavior change campaign in the light of the above consumer research.

3. Scope of work

3.1. Conduct of Consumer Research

In total, the study will survey consumers in Hanoi and HCMC over 12 weeks, tentatively from January to April 2019. The research will cover proportionally different genders, ages, occupations and levels of income. The selected research will be expected to develop a detailed design and schedule for the research and it will need to focus primarily on, but not limited to, the following components:

- Their knowledge, attitudes and perceptions concerning plastics as an environmental and health issue. This should include wider environmental health issues such as ocean plastics and impacts on wildlife/fisheries etc., as well as immediate environmental within the city (e.g. garbage, burning of plastics). It should also look at personal health concerns such as consumption of plastics (in water, seasalt, fish) and plastics in the food chain;
- Current knowledge, attitude and practice of consumers in using and discarding plastic products and rationale (sources and types of plastic they use the most, quantity of plastic they use per day, percentage of single-use plastics, means of disposing plastics, their motives and resource, etc.);
- Gaps and areas for improvements of each consumer group in terms of their awareness and behavior toward the current situation and impacts of plastic waste, the concept of using non-plastic and other solutions, e.g. 5R (Reduce, refuse, reuse, recycle, repurpose);
- Their recommendations to address the issue (Supports/policies from Government, alternatives from businesses, activities from NGOs...);
- Their frequently accessible and favorite information channels;
- Their interest on certain topics related to plastic consumption;
- Approaches for data analytics to identify consumer segments which may be influenced to change behavior and approaches/messaging that may drive behavior change response within a communications campaign.

The selected researcher(s) will be expected to develop a proposal with detailed schedule and methodology for the research. However, we anticipate that the methodology will include:

- Desk review of documents related to consumers' habits on using plastic products as well as likely future trends;
- Survey with designed plan, questionnaires and report outline that is approved by WWF and Prudential with a suitable size of sample in Hanoi and HCMC to ensure representativeness across demographic groups surveyed, stratified by city;
- Interviews and/or focus group discussion with different groups of consumers;

The proposal should elaborate clearly the criteria for sampling or selection of respondents; plan for training, fielding and supervising the enumerators; plan for quality control of data and reports; criteria for assessing the results which could be used to set targets for the campaign plan and indicators for monitoring and evaluating the project impacts after finishing the project. The proposal should incorporate also the report and database structures; and survey toolkits including packages of questionnaire and guiding questions for interview and focus group discussion.

3.2. Development of communication concepts, messages and creativity set

In parallel with the implementation of the consumer research, the Consultant is expected to study and develop communication concepts, messages and plan of the campaign in the light of the above research, including:

- Develop at least 03 concepts for social behaviour change campaign for selection of the most suitable concept for the campaign;
- Conduct pretesting of the concepts and messages with target audiences of the project under the discussion and appraisal from WWF and Prudential.;
- Develop a set of campaign creativity set for the project, e.g. name, logo, slogans, Website and FB pictures and cover photos, poster, etc.)

3.3. Formulation of plan for the social behavior change campaign

In light of the customer research and pre-test results, the Consultant is expected to develop a communication plan of the campaign in pursuant with the expected outputs of the campaign in the Annex 1.

The plan should be developed with three approaches, which are evidence-based; in integration with other components of the Project; and ensuring the participation of different stakeholders (taking into account the respondents’ expectations from the survey and pre-test). The objectives of the plan should be SMART (specific, measurable, achievable, realistic and time-bound) towards each targeted group under the activity and budget framework of project.

The plan should clearly state out the communication channels, activities, messages per different phase and particular timeline, cost estimates for implementation. It should also incorporate the quantitative indicators for measurement the project impacts.

4. Key responsibilities and Deliverables

The research report and database will be delivered in English and Vietnamese in softcopies.

No.	Activity	Expected outputs	Deadline
1.	Conduct the consumer research	- 01 research proposal; - 01 research report; and - 01 Database	31 st March 2019
2.	Develop communication concepts, messages, key	- 03 Communication concepts; - 01 creativity set; - 01 pre-test report	15 th April 2019

	activities and creativity set		
3.	Develop the campaign plan	- 01 campaign plan - 01 set of KPI indicators	1 st May 2019

5. Qualifications and skills

- (i) The consulting unit must possess at least five years' experience in the field with at least 03 completed survey contracts of similar nature and scales;
- (ii) The consulting unit must have experience working with internationally sponsored projects;
- (iii) The consulting unit must demonstrate that it has sufficient professional expertise and manpower to undertake the assignment, including:
 - A team leader with expertise in development studies, or social sciences, along with relevant technical knowledge in survey methodologies, research methods;
 - An expert in environmental communications. Knowledge and experience on plastic themes will be an asset;
 - An expert in designing communication materials;
 - An expert in data analyst;

Each expert must have Master degree, at least 07 years of experience and working with internationally sponsored projects.

6. How to apply

Please submit your Proposals to trang.nguyenth@wwf.org.vn using the subject line "Bidding for Consumer Research & Campaign Development – Building Plastic Pollution Free Communities", includes:

- Technical proposal:
 - Consulting firm profile and relevant project's datasheets;
 - Understandings on the service;
 - Methodology and Approach to the service;
 - Curriculum vitae (CVs) of experts;
 - Workplan and staffing plan.
- Financial proposal:
 - Remuneration for experts;
 - Reimbursements;
 - Total prices with taxes

Only shortlisted Consultants will be contacted. **Deadline for application is 10th Feb 2019.**