

**TERMS OF REFERENCE FOR THE RECRUITMENT OF A NATIONAL
ADVERTISING FIRM
WORLD BANK-FUNDED PLASTIC FREE RIVERS AND SEAS PROJECT
IMPLEMENTATION PARTNER: SOUTH ASIA COOPERATIVE
ENVIRONMENT PROGRAM**

ASSIGNMENT PERIOD: 50 MAN-DAYS (ON AN INTERMITTENT BASIS WITHIN 6 CALENDAR MONTHS)

CONSULTING FIRM RECRUITMENT WILL BE ON CONSULTING QUALIFICATION SYSTEM (CQS) BASIS

I. Background

The regional “**Plastics Free Rivers and Seas for South Asia**” project (PLEASE) is a world bank-funded regional initiative that is executed by the South Asia Cooperative Environment Program (SACEP). The Project aims to strengthen innovation and coordination of circular economy solutions to plastic pollution flowing to south Asian seas.

The Project Development Objectives are based on the combination of two medium-term outcomes such as, strengthening innovation of circular plastic economy approaches across South Asia and strengthening coordination of circular plastic economy approaches amongst the public, private sector, and non-government stakeholders in SACEP member countries. These align with the objectives of project components which are

- (1) to improve the identification and testing of plastic pollution mitigation solutions.
- (2) to increase leveraging of policy solutions and public-private sector engagement in plastic pollution, waste, and leakage mitigation across the value chain
- (3) to strengthen regional integration institutions.

the term ‘innovation’ in the project development objectives refers to better policies, strategies, plans, standards, technologies, and investments at both national and regional levels that will reduce the amount of plastic pollution flowing into rivers and seas across South Asia. This will also focus on leveraging the engagement of the public and private sectors to build a more integrated regional oversight, management, and policy framework for plastic pollution control. This in turn will enable an increased circular plastic economy model in the South Asia Region (Afghanistan, Bangladesh, Bhutan, India, the Maldives, Pakistan, Nepal, and Sri Lanka).

In line with the above project development objectives, three main project components have been defined to achieve project outcomes in a timely manner.

Component 1. Supporting Competitive Block Grant Investments to Reduce Plastic Waste

Component 2. Leveraging Public and Private Sector Engagement and Solutions

Component 3: Strengthening Regional Integration Institutions

The proposed consultancy assignment will provide the necessary expertise to identify project initiatives under the above-mentioned component II in collaboration with member countries and the Project Implementation Unit, which is located in Sri Lanka.

Leveraging Public and Private Sector Engagement and Solutions:

The objective of this component is to improve regional and national strategies, policies, action plans, and standards based on better analysis, and to facilitate the transition of the region to a more circular plastic economy through public-private sector intervention, dialogue, and cooperation.

To this end, the component will provide support to develop and/or improve national and regional plastic pollution mitigation strategies and action plans, policies, and industry standards and, provide technical and other support to relevant institutions to identify, prioritize, collect and analyze lifecycle data and identify data issues and gaps.

The development of national action plans, while led by national ministries authorized to do so will get support from SACEP and will complement, and be coordinated with, other country dialogues and advisory work financed by other sources.

The component would also support the convening of public and private sector decision-makers to discuss and agree on mainstreaming circular plastic economy solutions and approaches. This component will be undertaken through two proposed subcomponents:

Subcomponent 2.1: Enabling Policies, Standards, and Analytics: This subcomponent supports the development of strategies, action plans, policies, and standards to harmonize plastic pollution mitigation measures through:

- (a) developing and implementing a multi-year plastic policy support program, working with leading universities and organizations.
- (b) developing a database for lifecycle analysis, data collection, and modeling related to plastic across, selected industry value chains; and
- (c) supporting communication activities. Such policy will be incorporated into policy revision, planning and investment processes across the region, including modification of existing standards and regulations governing private sector organizations.

The project builds on strong working relationships with units in government Ministries of each of the SACEP member states responsible for plastics and marine litter policy and their associated government standards bodies. One of its functions will be to help to maintain an up-to-date understanding of plastic relevant standards at any given time across countries, analyze the extent of their harmonization and key areas of divergence, and help respond to the research and technology-focused agenda needed to work on the update and introduction of new standards. In the project's first year, SACEP will work closely with national ministries toward the development of improved country-level/national marine litter strategies and action plans in addition to the development of an approach, including methodology and measurement to track and report on existing plastic pollution levels (national and regional) and plastic reduction impact of solutions (investment and policy), by MTR.

Subcomponent 2.2: Enabling Regional Public and Private Engagement:

This subcomponent supports the circular use of plastic in the economy through regional public-private collaboration and engagement in South Asia, including designing and organizing annual or more frequent meetings of representatives from the public and private sectors.

Activities supported will bring public and private sector representatives together to review and discuss strategies, policies, and standards (developed under subcomponent 2.1) that can accelerate South Asian countries toward a more circular and reduced use of plastics in the economy. More specifically, it will support the design of regional convenings as a part of SACEP's regular convening of stakeholders; support costs associated with such annual or more frequent meetings of public sector policy and decision-makers with private sector representatives, including the sharing of best

practice public-private partnership (PPP) solutions from within the region and beyond; and proactively disseminate The World Bank Plastic free Rivers and Seas for South Asia (P171269) information on a regular basis to a broad range of stakeholders on the goals and progress on shared priorities defined for an action-focused agenda for regional conversion as reported by both public and private entities from across the region. These convenings could be branded to further accelerate awareness and exemplify regional cooperation in support of plastic-free rivers and seas and could adopt a fee for private sector participation (a successful model used in trade shows, convening on other topics, and so on) to ensure continued convenings over time that SACEP will continue to oversee beyond the life of the project.

2. Project Objectives

The Communication Strategy for National Activity Plan for Plastic Waste Management (NAPPWM) 2021-2030 for Sri Lanka has been prepared and approved by the Ministry of Environment of Sri Lanka. The objective of the assignment is to support the identified Communication strategy of the Ministry of the environment on the implementation of the NAPPWM.

As highlighted in the (NAPPWM) Plastics have become one of the essential materials in modern society due to their wide-ranging properties which can be applied in a variety of ways in our day-to-day life. Plastics have their own positive as well as negative aspects. Thus, in planning for achieving the Sustainable Development Goals by 2030, the negative aspects of plastics on the present, as well as future generations, have to be minimized while securing the positive aspects by addressing the entire lifecycle of plastics.

Additionally, at present, the recycling rate of plastics in Sri Lanka remains at a lower rate of 4 percent. On the other hand, the importation of plastic pellets is discouraged due to the shortage of forex reserves in the country. The above facts show the potential to increase the recycling rate and the indirect market force that promotes recycling. However, what is lacking is an attitude change in the whole society that covers the lifecycle of plastic waste management. The communication strategies are well prepared by an expert based on the principles of attitude change. The annual amount of plastic raw material importation to Sri Lanka is 300,000MT. If, recycling increases by 1 percent the cost can be covered. Some plastic manufacturing industries are closed for work under capacity as the pellets are not allowed or discouraged to import. If proper collection and recycling are promoted by the proposed awareness campaign, the economic benefit gain will outweigh the cost. The minimization of the health cost and positive environmental impacts are also considerable.

The (NAPPWM) 2021-2030 follows the principle of the 3Rs cyclical approach which deals with Reduction, Reuse, and Recycling. The actions set out in the plan are focused on the entire lifecycle of plastic waste management which embraces importation, processing, final use, or collection and disposal. The action plan aims

to improve the entire plastic waste management system in Sri Lanka. Strategic directions for the development of NAPPWM are guided by national policies, and guidelines, especially Sustainable Environmental Policy, Sustainable Consumption, and Production Policy, and Circular Economy as well as multinational agreements which influence plastic waste management. The NAPPWM has identified sixteen goals that are targeted to be achieved by the year 2030. The short-term, as well as long terms achievements, are highly dependent on the communication strategy which will have a direct impact to support the implementation process of the NAPPWM Action plan and the targeted achievements.

3. Objectives of the assignment under this TOR

The communication strategy for the 3Rs of NAPPWM needs to address two aspects, awareness, and advocacy. Awareness is used to create the expected behavior/s among the target groups through an attitudinal change in society while advocacy is used to create a supportive environment to implement the expected actions. Objectives of the communication strategy are aligned to develop the expected behavior for Reducing usage and Recycling of Plastic by citizens/public and the relevant target groups. Thereby supporting the Key Priority Areas (KPA). The directions of the communication strategic plan address two KPAs: Creating awareness among the citizens on responsible behavior in Plastic Waste Management (PWM) and developing collaborative settings among the stakeholders of PWM through advocacy.

Accordingly, the firm that will be selected needs to carry out the following broad media strategies on behalf of the Ministry of Environment to achieve the key objectives of the communication strategy identified in NAPPWM, mainly due to the lack of expected specialty within the Ministry of the environment to carry out such identified activities effectively.

- a) To make aware the public minimize the usage of SUP CSA-1.1: Motivate the public and other users to minimize the usage of single-use consumer plastic items CSA-1.2: Facilitate promotion activities including event management related to recycling and minimizing or zero usage of Single Use Plastics;
- b) Encourage the public and stakeholders for recycling plastic waste; and
- c) Advocate stakeholders to facilitate actions related to PWM

It is expected that these communications strategies will achieve among others;

- a) Motivated the public/citizens for responsible behavior in minimizing the usage of SUP and practicing PWM standards;
- b) Improved coordination among the stakeholders in performing the activities related PWM;
- c) Increased collection and reuse of recyclable plastics;
- d) Abided by the guidance and standards in the collection and disposal of recyclable plastics; and
- e) Enhanced innovation, partnerships, and alliances for PWM.

The Proper identification of the target group is essential for the proposed program to be effective. Different target groups do have their own characteristics which determine communication perceptions. The characteristics, especially the perception of the usage of plastic, of the target group determine the selection of appropriate aspects of communication in terms of type and mode/channel. The outline of the awareness program is based on the following characteristics.

1. **Channels of Communication:** Based on the outline, the program managers, and creative experts (Consulting Firm) together decide the most appropriate channel of communication to be used for the

communication program. Decision on the selection of channels mainly depends on the appropriate mode of communication, and the availability of resources.

2. **Development of Messages and Material:** Messages are expected to change the behavior of the target group and be a guide for practice. Therefore, the production of the material has to be sensitive to the dependency of the lifestyle of the society on the usage of plastic material as well as to initiate self-motivated replacement by alternatives as a trend. Hence, creativity in the development of messages plays an important role in overcoming this challenge.
3. **Selection of communication material,** basically depends on the availability of the budget and the channels which are to be used for the delivery of the messages. Also scrutinizing available material for suitability for implementation either as it is or with alterations, if doable.
4. Based on the selection of channels of communication the identified and finalized content are used for the development of messages to be compatible with the selected communication material. In the development of messages, creative experts (Consulting Firm) incorporate the contents, by converting them in a creative and appealing manner into the copy writes, scripts, text, and write-ups of the relevant material productions. Also, prior to production of the material, dummies of the same Consulting Firm (expert) are to be pretested to enhance the effectiveness and obtain Ministry approval.

4. Scope of Services

The detailed activities to be carried out island-wide by the selected Consulting Firm to achieve the above communication strategies will include;

- a) Telecast/Broadcast using the Media unit of the Ministry of Environment through the state media Channels;
- b) Dissemination of the message at the field level parallel to the telecasting and broadcasting through the circulation of awareness materials at special events in the Ministry of Education, Ministry of Health in Sri Lanka, and Ministry of agriculture.
- c) Circulation of similar materials electronically or printed material among the public may billboards and similar usages;
- d) Extend the circulation and making awareness campaigns among the Ministries in Sri Lanka which consist of departments and regional administration units in the provincial or regional levels.

An outline of activities that are to be covered under above scope are given in Table 1.

Table1- Outline of activities that are to be carried out by the consulting firm under the scope of actions (**minimum**)

Item	Category and no of item	Description
Video broadcasting	Television advertisement	i. Introductory 3R-02 ads 15 sec and E/S/T
		ii. Jingle Base TiK Tik Plastic - Children 45 sec; S/T (E-Subtitle) (ii),
		iii. Jingle Base Animation - video 45sec; (Positive Approach) S/T (E- Subtitle) (
		iv. Dialog base video 30 sec; (Alternative) E/S/T (E/T Dubbing)
	v. Radio Spot Based (Health effect) 30 sec E/S/T,	
	vi. Re editing ads for another version.	
	TV Snippets (05)	Audiovisual Each of 1 min; (Persons to deliver the statements will be nominated
	TV Documentary (01)	09 minutes (E/S/T medium Narrations)
Social media Ads	Social media Ads(5)	The above 05 TV ads are to be used with the approval of the Ministry of Environment.
	Video Clips (3)	Video clips (30sec -2min) (E/S/T Medium) (a) Video type (b) Animation type (c)3D -Video Mix type
	Documentary 1	Above 9 min Documentary is to be used with the approval of the Ministry of Environment
For Broad casting	(i) Radio spots (04	30 sec each E/S/T
	(ii) Radio jingles (03)	(ii) Radio jingles (03) 45sec (S/T Medium)
	(iii)snippets (05)	(iii) Snippets (05) Each of 1 min (Video voice of the TV Snippets)
Press	Advertisement (03)	For National newspapers – ½ & ¼ page; Color and B/W) E/S/T
Advocacy programs	(i)Leaflet (01)	Implementation program to be scheduled by the Ministry of Environment
	(ii)Brochure (01)	
	(iii)Booklets (01)	
Out Door promotions	(i) Hoardings/billboards (03)	Designed Artwork to be used
	(ii)Digital media/Flash (03)	
	Banners (03) Posters	
	(iii)posters (02)	
	(iv)Banners (03)	
Consultancy for 50-man days	Management /Handling of total public awareness programs	Management of Media negotiation, buying, scheduling, monitoring, and evaluation

The Ministry of Environment expects that these proposed actions will help to change the attitude of the whole society in Sri Lanka significantly in two steps namely gaining knowledge (through mass media; telecasting and broadcasting and the inquire further from the officers at the regional level and making a permanent attitude change by referring to the related material further. Financial and other support from PLEASE Project will be for ;(i) For telecasting and broadcasting of communication material, (ii) Printing of the awareness materials, and field-level distribution, (iii) Budget to conduct awareness programs providing cost breakdown including the indirect and direct project costs, and (iv) The cost of the Consulting Firm in carrying out the activities identified above to the satisfaction of the Ministry of Environment in Sri Lanka.

The financial proposal should include the activity-based cost covering the following

- (i) For telecasting and broadcasting of communication material, with list of channels, time, duration and frequency of airing
- (ii) Printing of the awareness materials printing and distribution charges
- (iii) Budget to conduct awareness programs providing cost breakdown including the indirect and direct project costs, and

5. Timeline

The task under assignment shall be completed by the Consulting Firm within a period of **6 Calendar months** on an intermittent basis as requested and agreed with the Ministry of Environment.

6. Methodology and expertise

An overview of the methodology to be applied in executing the Communication Program by the Consulting Firm is important. The methodology shall be in line with the action plan and Program submitted by the Consulting Firm in their technical submissions.

The Consulting Firm shall indicate minimum 2 references of the services carried out in the past which are similar to the activities included in the TOR. PLEASE project reserve the right to contact the companies provided as references by bidders. References will be requested to provide feedback on the following aspects of service delivery: (i) Management capabilities, (ii) Accuracy of administrative processes, (iii) Efficiency and cost-effectiveness in terms of advertising, (iv) Customer service, and (v) Any aspect of service delivery that the Ministry of Environments may deem important. The firm the Consulting Firm shall provide a detailed project approach and methodology to cover the proposed scope of work including task description and how such tasks will be performed on the given timeline in their submissions.

7. Evaluation Criteria

The request for quotations will be evaluated in two stages: The first stage will evaluate functionality according to the criteria of;

- I. **Past experience;** Consulting Firm shall have at least three traceable references relating to advertising services undertaken in the past three years. Provide a brief description of the scope and scale of the work undertaken for each and indicate the value of each contract.
Points will be awarded to affirmative compliance to the Experience and qualification requirements indicated in the Recruitment Qualifications and experience listed in the TOR.
(40 points)
- II. **Team capacity** The Consulting Firm should demonstrate the capacity of the project team recommended to be engaged and to be utilized in the execution of the contract. Their skills, qualifications, experience,

etc. The CVs of staff should not be longer than 3 pages in total and should be structured as follows:- (i) Professional qualification/s, (ii) Brief description of individuals' experience of similar work in the last five years. (iii) Name of previous employer/s and position.(iv) Role in the services to be provided in this bid.

(40 points)

III. Value-added services (these are the services that can add value to the advertising processes). **(20 points)**

The Bids that fail to score a minimum of 70 out of a possible 100 points on this criterion on the technical requirements will not be eligible for further consideration.

The highest ranks Consulting Firm scored on technical grounds shall be called up for its financial bid submitted along with the technical proposal for contract negotiation.

The successful Consulting Firm will be requested to enter into a contract on a lumpsum basis to compete for scope activities in the TOR.

Submissions: Closing date for submission of bids; 19 November 2022 at 14 .00 Hours Colombo time.

NB: The Consulting Firm is to submit one (1) pack of the original proposal, marked "ORIGINAL" in a separate envelope (Pricing included) and one (1) pack of copy (Pricing details excluded), marked "COPY" in a second envelope.

Financial or pricing details must only be included in the pack marked "ORIGINAL".

NB: Failure to submit: one (1) pack of original documents with pricing included, and one (1) pack of copies without pricing data in the prescribed manner WILL lead to your bid being disqualified. Tender submissions can be submitted in the tender box located in the Project Implementation Unit of the PLEASE project at 108/4, Rosemead Place Colombo 7, Sri Lanka.

Late submissions will be disqualified. 5 For more information on the technical information in the TOR, contact: Sarath Muthugala, procurement specialist, on +94777761977 or e-mail: sarath.please_project@sacep.org.

8. Deliverable Plan

- a) **Inception report:** The inception report shall be submitted to Project Director within one week of signing the consultancy agreement. It may contain the status of the study, the proposed work plan, any agreed changes to the scope included in the TOR, and the progress and schedule to be submitted to PIU within a week.
- b) **Draft Final Report:** The draft Final report shall be submitted to the Project Director of SACEP with a copy to the concerned Ministry of Environment within 10 days of the completion of Activity 1-6. It should be included any visible outcome and any no of users of the advertisements carried out finding any changes and suggestions for improvement so of the advertising methodologies and means.
- c) **Final report:** Final report shall be submitted within 10 days the by the Consulting Firm incorporating all requirements and updating the new pronouncements and results after completing all the activities under the scope. The Consulting Firm shall make its own recommendations for the improvement of a similar program, if required, for other SACEP member countries in the region.

9. Works station

The dissemination and advertising campaign will be carried out within Sri Lanka and therefore data review and field trips will be conducted in the country and the reporting office will be the country focal point office in SACEP/PIU. The Consulting Firm shall use its office and other resources to provide the services under TOR.

10. Recruitment Qualifications and experience :

- a) The consulting firm should have 5 years of working experience in High-level Event Management, videography/video editing, photography, TV shows, and carrying out high-level advertising campaigns with a contract value of more than Rs 5 Mn .
- b) Demonstrated experience in the conception, production, and editing of video documentaries is required. Experience in marketing and advertising solution, social media, and print media, and experience covering social, high-level events, humanitarian and development subjects will be an asset. Experience with International organizations and /or INGOs will be an asset.
- c) Filming broadcast quality video and audio: HD 1920x1080 or better, Final Cut Pro editing skills (or other professional editing software), knowledge of traditional and new media, expertise in conducting innovative, creative, and quality media productions in various aspects of television feature films, documentary making, event coverage, infomercials development, Radio productions, and advertisements is required. Professional photography, Graphic designing, Publications, and written text for distribution across media channels are also required. Experience in engaging with civil society, development partners, and governments; knowledge of relevant sectors and access to stakeholders and relevant information sources; knowledge of international standards in terms of video production, photography, and social media management will be preferred.

11. Language requirements

The Consulting Firm proposed staff should have experience and capability in managing the programs in English, Sinhala and Tamil language is important and required.

12. Required Team Composition

The consulting team should have experienced consultants in the disciplines of team leading, Video and Audio content marketing, graphic designing, and an expert in content editing.

13. Data documents and facilities to be provided by the client

- a) Most advertising materials such, as artwork, and video clips will be provided by the Ministry of Environment /PIU Please project to the proposed Consulting Firm. Additionally, if required, the Consulting Firm needs to develop an additional item of them as required.
- b) The Consulting Firms shall verify the correctness of the data/information provided by the Ministry of Environment and satisfy them about the accuracy of data/information /material before these are used. Data/information /material provided to the Consulting Firm shall remain the property of the originating agency and shall be provided solely for the purpose of the work to be done under this contract.

14. Financial Bid submission

The financial bid of the Consulting Firm shall include;

1. All costs including payments to the media institutions and to the outsiders and including fees and other charges that the Consulting Firm needs to pay for to carry out the detailed items of the scope indicated in TOR;
2. Consulting Firm shall indicate separately the cost for each item listed in the TOR separately,
3. The Consulting Firm shall indicate its professional charges and Overhead (combined) and separately in the financial bid
4. The Consulting Firm submitted financial bid shall include VAT, as applicable.

The Consulting Firm's financial submission shall include their consultancy fees for the 50 man-days period on a lump sum basis together with the cost for the activities identified in the Scope of Works to be carried out by the Consulting Firm.