Terms of reference (ToRs) for the procurement of services

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Behavioral Change Toolbox Methodology

Project number/ cost centre:

19.2109.7-001.00

0. List of abbreviations 2

1. Context..... 3

2. Tasks to be performed by the contractor 4

3. Concept..... 6
   Technical-methodological concept 6
   Project management of the contractor (1.6) 6
   Further requirements (1.7)..... 7

4. Personnel concept..... 7
   Team leader 7
   Key expert 1 7

5. Costing requirements 7

6. Requirements on the format of the tender 8

7. Option 9

0. List of abbreviations

3RproMar	Reduce, Reuse and Recycle to Protect the Marine Environment and Coral Reefs (project name)
AG	Commissioning party
AMS	ASEAN Member States
AN	Contractor
ASEAN	Association of Southeast Asian Nations
AVB	General Terms and Conditions of Contract for supplying services and work
AWGs	ASEAN Working Groups
BMZ	Federal Ministry for Economic Cooperation and Development (of Germany)
FK	Expert
FKT	Expert days
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit (German Corporation for International Cooperation GmbH)
KZFK	Short-term expert
RAP	ASEAN Regional Action Plan on Marine Debris
ToRs	Terms of reference

1. Context

Jointly coordinated by the ASEAN Secretariat and *Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH* on behalf of Federal Ministry for Economic Cooperation and Development (BMZ), the 'Reduce, Reuse and Recycle to Protect the Marine Environment and Coral Reefs' project (3RproMar) is implemented to support the ASEAN Member States (AMS) in the improvement of implementation capacities for reducing land-based waste leakage to protect the marine environment. The project has started since July 2020 and is expected to be implemented until June 2025.

The 3RproMar project emphasizes four core outcomes:

1) Enhancing regional cooperation and knowledge management among ASEAN Working Groups, stemming from the 'ASEAN Framework of Action on Marine Debris'.
2) Developing national strategies for waste leakage reduction within focal AMS, ensuring these strategies are transmitted and implemented at the local level.
3) Engaging the private sector to cultivate approaches for waste leakage reduction throughout the value chain.
4) Executing pilot projects along the value chain in select municipalities.

The project particularly targets four nations along the Mekong river system: Cambodia, Viet Nam, Indonesia, and the Philippines.

In order to combat this pressing issue, ASEAN has also adopted the Framework of Action on Marine Debris and followed up by the ASEAN Regional Action Plan on Marine Debris (RAP). The RAP identifies potential solutions to overcome unsustainable plastic consumption, waste management and marine debris pollution. In the RAP, behavioral change is stated as a core topic (action 11), as Behavioral change has been viewed as one of the major factors to combat marine debris and national efforts are underway in some of the ASEAN Member States (AMS). Initial assessments under 3RproMar in 2023 emphasized the need to:

1) The need for a more thorough assessment of campaigns to find more representative results.
2) The need for a methodology on impact assessment.
3) Moving from Behavior Change Communication to Behavior Change Design.
4) Ready-to-use Behavior Change Solutions for the ASEAN Region.

The unique character of the project 3RproMar makes it possible to scale local experiences as well as national approaches to the regional level. This is especially important for behavioral change campaigns, as research shows they have to be grounded in local circumstances and experiences. Also, as complementary approach to behavioral change communication playbook that focusses on awareness raising, the project will aim for a common behavioral change methodology developed based on experiences in the ASEAN region, as well as an applicable impact assessment methodology that is yet a huge gap.

In alignment with 3RproMar's regional objectives, this approach seeks to deepen the understanding of relevant ASEAN Working Groups (AWGs) about strategies to curtail land-based marine litter sources. This behavioral change methodology can integrate with ASEAN via ASEAN Environmental Hub and offer specialized insights to pertinent working groups.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following works:

1) Creation of a Behavioral Change Design Toolbox to combat marine debris in ASEAN region.
2) Pitching a methodology to set up a database for best practices on behavioral change campaigns in ASEAN region.
3) Presenting the ideas towards AMS at Regional Workshop 2024, Philippines

The main objectives of this assignment are as follows:

1) Explore existing good practices and successful case studies related to behavioral change, with a special link to the projects pilot sites.
2) Create a toolbox for the design of behavioral change campaigns targeting waste reduction and circular economy for the ASEAN region.
3) Create an impact and monitoring methodology that will make it possible to evaluate behavioral change campaigns as part of this toolbox.
4) Develop an actionable good practice guide offering a set examples for the design of behavioral change campaigns.
5) Optional: create a toolbox concept for the development of environmental curriculum to be implemented in Indonesia in collaboration with Pusat Pengembangan Generasi Lingkungan Hidup dan Kehutanan (PPGLHK), Ministry of Environment and Forestry. This toolbox concept will be formulated using the "Compendium of Best Practices on Environmental Education in School in Indonesia" as reference on existing methods on commonly used by schools. This compendium will be developed by another short-term consultant.

The toolbox will be formulated leveraging an in-depth evaluation of existing behavioral change campaigns within the ASEAN region. Rooted in tangible experiences from behavioral change campaigns in Southeast Asia, the tools provided encompass subjects such as waste prevention, management, and the broader issue of marine litter. Supported by empirical findings and enhanced by the preliminary assessment conducted by 3RproMar, the toolbox pinpoints key areas demanding behavioral change interventions, like household waste sorting.

This comprehensive toolbox offers a suite of tools addressing:

- The identification of the desired behavioral transformation.
- Understanding the role of behavioral change in achieving the intended outcome.
- Specification of the target demographic, taking into account a spectrum of actors from consumers to the private sector, the informal sector, and waste collectors, all pivotal in the battle against plastic pollution.
- Clear guidelines for defining the target behavior.
- A strategic framework for devising a successful campaign.
- Recommendations for actionable measures aligned with specific needs.
- Methodologies to assess the impact and effectiveness of interventions.
- Illustrative case studies showcasing various behavioral change campaigns.
- With this toolbox at their disposal, policymakers, NGOs, and businesses will be better positioned to strategize and implement initiatives driving significant behavioral change.

Proposed outline:

1) It is a toolbox to design a Behavioral Change Communication Strategy.

2) Compilation of several lesson learnt from best practices in ASEAN region, can be taken from the preliminary stocktaking analysis.
3) From these lesson learnt, we provide identification of components (with examples) needed to design a Behavioral Change Communication Strategy, eg. 5W1H thinking process. The components are then applied to a ready-to-use communication design, including on how to implement it with the relevant target audiences.
4) Simplified Guidance for Impact Assessments of Behavior Change Campaign. One of the recommendations from the preliminary stocktaking analysis is to provide assistance to practitioners by developing simplified and easy-to-use tools for impact assessments.
5) Last tool is to provide their designed campaign as a knowledge sharing for all AMS. This part shall also be the part where 3RproMar Pilot Behavioral Change cases are shared to AMS.

Milestones/partial works	**Deadline**	**Criteria for acceptance**
An inception report outlining the proposed methodology, work plan, timeline and table of content.	1 week after conclusion of the contract	Clear, realistic timeline touching the aspects mentioned above. Presentation in short call.
Pitch for the toolbox on ca. 10 pages tbc with technical advisors.	1 month after conclusion of the contract	Logical structure, Introduction to methodology suggested minimum 5 Tools for in depth analysis.
First draft of BC toolbox on behavioral change campaigns including an executive executive summary and user friendly format	2 months after conclusion of the contract	Comprehensive coverage of behavioral change campaign strategies. Clarity and precision in the executive summary.
Two Revisions of the BC toolbox	Within 2 week of received feedback	Effective incorporation of feedback from previous versions. Enhanced content clarity and layout improvements. No recurring issues from previous drafts.
Methodology for impact measurement with behavioral change campaigns	3 months after conclusion of the contract	Clear and detailed step-by-step methodology. Methodology's feasibility and adaptability to different campaign contexts. Inclusion of both quantitative and qualitative impact measurement tools.
Presentation of slides summarizing the key findings, recommendations during Workshop March 2024, tbc.	1 day in Regional Workshop of 3RproMar	Clear and concise summarization of key findings.
Rework of toolbox according to feedback during workshop	3 weeks after regional workshop	Effective incorporation of workshop feedback. Verification that all suggested improvements have been addressed.

Optional: Toolbox concept for the development of environmental curriculum	Ca. 10 days	Comprehensive coverage of environmental topics with a focus on waste management, aligned to educational standards. User-friendly design equipped with interactive resources, ensuring easy navigation and adaptability for educators.

Period of assignment: from 01 January 2024 until 30 May 2025.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (*Tasks to be performed*) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (*see Chapter 1 Context*). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (*see Chapter 2 Tasks to be performed*).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering (1.3)** the measures with the project partners and its contribution to the **results-based monitoring system**.

The tenderer is required to describe the key **processes (1.4)** for the services for which it is responsible and create an **operational plan** or schedule that describes how the services according to Chapter 2 (Tasks to be performed) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions (1.5)** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed).

The tenderer is required to describe its contribution to knowledge management for the partner and GIZ and to promote scaling-up effects under **learning and innovation (1.5)**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed), including a brief overview of the project management concept, must be explained in detail.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates

(duration and expert months); and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

Further requirements (1.7)

Considering the established relevant methodologies from other organisations, the tenderer is required to elaborate comprehensively these methodologies into the overall result.

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described on the basis of their CVs, the range of tasks involved and the required qualifications.

Team leader

Tasks of the team leader
- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Regular reporting in accordance with deadlines

Qualifications of the team leader
- Education/training (2.1.1): university degree (German 'Diplom'/Master) in sustainable development, social sciences, environmental management, or other fields related to the scope of the assignment
- Language (2.1.2): C2-level language proficiency in English
- General professional experience (2.1.3): 10 years of professional experience in the Environmental, circular economy and/or waste management
- Specific professional experience (2.1.4): 5 years in work related to behavioral change aspects related in waste management, plastic reduction, marine litter prevention.
- Leadership/management experience (2.1.5): 2 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 2 years of experience in projects in ASEAN (region), preferably Cambodia, Indonesia, Philippines, Vietnam.
- Development cooperation (DC) experience (2.1.7): 5 years of experience in DC projects

Key expert 1

Tasks of key expert 1
- Creation of the mentioned behavioral change toolbox in close cooperation with the team leader.
- Research on existing behavioral change

Qualifications of key expert 1
- Education/training (2.2.1): University degree (German 'Diplom'/Master) in sustainable development, social sciences, environmental management, or other fields related to the scope of the assignment
- Language (2.2.2): C2-level language proficiency in English
- General professional experience (2.2.3): min 5 years of professional experience in the Environmental, circular economy and/or waste management

- Specific professional experience (2.2.4): min 2 years in work related to behavioral change aspects related in waste management, plastic reduction, marine litter prevention
- Regional experience (2.2.6): 2 years of experience of working with projects in ASEAN (region), preferably Cambodia, Indonesia, Philippines, Vietnam.
- Development cooperation (DC) experience (2.2.7): 5 years of experience working with DC projects

5. Costing requirements

The following basic calculations for the contract for works are a reference value based on the acceptance criteria for each partial work/milestone specified in Chapter 2 (Tasks to be performed by the contractor).

Since the contract to be concluded is a contract for works (deliverables based), we would ask you to offer your service fee at a lump sum price. Therefore, please divide the lump sum price into the milestones described below. The estimated expert days serves as guidance only. The price per milestone must contain all relevant costs (fee, etc.).

Travel expenses will be provided by GIZ. Per-diem, accommodation allowances, flights and other main forms of transport can be reimbursed against evidence according to GIZ travel regulation. All business travel must be agreed in advance by the officer responsible for the project.

Milestones/Deliverables	**Estimated expert days for *orientation***	**Deadline**
An inception report outlining the proposed methodology, work plan, timeline and table of content.	5 working days	1 week after start of the contract
Pitch for the toolbox on ca. 10 pages tbc with technical advisors.	10 working days	1 month after start of the contract
First draft of BC toolbox on behavioral change campaigns including an executive executive summary and user friendly format	20 working days	2 months after start of the contract
Two Revisions of the BC toolbox	7 working days	Within 2 week of received feedback
Methodology for impact measurement with behavioral change campaigns	10 working days	3 months after start of the contract

Presentation of slides summarizing the key findings, recommendations during Workshop March 2024, tbc.	1 working day	1 day in Regional Workshop of 3RproMar
Rework of toolbox according to feedback during workshop	7 working days	3 weeks after regional workshop
Optional: Toolbox concept for the development of environmental curriculum	Ca. Working 10 days	5 months after start of contract (*subject to approval by GIZ upon proposed concept*)

6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The complete concept must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g., links to websites) will also not be considered. The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English language.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the standard format for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all relevant costs. The price bid will be evaluated on the basis of the specified lump sum price which must be realistic for the services to be rendered. The specifications for pricing are defined in the Price Schedule.

7. Option

After the services put out to tender have been completed, important elements of these tasks can be continued or extended. Specifically:

Type and scope

The contractor is responsible for providing the following optional services:

- Toolbox concept for the development of environmental curriculum

Requirements

Exercising the option will depend on approval of the proposed concept by both GIZ and ASEAN and KLHK, its technical feasibility, and the budget availability. The decision on continuation is expected to be made in the period 4 weeks after finalization of the concept.

The option will be exercised by means of a contract extension on the basis of the individual approaches already offered.

Quantitative requirements for the optional services

Milestones/partial works	Estimated expert days for orientation	Deadline
Toolbox concept for the development of environmental curriculum	Ca. Working 10 days	5 months after start of contract *(subject to approval by GIZ upon proposed concept)*

Requirements on the format of the tender for the option

The specifications for pricing are defined in the price schedule.