

## TERM OF REFERENCE (TOR)

### Undertake market research and baseline study, develop business plan for the gender-sensitive and inclusive digital youth EEP

<b>Timeline:</b> April – Sept 2023	<b>Location:</b> Vietnam, Cambodia, Indonesia, The Philippines
<b>Program Priority (PP):</b> Supporting citizen action to improve resilience and adaptation to disasters, climate change, and building safe communities.	<b>Projects:</b> <ul style="list-style-type: none"><li>- The project 'Building one ASEAN of Sustainability and Solidarity with a Partnership between Youth, CSOs and the Member States (A-SASSY)'</li></ul>
<b>Reference:</b> <ul style="list-style-type: none"><li>• Project document and log frame</li><li>• Cost norms, procurement procedure and financial policy of AAV and AFV</li><li>• Previous reports, current relevant policies, and programs in 4 countries</li></ul>	

### 1. Background

Climate change and environmental degradation threaten ASEAN Member States<sup>1</sup>. The Asian Development Bank has warned that the ASEAN region will suffer even more from climate change, extreme weather events, and disasters. ASEAN Member States use many antiquated production methods, increasing greenhouse gas emissions (GHG). At the same time, the ASEAN region is the world's fastest-growing hub of technologies, mostly based on data and digital tools, for economic growth, public governance, and public-private partnerships.

The population in ASEAN countries is highly vulnerable to rising sea levels, high deforestation rates, biodiversity losses, climate-induced extreme weather events, and overexploitation of natural resources. Sea levels rising by 1 meter by 2030 will cause at least 129 million people in ASEAN to lose jobs, shelter, and food. Overuse of underground water in the biggest cities of Vietnam, Indonesia, Cambodia, and the Philippines has caused them to sink much more quickly than 50 years ago. Urban infrastructure that serves millions of people across ASEAN needs strengthening to improve resilience and DRR. The COVID-19 pandemic has increased the vulnerability of many people, including youth. Although all ASEAN Member States have signed the Paris Agreement and formulated Nationally Determined Contributions (NDCs), these are often not ambitious, and there is insufficient policy space for youth to engage with national climate and development plans.

The ASEAN Secretariat has been engaging with youth, for example, on the "ASEAN Youth in Climate Action and Disaster Resilience Day 2021", and youth have called for their improved access to decision-making and the use of digital technologies in climate action and disaster resilience initiatives<sup>2</sup>, such as more inclusive platforms. Currently, no environmental education program offers ASEAN youth information, capacity building, resources, and space to act on environmental protection, biodiversity, and climate impacts. There needs to be more intercontinental connectivity for shared actions.

ASEAN young people are set to inherit the consequences of today's climate inaction by decision-makers. Young people represent about 30% of the ASEAN population (approx. 682 million people as

<sup>1</sup> ASEAN, State of Climate Change Report 2021, <https://asean.org/wp-content/uploads/2021/10/ASCCR-e-publication-Final-12-Oct-2021.pdf>

<sup>2</sup> <https://asean.org/asean-commemorates-asean-youth-in-climate-action-and-disaster-resilience-day-2021-with-intergenerational-dialogue/>

of August 2022<sup>3</sup>), and millions are affected by climate change and environmental degradation due to unsustainable growth models<sup>4</sup>. ASEAN young people are set to inherit the consequences of today's climate and environmental inaction or wrong actions by decision-makers. Young people's leadership and actions in ASEAN often need more capacity, resources, support, recognition, and space at the policy-making platforms. Youth-led solidarity actions are absent within ASEAN and across ASEAN-Europe, support, recognition, and room at the policy-making platforms for sustainability. According to a UNICEF survey in 2021<sup>5</sup>, the COVID-19 pandemic has accelerated the digital transformation of ASEAN societies and highlighted the importance of digital capacities among youth. 44 to 47% of ASEAN youth view digital literacy as necessary for their future but do not think they possess adequate knowledge and skills. Youth need capacity building in digital literacy for their decision-making and actions. Political and educational decision-makers must understand and ensure that youth take charge of their decisions and actions.

Starting from 1<sup>st</sup> May 2023, the project "Building one ASEAN of Sustainability and Solidarity with a Partnership between Youth, CSOs and the Member States (A – SASSY)" is co-funded by the European Union (EU), Bread for the World (BfdW) and implemented by AFV. The project aims to enhance the EU-ASEAN partnership and reduce negative environmental impacts in key areas of the European Green Deal.

The projects will conduct market research, create a baseline study, and create a business plan for the gender-sensitive and inclusive digital youth EEP (Environmental Education Program) in 2023. This TOR guides these activities with the detailed information as follows.

## 2. Objectives

Overall objective: The EEP e-learning platforms will respond to the needs of young learners, incorporate advances in digital technology and interactive knowledge transfer with e-learning models: (1) Youth Actions for Climate Justice (Y4CJ); (2) Youth Actions for Sustainable Development (Y4SD); (3) Youth Actions for Green Digital Transformation (Y4DT).

### Specific objectives:

- (a) To measure the status of all indicators and to understand the starting point of key elements of the youth digital environmental education work against which later progress will be measured.
- (b) To develop a market strategy for gender-sensitive and inclusive digital youth EEP.
- (c) To establish a business plan for starting, maintaining, and growing the EEP and the continued operation beyond the funding period.

## 3. Expected outputs

The following outputs are anticipated for this activity:

- a) A **baseline report** will inform the project team and responsible stakeholders in planning, implementing, monitoring and evaluation of the A-SASSY project activities.
- b) A **market research report** will identify target customers and stakeholders and recommend an outreach strategy for the EEP to engage young people in the age ranges of 15–19, 20–24, and 25–35.
- c) A **business plan** will identify the steps to be taken, legal requirements, human, financial, and technical resources, marketing and communication strategy, and the timeline to make the EEP

---

<sup>3</sup> <https://danso.org/dong-nam-a/>

<sup>4</sup> Several reports and survey among youth in ASEAN by UNICEF and UNESCO

<sup>5</sup> <https://www.unicef.org/eap/reports/digital-literacy-education-systems-across-asean>

accessible for 4 million, at least 50% girls, young women, 5% young LGBTQ+ and youth with (learning) disabilities, in the four project countries.

#### 4. Methodology

The project team will carry out the bidding to select and contract appropriate service provider(s), who will design and implement the activity in the four participating countries, including Vietnam, Cambodia, the Philippines, and Indonesia with integrated methodologies as follows:

- Quantitative data collection methods: Review available and relevant documents, including the project document, log frame, previous reports, current relevant policies, and programs in the 4 countries.
- Qualitative data collection methods: About 12 focus group discussions; 40 key informant interviews; and 200 online questionnaires with the participation of 330 representatives selected from youth, teachers, education managers, policy makers, IT and e-learning business sector in the 4 countries.
- Data analysis and interpretation methods: Primary data and data analysis will be disaggregated by the sex and the target groups. Collected data will be processed using the SPSS statistical data analysis software. Draft findings will be presented with project team and key partners to validate.

#### 5. Implementation plan

The implementation plan to undertake market research and baseline study, develop business plan for the gender-sensitive and inclusive digital youth EEP are as follows:

No.	Action points	Deadline	PIC
1	TOR and budget are approved	5/2023	Project team
2	Open bidding	5/2023	Project team
3	Receiving technical and financial proposal from potential service suppliers	6/2023	Project team
4	Select and contract with service provider(s)	6/2023	Project team
5	Data collection and analysis	7/2023	Service provider
6	Draft findings presented with project team and key partners to validate	7/2023	
8	Draft reports submitted to the project team	8/2023	
9	Feedback provided by project team; report revised by service provider; reports approved by the project team	9/2023	Project team and service provider

#### 6. Risk management plan

No	Risk	Impact	Possibility	Risk management plan
1	Difficult to find appropriate consultants and coordinate the survey in four countries	Medium	High	<ul style="list-style-type: none"> <li>- Expand the potential consultant pool for bidding by posting the recruitment information in different platforms to reach out to suitable suppliers/ consultants. Prefer the consultant that can well implement all market research in four countries.</li> <li>- Organize meeting to discuss and agree on</li> </ul>

				<p>methodology, sample size, survey location and develop survey plan in 04 countries before implementation.</p> <ul style="list-style-type: none"><li>- Organize meeting to finalize the plan, process, and synergy among consultants (if there are more than one consultant) to ensure the consistency of the research implementation.</li></ul>
--	--	--	--	---

### 7. How to apply

Applicants interested in the consultancy service need to prepare an application dossier including:

- i) Proposal detailing the implementation progress and method;
- ii) Budget proposal for the activities specified in this TOR.

Please submit your application before 17:30 p.m. on July 04<sup>th</sup>, 2023 with Subject: Consultant to market research, baseline study, business plan for the Environmental Education Program (EEP)

– [Name of your consulting group/agency] to the email address: [job.afv@afv.vn](mailto:job.afv@afv.vn).