



**WWF** *for a living planet*

## **Term of Reference for**

### **Consultant service for Media training on Plastic issues**

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 4<sup>th</sup> 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).

In order to engage the media in this effort of raising public awareness and action, a series of activities will be carried out, in which a media training will be one of the first activity to be implemented in the first year of the project timeline.

WWF is recruiting a consultant to design the media training concept and materials and carry out the training as a trainer(s).

#### **2. Objectives of the training**

- To increase awareness for the journalists in terms of the plastic issues;



- To provide and update scientific information regarding the plastic issues in globe and Vietnam for the journalists;
- To understand the need / challenges from reporters when they do reporting on plastic issues; and
- What reporters expect from WWF as an INGO working on plastic issues.

### 3. Scope of work

*Timeline:* 02 trainings, each one will include 01-day workshop and 01-day field visit.

*Location:* 01 training in Hanoi and 01 in Ho Chinh Minh city.

*Content:*

- Plastic issues at global and national scales;
- Writing skills and tips on environmental/plastic issues;
- Introduce of the scientific information resources for plastic topics;
- Site visits with practical analysis on plastic impacts to environment, wildlife and human health;
- Establish a journalist network reporting on plastic issues.

### 4. Key responsibilities and Deliverables

The consultant is expected to deliver the following tasks:

| No. | Activity   | Expected outputs                                     | Time            |
|-----|--|--|-----------------|
| 1.  | Get understand about the knowledge and awareness of the journalists about plastic issues | Training assessment need form and Report on findings | March           |
| 2.  | Design the training outline on plastic waste reduction                                   | Outline of the training                              | March           |
| 3.  | Develop training detailed agenda and materials   | 1 <sup>st</sup> draft                                | March           |
| 4.  | Revise the training package upon feedback from WWF                                       | Training materials package                           | March/April     |
| 5.  | Carry out the training for journalists   | The trainings and 01 training report                 | Middle of April |

**Note:** The reports will be delivered in English and Vietnamese in softcopies.



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## **5. Qualifications and skills**

- At least 7 years' experiences in journalism, environmental studies, along with relevant technical knowledge in developing training materials and carrying out trainings;
- Having knowledge of the Vietnamese media industry (context, parameters, limitations, etc.)
- Experience in conducting training will be a must;
- Having expertise on plastic topic will be considered as a plus;
- Fluency in English and Vietnamese;
- Strong verbal and written communication skills;
- Candidate(s) with PhD or Master degree in the above mentioned working areas.

## **6. Budget:**

All the costs, including consultant fees, travel of consultants, hotel & per diem are based on current WWF Financial Policy;

## **7. WWF's Mission and Values:**

### ***WWF's mission***

It is part of every staff member's terms of reference to contribute to WWF's mission: To stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- Conserving the world's biological diversity
- Ensuring that the use of renewable natural resources is sustainable
- Reducing pollution and wasteful consumption.

### ***WWF's values***

It is also part of every staff member's terms of reference to embody WWF's **values**, which are:

***Passionate & Optimistic, Challenging & Inspiring, Credible & Accountable, Persevering & Delivering Result***