



for a living planet®

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## 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 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).

WWF is recruiting a PR and Communication consultant(s) (hereinafter called the Consultant(s)) to design the concepts and plan for the public awareness and behavior change campaign.



President: Pavan Sukhdev  
Director General: Marco Lambertini  
President Emeritus: HRH The Duke of Edinburgh  
Founder President: HRH Prince Bernhard of the Netherlands

Registered as: WWF-World Wide Fund for Nature, WWF-Fondo Mondiale per la Natura  
WWF-Fondo Mundial para la Naturaleza, WWF-Fonds Mondial pour la Nature  
WWF-Welt Natur Fonds. Formerly as World Wildlife Fund



## 2. Objectives

The general objective of this activity is to create the communication campaign’s concepts, messages and plan based on WWF’s consumer research findings on knowledge, attitude and practices of different public groups on plastic consumption and disposal.

The specific objectives are as follows:

- 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 abovementioned consumer research.

## 3. Scope of work

### 3.1. 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 behavior 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. campaign name, logo, slogans, Website and FB pictures and cover photos, poster, designed T-shirt, information booth, etc.)

### 3.2. 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
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1.	Develop communication concepts	- 03 Communication concepts	25 <sup>th</sup> April 2019
2.	Develop messages and creativity set	- 01 creativity set; - 01 pre-test report.	5 <sup>th</sup> May 2019
3.	Develop the campaign plan	- 01 campaign plan; - 01 set of KPI indicators.	10 <sup>th</sup> May 2019

## **5. Qualifications and skills**

- (i) The consultant(s) must possess at least five years' experience in the field with at least 03 completed communication campaign design and development of similar nature and scales;
- (ii) The consultant(s) must have Master degree, at least 07 years of experience and working with internationally sponsored projects.
- (iii) The consultant(s) must demonstrate that he/she has sufficient professional expertise and manpower to undertake the assignment, including:
  - Expertise in environmental communications. Knowledge and experience on plastic themes will be an asset;
  - Skills in designing communication materials;