**TERMS OF REFERENCE**

**Ref 16: Consultancy on Producing and Delivering Mobile public awareness raising exhibition**

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. Viet Nam is ranked at the 4th 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. To address the root-cause of the problem, we want to work with local level of provinces or cities, districts, involving public and private sector to build pioneer models in plastic reduction. This strategy is the key to WWF’s *Plastic Smart Cities* (PSC) program.

The project will be implemented in three (03) years from July 2018 to July 2021 at various cities in Viet Nam. It comprises three (03) objectives, focusing on (i) studying the overview of marine plastic litter in Viet Nam, (ii) building and delivering a behavior change communication program targeting consumer groups and the public; and (iii) involving three cities in signing up the PSC commitment to the WWF Plastic pollution free Cities Program and having policy changes in plastic waste management.

WWF has recruited a Communication Consultant to design a communication campaign concept, including key visuals, creativity set, concept for an exhibition booth on plastic waste and reduction method. The concept and design will be available by end of January 2020.

WWF is recruiting a Public Relations and Communication consultant(s) (hereinafter called the Consultant(s)) to produce and deliver the mobile exhibition booth at 03 selected cities of the project based on the designed concept. The booth is to raise awareness of the locals on plastic pollution issue and might include information on plastic waste: its nature & situation, impacts on the environment and health as well as how to reduce plastic wastes to nature.

1. **Objectives**

The objective of this service is to producing and deliver a mobile public awareness raising exhibition booth at 03 cities of Vietnam.

1. **Scope of work**

Based on the available concept and design of the Communication Campaign Design of WWF, the Consultant is expected to produce a mobile exhibition booth to raise awareness of target audiences in 03 cities on plastic reduction:

* Closely cooperate with the Consultant on Communication Campaign Design of WWF to produce the exhibition booth for awareness raising campaign;
* Testing in pilot the booth and adjust whenever needed;
* Set-up the booth at the selected cities per agreement from WWF and local authorities;
* Train WWF staff and volunteers to run the booth;
* Operate, monitor, evaluate and propose any changes to improve the effectiveness of the booth after each time of demonstration in each city.
1. **Key responsibilities and Deliverables**

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| **No.**  | **Activity** | **Expected outputs** | **Deadline**  |
| 1. | Produce the exhibition booth for social behavioral change campaign  | 01 mobile exhibition booth  | 10th Feb 2020 |
| 2. | Set up the exhibition booth at 03 cities of the project. Training WWF staff and volunteer to run the booth (if the consultant(s) hand over the booth after setting it up) | The exhibition booth set up at 03 cities  | 10th March 2020 (1st city)10th June 2020 (2nd city)10th Oct 2020 (3rd city) |
| 3. | Monitor and evaluate the effectiveness of the booth and recommend any improvements if needed | A report of effectiveness and recommendations to improvement | One week after each exhibition time  |

1. **Qualifications and skills**
2. The consultant(s) must possess at least five years’ experience in designing, producing communication materials (booth, event, etc);
3. 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;
* Capability in producing communication materials and organizing communication event.