

## **TERM OF REFERENCE**

### **Communication consultant for developing and supporting the implementation of communication model in Phu Quoc Marine Protected Area under the Mitigation Marine Plastic Debris Program**

**WWF-Viet Nam**

**(Project 40001913 – Award 402619 – Budget line 140002 - Activity 4.2.2.3)**

Supervised by: Nguyen Thi My Quynh, Project Manager, MPAs  
Technical report to: Tran Phan Thai Giang, Senior Project Officer (Phu Quoc MPA)  
Work location: Phu Quoc, Kien Giang province

## **1. Introduction**

WWF-Viet Nam was one of the first International non-government organizations working in Viet Nam. In 1985, WWF-Viet Nam began working on a national conservation strategy and since then has worked closely with the Vietnamese Government on a diverse range of environmental issues and implemented field activities across the country.

The “Mitigating Marine Plastic Debris in Viet Nam” project (the Project) in Vietnam was approved by the Decision No.1462/QĐ-BTNMT dated 02/07/2020. This project is supported by the Federal Ministry of the Environment, Nature Conservation and Nuclear Safety (BMU) through WWF-German and implemented at national and local levels by WWF-Viet Nam in partnership with the Ministry of Natural Resources and Environment (MoNRE), Provincial and District Government, mass organizations, from September 2019 to December 2023. This project aims to contribute to the mitigation of marine plastic leaking into the ocean while addressing national level priorities in both the policy sphere and in public awareness and behavior change. This is achievable in the aspect of reducing leakage of plastic waste into the environment in 10 key geographies in Vietnam, including seven cities/districts (Rach Gia, Phu Yen, Da Nang, Hue, Quang Binh, Ha Tinh) and three Marine Protected Areas (Cu Lao Cham, Con Dao, and Phu Quoc) through strengthening national governance, encouraging private sector engagement, and creating a movement of plastic smart cities. The project includes four components:

- Behavior change campaigns on plastic waste reduction covering both national and city/district levels
- Policy development and implementation ensure improved solid waste management, including legislation supporting extended producer responsibilities on plastic packaging
- Seven cities/districts sign up to the WWF Plastic Pollution Free Cities Program, developing plastic waste management action plans
- Deposition of plastic waste in three key MPAs (Phu Quoc, Cu Lao Cham, and Con Dao) reduced

Under the auspices of the project, awareness raising/ communications for behavior changes and promoting community engagement are deemed a key factor contributing to the achievement of the project's overall objectives. WWF-Viet Nam is working with the Phu Quoc Women's Union to pilot a model for communications for awareness raising and community engagement in plastic waste reduction in 4 communes of Phu Quoc Marine

Protected Area. The best practices and lessons learned from the piloting then will be used for scaling up in Con Dao, Cu Lao Cham, and other project sites.

WWF-Viet Nam hereby seeks a Communication consultancy (individual or team) to develop and support the implementation of communication model (approaches/ materials/ training) in line with the overall communications plan of the project and appropriate to the local settings.

### **Objectives of the mission**

**Overall objective:** Fully support the Phu Quoc Women's Union to join the project in raising awareness of plastic reduction in the communities and advocating residents to change their behavior.

#### **Specific objectives:**

- Assess the capability of the Phu Quoc Women's Union to propose a capacity building plan for organizing, coordinating, facilitating and M&E of participatory communications activities
- Prepare implementation guidance and develop communication materials which will be used for the training and raise awareness activities about plastic waste reduction
- Train the key trainers and the piloting groups on the methodology/ materials
- Provide ongoing support for key trainers to implement the communication models and to conduct the participatory M&E,
- Support key trainers to document the whole implementation process at targeted areas.

## **2. Scopes of works and deliverables**

- Activity 1: Consult the WWF-Viet Nam field team for familiarization, revision of the consultant work-plan. Review relevant project documents/ technical documents such as handbook of plastic waste reduction, handbook of organic waste treatment and flashcard on waste management/ activities selection/ development of communication approaches/ implementation guidance/plan.
- Activity 2: Discuss with the WWF-Viet Nam field team in Phu Quoc and local partner(s) to agree on the communication approaches and implementation guidance/plan (called 'the model').  
*The Participatory Action Oriented Training (PAOT) approach should be considered in the action plan as this method not only focuses on awareness raising, but it also helps to measure the behaviour change in the community systematically over the time.*
- Activity 3: Based on the model selected, assess the training needs of the implementing partner(s) (local Women's Union), focusing on knowledge (waste separation, plastic waste reduction, etc.) and skills needed for implementation, monitoring and evaluation of awareness raising/ communication for behavioral changes; (in consultation with the line manager) propose a capacity building plan. *The Consultant may provide some of the training under this plan; this will be further discussed and agreed upon with the line manager.*
- Activity 4: Adopt and adapt the selected communication approaches into an appropriate methodology; prepare implementation guidance/ plan (activities and/or steps) and communications materials (e.g. manual, information sheets, picture sets, forms...)
- Activity 5: Support the production of the communications materials developed as requested, e.g. briefing artists/ photo takers/ designers..., guiding the pre-test, and assisting the revision and finalization (after pre-test).
- Activity 6: Facilitate the workshops and conduct the training on how to implement the activities/ use the materials.
- Activity 7: Support the implementation and participatory M&E, documentation through reflection/ coaching via field trips or regular reviews.

## Deliverables and estimated duration to complete

No	Deliverables	Estimated duration to complete
1	Activity 1: <u>An outline</u> of the communications activities/ material framework discussed and agreed with the line manager.	3 days
2	Activity 2.1: <u>A brief presentation</u> of the communication approaches and implementation guidance/plan (with handouts describing activities / or illustrating materials, if any) presented, discussed and agreed with the WWF- Vietnam field team in Phu Quoc and local partner(s) and partner(s). <i>(At least 4 interviews/discussions or an on-site workshop may be conducted in this activity)</i>	5 days
	Activity 2.2: <u>A summary report</u> (max. 3 pages) from the discussion/ interview with WWF-Viet Nam and local partners in combination with field observation (only if and when it is possible)	2 days
3	Activity 3.1: <u>Training needs assessment tools</u> focusing on knowledge (waste separation, plastic waste reduction, etc.) and skills needed for implementation, monitoring and evaluation of awareness raising/ communication for behavioral changes	3 days
	Activity 3.2: A brief report of assessment result (max. 5 pages)	2 days
	Activity 3.3: An comprehensive communication plan (max. 10 pages) includes capacity building plan for key WU trainers, communication materials and roll out communication activities at the commune level	5 days
4	Activity 4: A package of communications for awareness raising and community engagement, including: activities plan/ technical guidance/ training materials/ communication materials...	25 days (TBC)
5	Activity 5: Provide guidance notes/ forms for briefing artists/ photo takers/ designers... and guidance for the pre-test and steps after pre-test for finalization	17 days (TBC)
6	Activity 6.1: Workshops/ training for key trainers (20-30 Women Union members) on how to implement the communication activities/ use the materials developed: training materials/ facilitation or training provision, participatory M&E and report. At least 2 workshops/ training (3 days/course) A training report (max. 3 pages).	12 days
	Activity 6.2: A Workshop/ training for key trainers (20-30 Women Union members) on knowledge related to waste separation, plastic waste reduction, etc. (in cooperation with consultant/expert in this field)	4 days
7	Activity 7.1: Coaching/ technical supports for key trainers to pilot/deliver communication activities at the 4 targeted communes. Reflection activities should be part of coaching activities plus a brief report (max. 3 pages)	14 days
	Activity 7.2: Coaching/ technical support for key trainers to conduct participatory M&E, documentation through reflection/ coaching via field trips or regular reviews at the 4 targeted communes	8 days
	Total	100 days

The consultant is expected to undertake the tasks as in the schedule above. The timeframe, number of days per task will be further discussed between a consultant and WWF-Viet Nam based on the actual local context and other external factors. The total number of days cannot be changed.

### 3. **Timing, workstation, and management**

Timing: Starting from October 2021 to April 2022 (starting as soon as possible)

Workstation: home base and field trips in Phu Quoc as discussed and agreed with line manager

Management:

- The Consultant will work closely with the WWF-Viet Nam field staff, local implementing partner(s) assigned to the mission
- The Consultant will work under the supervision of the BMU MPA Project Manager or the staff assigned for approval and facilitation as appropriate

### 4. **Consultant(s) profile and application**

- Master Degree (minimum) in a social science discipline.
- A minimum of 10 years of experience within community development and/or awareness raising/ communication for behavioral changes (BBC) in environment-related areas. Good understanding and experience in working with community, mass organizations (Women's Union) in the Mekong-delta and/or relating to solid-waste management is an advantage.
- Fluency in written and spoken English. Ability to maintain high levels of communication with stakeholders. Good listening skills, as well as interactive meeting facilitation, training skills.

#### **Application**

The application includes:

Cover letter

CV(s)

A short proposal (max. 5 pages) shows key contents as follows:

- Approach and Methodology: *briefly explain how the consultant will carry out the mission, name of the communication models recommended (if possible)*
- Proposed key activities: *briefly elaborate key activities should be implemented to accomplish the mission*
- Timeframe and budget: *(1) milestone per task, (2) number of working days, (3) consultant daily rate clearly stated including/excluding (PIT) tax, (4) Note: transportation and accommodation will be provided for field work (office and/or project site...) as donor's and WWF-Viet Nam's policies*

The application should be submitted to Ms. Tran Phan Thai Giang/ Email: [giang.tranpt@wwf.org.vn](mailto:giang.tranpt@wwf.org.vn), and cc: Ms. Nguyen Thi My Quynh/ Email: [quynh.nguyenmy@wwf.org.vn](mailto:quynh.nguyenmy@wwf.org.vn)

Deadline: by 26 October 2021

*Note: the selection procedures will proceed on a roll-on basis and this job opening may be closed as soon as the Consultant is selected.*