

## Consultancy Terms of Reference (ToR)

Development of a Policy Brief on Market-Based Instruments to Accelerate Sustainable Consumption and Production in Cambodia's Food System.

<p><b>Title:</b> Development of a Policy Brief on Market-Based Instruments to Accelerate Sustainable Consumption and Production in Cambodia's Food System.</p> <p><b>Description of the Assignment:</b></p> <p>WWF- Cambodia is seeking a qualified consultant to develop a high-quality, actionable policy brief that identifies and recommends to accelerate sustainable consumption and production (SCP) in Cambodia's agri-food system. The policy brief will target key government stakeholders—including MoE, MAFF, MEF, MoC, and CARD—and provide practical, evidence-based policy options aligned with national strategies T</p>	<p><b>Budget:</b> To be proposed by the service provider.</p> <p><b>Contact</b> If you need more info on the assignment scope of the consultancy service, please contact:</p> <p>Mr. UT Bunchhoeun: Project Manager - IKI Sustainable Consumption and Production (SCP)</p> <p>Tel: 855 12 872 876</p>
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### I. Background

WWF-Cambodia is implementing a four-year project (2022-2026) titled "Establishing Sustainable Consumption and Production Phase II (SCP2)" through the support from the International Climate Initiative (IKI), and the German Federal Ministry for the Environment, Climate Action, Nature Conservation and Nuclear Safety (BMUKN). The project aims to reduce emissions, increase adaptation and resilience to climate change through the implementation of complementary interventions that focus on connecting sustainable production to consumption to transform elements and behaviors in the agri-food system.

The WWF-Cambodia SCP2 project collaborates with the Provincial Department of Environment, and the Ministry of Environment on a set of activities. The project's outputs and deliverables are as follows (this consultancy will focus on deliverable 2):

1. Increased urban consumers' knowledge and awareness on the linkages between consumption choices and environmental impacts, which triggers action towards sustainable consumption patterns that are less damaging to the environment.
2. "Models, strategies, innovations and collaborative approaches to integrate SCP measures are developed with and taken up by key business actors in order to encourage adoption by other upstream and downstream actors across the food, agricultural, and forestry value chains, from consumption to production. At least three tools will be identified and developed with participation of representatives of the target business sectors (1. Chain restaurant group, 2. Food retailers, 3. Food delivery services) and relevant stakeholders. The developed tools must be made publicly available and particularly disseminated to other business actors from the targeted sectors."

3. Knowledge on a range of sustainable practices (such as regenerative agriculture and agroecological practices or production certified against credible sustainability standards) to substitute harmful production practices have been fed into government policy-making and planning processes and provided and taken up by value chain actors and relevant system stakeholders through collaborative activities.

The SCP2 project, through several of its activities, aims to contribute to Cambodia's Roadmap for Sustainable Consumption and Production (SCP Roadmap), which the Ministry of Environment launched in October 2022. The goals of the SCP Roadmap are as follows:

1. To promote sustainability in the consumption and production of goods and services, thereby protecting the environment and social well-being, while increasing business competitiveness and promoting innovation.
2. To identify and implement policies and programs, including incentives and regulations, that effectively and efficiently enable business and consumer practices to become more sustainable.
3. To strengthen research and development into business models, government services, and community consumption behaviors to enhance SCP across the economy.
4. To promote SCP leadership across all sectors, including government (national and sub-national), private sector, and civil society, especially through advancing women's leadership and youth engagement.
5. To raise awareness and build capacity among Cambodian citizens to participate in SCP implementation at all levels of society, including the diverse range of communities within the population, especially the younger generation, women and girls, as well as marginalized groups.

The Royal Government of Cambodia has made other significant commitments to sustainability beyond the **he Cambodia Sustainable Consumption and Production (SCP) Roadmap (2023-2030)**, through the **National Green Growth Roadmap, t and the National Circular Economy Strategy, Food System Roadmap, Consumer Rights and others**. The agri-food system is a critical focus area due to its centrality to livelihoods, and environmental impacts (water use, soil degradation, waste, emissions).

## II. RATIONALE AND OBJECTIVES

The SCP2 project, implemented in collaboration with National Council for Sustainable Development, has generated substantial on-the-ground knowledge and resources, including:

- **Production Practices:** Identified viable, climate-smart agricultural practices that reduce chemical inputs and improve resilience, aligning with Cambodia Good Agricultural Practice (CamGAP)
- **Scientific Baseline:** Soil and water testing data revealing specific contamination or degradation hotspots, and opportunities for regenerative practices.
- **Value Chain Analysis:** Mapping of key actors (smallholders, aggregators, processors, retailers), pinpointing inefficiencies, post-harvest losses, and market access barriers for sustainable goods.
- **Waste management, recycling, and footprint monitoring tools**

- **Behavioral Insights:** Preliminary understanding of incentives and disincentives for farmers and consumers.

This consultancy aims to address this gap by generating actionable, policy-relevant recommendations on the use of MBIs, drawing on SCP2 project insights and international best practices. The resulting policy brief will provide decision-makers—including the Council for Agricultural and Rural Development (CARD), Ministry of Economy and Finance, Ministry of Agriculture, Forestry and Fisheries, Ministry of Environment, and Ministry of Commerce—with a comprehensive, evidence-based menu of policy options to help close regulatory gaps and drive the transformation of Cambodia's food system in line with the SCP and Circular Economy Roadmaps.

**A key gap identified in the SCP2 project's Theory of Change** is the lack of a coherent policy framework that effectively leverage Market-Based Instruments to make sustainable choices the most attractive and viable option for all actors in the agri-food system. MBIs such as fiscal policies, market information tools, and rights-based instruments—can reshape the economic landscape by internalizing environmental and social costs and benefits, thereby aligning market incentives with sustainability objective This consultancy aims to address this gap by generating actionable, policy-relevant recommendations on the use of **MBIs** drawing on the SCP2 project's activities and international best practices. The resulting policy brief will provide decision-makers in the Council for Agricultural and Rural Development (CARD), Ministry of Economy and Finance, Ministry of Agriculture, Forestry and Fisheries, Ministry of Environment, and Ministry of Commerce with a comprehensive, evidence-based menu of policy options to help close regulatory gaps and drive the transformation of Cambodia's food system in line with the SCP and Circular Economy Roadmaps.

## Objectives

**Primary Objective:** To develop a concise, high-impact policy brief recommending feasible market-based instruments to support SCP in Cambodia's food system..

### Specific Objectives:

- To review the best international practices on MBIs for sustainable food systems, focusing on relevance to a developing economy context and to Cambodia's singular characteristics.
- To analyze and synthesize existing SCP project lessons learned and best practices in order to ground recommendations on policy interventions.
- To provide a set of context-appropriate MBIs, detailing their mechanism, target actors, expected outcomes, and implementation pathways, organized into a prioritization hierarchy in function of an assessment of their potential impact (social, environmental, economic), political feasibility, and an assessment of other relevant considerations.
- To formulate comprehensive, actionable recommendations for specific government departments and agencies, including potential road maps, action plans or other type of sequencing, as well as monitoring & evaluation indicators.

### III. Scope of Work and Methodology

The consultant shall employ a mixed-methods approach:

#### a) In-Depth Desk Review/Study & Framework Development

- Conduct a thorough review of: (1) All relevant SCP project reports (agriculture, value chain, lab results); (2) Cambodia's SCP Roadmap and Circular Economy Strategy; (3) Cambodia's related policies (National Environment Strategy, Agricultural Development Strategy, etc.); (4) Roadmap for Food Systems for Sustainable Development, (5) Scientific and gray literature on MBIs in ASEAN/developing countries.
- Develop an **analytical framework** that will structure the policy brief (e.g., analyzing MBIs by: Objective, Target Actor, Responsible government bodies, Legal Feasibility, Transaction Cost in food miles, and Synergy with existing policies).

#### b) Stakeholder Mapping & Targeted Consultations

- Map all key stakeholders, categorizing them as **Influencers, Implementers, Beneficiaries, or Blockers**.
- **Conduct semi-structured interviews or focused group discussions** to validate desk review findings, gauge political and administrative feasibility of different MBI options, and identify potential champions and partners for implementation (minimum 12-15 meetings) with:
  - ❖ **Government:** Department of Green Economy (MoE), Department of Agro-Industry (MAFF), Institute of Standard of Cambodia, Ministry of Economy and Finance
  - ❖ **Private Sector:** Cambodia Rice Federation, major retailers, agri-input suppliers. How about traders (?), and it would be important to interview some of those entities that have successfully developed sustainable products and are selling them at retailers (e.g. at Aeon mall), there was e.g. Natural Agriculture Village or Organic Harvest Farm. How about Food Panda or Khmer Organic?
  - ❖ **Development Partners & NGOs:** GIZ, UNDP, FAO, WWF, local NGOs working on agriculture and ecology.
  - ❖ **Project Team & Technical Experts:** To deeply understand the degrees of the findings.
  - ❖ **Community Based Organization and local community: ACs**

#### c) Analysis, Drafting & Integration

- **Perform a Comparative Multi-Criteria Analysis** of 5-6 shortlisted MBIs. This will provide a transparent basis for prioritization.
- **Draft the Policy Brief** incorporating:
  - **Executive Summary (1 page):** For high-level officials.

- **Introduction & Strategic Context:** Covering why agri-food systems transformation, through SCP, circular economy and tools such as MBIs – is critical to address the interlinked areas of food and nutrition security, climate, biodiversity and pollution crises.
- **The Evidence Base:** Combining state of the art of scientific evidence and knowledge extracted from key project findings and lessons learned as a "case for action."
- **Menu of Market-Based Policy Action Options:** Presenting findings on the range of analyzed MBIs including through display with clear graphics (e.g., a decision matrix table).
- **Prioritized Recommendations:** A clear "way forward" with 3-4 prioritized options among the recommended actions, specifying what, *who*, and the "so what?" (what is the relevance of the recommended action). This should also include a suggested **pilot intervention or initiative to deploy and implement recommendations** (e.g., "Design a green public procurement scheme for schools in one province focusing on organic vegetables").
- **Monitoring & Evaluation Framework:** Suggested indicators to track the impact of recommended policies.

#### d) Validation & Finalization (Days 26-30)

- Present the draft brief in a **validation workshop** to a core group of stakeholders for critical feedback.
- Incorporate feedback and produce the final polished documents.

#### IV. Deliverables & Reporting Schedule

Deliverable	Description / Key Components	Format	Weeks
<b>Inception Report</b>	Refined understanding of TOR Detailed methodology & work plan Stakeholder interview list & questionnaires Preliminary outline of the policy brief	Word	2
<b>Interim Presentation</b>	- Summary of desk review & stakeholder insights - Preliminary analysis of MBI options - Key challenges & opportunities identified	PowerPoint	4
<b>Draft Policy Brief</b>	Full draft policy brief as per structure in Phase 3, ready for review.	Word	6
<b>Validation Workshop</b>	Facilitation of a 3-hour workshop to present findings and gather feedback.	Workshop	7

Deliverable	Description / Key Components	Format	Weeks
<b>Final Policy Brief</b>	<ul style="list-style-type: none"> <li>- Revised brief incorporating all feedback.</li> <li>- Visually engaging layout, ready for publication.</li> <li>- A separate 2-page "Policy Summary" for advocacy.</li> </ul>	PDF & Word	8
<b>Final Presentation &amp; Handover</b>	Presentation of final recommendations to the Project Steering Committee. Submission of all data, interview notes, and references.	PowerPoint & Zip File	8

## VI. Qualifications and Competencies

### a) Education:

- **Advanced** university degree (master's or PhD) in Environmental Economics, Agricultural Economics, Public Policy, Sustainable Development, or a directly related field.

### b) Experience:

- **Minimum 10 years** of professional experience in policy analysis, political economy, economics, policy design and implementation or field related to sustainable development.
- **Proven track record (with samples)** of developing high-quality, influential policy briefs for government and international organizations.
- **Demonstrated expertise** in Market-Based Instruments (e.g., ecological fiscal reform, certification schemes, green finance, rights-based approaches, etc.).
- **Deep sectoral knowledge** of food systems, agriculture, and circular economy in a developing country context.
- **Specific experience in Cambodia or the Mekong Region is mandatory.** Understanding global and national political systems, government structure, policymaking processes, and key stakeholders is essential.

### c) Skills and Competencies:

- **Analytical Rigor:** Exceptional ability to synthesize quantitative and qualitative data into clear policy arguments.
- **Stakeholder Facilitation:** Excellent interpersonal skills to engage sensitively with senior government and private sector representatives.
- **Political Savvy:** Understanding policy feasibility and the ability to craft recommendations that are ambitious yet realistic.
- **Language:** Fluency in English (written and spoken) is required. Proficiency in Khmer is a decisive asset.

### d) Supervision and Logistics

- The consultant will report directly to the WWF SCP2 Project Manager and work closely with a designated Technical Focal Point and under technical supervision of PMEL Senior Officer of WWF-Cambodia.

- The project will facilitate introductions to key stakeholders and provide all necessary project documents.
- The consultant is responsible for organizing interviews and meetings. The project will cover costs associated with a validation workshop (venue, refreshments).
- This is primarily a home-based assignment. Any required in-country travel (to target areas or city for meetings) will be separately covered by the project as per its travel policy.

## e) Evaluation of Proposals

Proposal will be evaluated based on a combined scoring method:

- **Technical Proposal (70%):**
  - **Understanding of TOR & Methodology (30%):** Clarity, relevance, and innovation of the proposed approach.
  - **Relevant Experience (30%):** Demonstrated expertise in MBIs, Cambodia's policy landscape, and food systems.
  - **Qualifications of Consultant (10%):** CV alignment with requirements.
- **Financial Proposal (30%):** Cost-effectiveness and clarity of the budget breakdown (daily rate, other costs).

## V. Submission of Application

Interested candidates must submit a single PDF file containing:

- **Cover Letter (max 2 pages)** directly addressing the qualifications and proposing key insights for the assignment.
- **Technical Proposal (max 5 pages)** outlining the detailed methodology, work plan (Gantt chart), and stakeholder engagement strategy.
- **Financial Proposal** with a clear breakdown of fees per deliverable or day rate, and any other anticipated costs.
- **Curriculum Vitae** of the lead consultant, highlighting similar assignments.
- **Writing Samples:** Two relevant examples of previous policy briefs or analytical reports.
- **References:** Contact details for three professional references.