

# TERMS OF REFERENCE

## Research to understand the knowledge, attitudes, and behaviour of Chinese tourists towards buying elephant ivory and/or rhino horn in Viet Nam

### BACKGROUND AND CONTEXT

Poaching is now the greatest threat to the survival of elephants and rhinos, and one of the primary drivers of this poaching is demand for rhino horn and ivory in Asia. In Viet Nam, domestic trade in elephant ivory and rhino horn has been banned since the 1990s. However, markets selling these illegal products continue to persist throughout the country (<https://bit.ly/2zVrZd0>, <https://bit.ly/2WQwPkL>).

A ban on the sale and purchase of ivory in China, which became effective in December 2017, coupled with increasingly visible enforcement, appear to be spurring demand for illegal wildlife products amongst Chinese tourists to Viet Nam and other surrounding countries. Research from TRAFFIC demonstrates that there is a growing number of markets in Viet Nam servicing Chinese tourists by advertising ivory and other wildlife products in Chinese characters and offering prices in Chinese Yuan (Nguyen & Willemsen 2015 <http://bit.ly/2w9rD2b>). The number of Chinese tourists travelling to Viet Nam also continues to rise, with numbers up nearly 30% in the first eight months of 2018 to 3.8 million (<https://bit.ly/2QWQWLm>).

In order to plan and implement effective initiatives to reduce the demand for illegal wildlife products among Chinese tourists travelling to Viet Nam, it is first necessary to understand the situation in more detail. Within this context, WWF and TRAFFIC in Viet Nam are commissioning a consumer research study to find out more about the knowledge, attitude, and behaviour of Chinese buyers, non-buyers, and those considering buying elephant ivory and/or rhino horn products while on holiday in Viet Nam. As TRAFFIC research has revealed that **Ha Noi, Da Nang, Ho Chi Minh City, Mong Cai, Ha Long, and Nha Trang** are hotspots for illegal trade with advertising for Chinese tourists (<https://bit.ly/2zVrZd0>), WWF/TRAFFIC would like the study to focus on these cities.

The research will include:

- Ø Segmentation of Chinese tourists in six key cities (see above) into non-buyers, intenders, past-12-month buyers, and ever buyers of elephant ivory/rhino horn **in Viet Nam**.
- Ø Profile of Chinese tourist segments (socio-demographic and psycho-demographic), including whether they are travelling for business or pleasure;
- Ø Awareness and knowledge of rhino horn and elephant ivory and their perceived benefits, properties, and legal status;
- Ø Drivers of demand (e.g. enhanced social status, traditional medicine, health benefits, gifting);
- Ø Perceived barriers to purchase (e.g. laws? health concerns? concern about buying fake products? social acceptability?);
- Ø Purchasing behaviour, including planned vs impulse/opportunistic, prevalence, frequency and volumes of elephant ivory and/or rhino horn;
- Ø Key channels for purchasing elephant ivory and/or rhino horn (tourist agents, social media sites etc);
- Ø Awareness/knowledge of and attitude towards legislation, penalties, and other deterrents restricting or prohibiting the use of these products;

- Ø Identification of awareness and attitudes towards conservation and wildlife protection;
- Ø Media habits, including most used communication channels;
- Ø Respected messengers, i.e. who these Chinese tourists are influenced by.

## RESEARCH METHODOLOGY

The agency should consider all relevant methodologies in their proposal and should outline the rationale, including advantages and limitations, for the chosen methodology. It is foreseen that a combination of desk research, qualitative research (such as in-depth interviews and focus group discussions) and quantitative research (such as online questionnaires, in person interviews) will be needed to meet the required outputs and outcomes of the project. Previous experience of research related to the purchase and consumption of illegal and unsustainable wildlife products by consumers is desirable.

A critical factor to consider in determining the methodology is that respondents may be aware that purchasing elephant ivory and/or rhino horn may carry a stigma or be considered immoral or illegal. In such cases there may be issues associated with collecting information by online questionnaires. Therefore, the proposal should incorporate approaches that test the integrity of self-reported opinion and actions, for example, through the triangulation of research results, conducting 'benchmark' research with self-confessed users on an anonymous basis or through conjecture and responses relevant to what 'those around you would do'.

The proposed methodology must be objective, rigorous, and statistically robust, and the latest techniques should be considered and utilised where appropriate. A statistically significant sample size must be specified for the quantitative phase and taken by suitable sampling procedures. The procedure must encompass criteria for selecting participants, enumeration unit, locations, sampling method and steps for conducting the survey. The Agency should also propose a workplan and personnel plan for the research, including testing the survey toolkits and training the enumerators, accompanied with a clear quality control mechanism. Data analysis should include both descriptive and inferential statistics analysis to reflect the current situation and relationships amongst studied variables.

The proposal should take into consideration that the number of Chinese tourists fluctuates between cities from year to year in order to be representative of Chinese tourists in Viet Nam. It should also note that Chinese travellers utilise a variety of tourist operators and modalities (e.g. zero-dollar tourism, free and easy style, etc) and the study is expected to determine which kinds of operations are having the largest impact in wildlife markets for focussed interventions.

The selected research agency will work closely with the WWF/TRAFFIC team on questionnaire/discussion guide development, data analysis and report, and sign-off will be required at all stages of the research design and implementation.

Data collected from the research will represent the baseline for upcoming behaviour change interventions. To evaluate the effectiveness of those interventions, relevant parts of the survey will be replicated at the end of the project. The agency should take this into account when designing the research methodology.

## RESEARCH AND OUTPUT

Outputs should be in the form of regular progress reports and a final narrative standard report and in PowerPoint brief, all of which must be in English and Vietnamese. Regular progress reports are expected at intervals to be agreed during the project set-up. The final report will be reviewed and approved by WWF/TRAFFIC, and must be produced to a quality level that will allow for immediate publication. All supporting raw data, including quantitative data and transcripts from all interviews must also be made available to WWF/TRAFFIC after the delivery of the final report.

## TIMELINE

Actions		Date (s)
1	Agency to submit proposal	03 weeks after the release of the TOR
2	Agency to present proposal	02 week after proposal submission deadline
3	Contract to start	02 weeks after agency is selected
4	Report on qualitative survey	03 weeks from the start of the contract (TBC with agency during set up phase)
5	Final report	12 weeks from the start of the contract (TBC with agency during set-up phase)
6	Research presentation	14 weeks from the start of the contract (TBC with agency during set-up phase)

## SELECTION CRITERIA AND SCORING

Proposals will be evaluated by the Review and Selection Committee. Only short-listed candidates will be contacted. Proposals with accompanying documentation will not be returned to unsuccessful candidates.

Short-listed candidates will be asked to give a 30-minute oral PowerPoint presentation summarising their technical and budget proposals followed by a discussion for further clarification. This presentation will not be submitted with the proposal mentioned above. However, this presentation must be ready for the final selection process that will happen shortly after short-list candidates are announced.

## PROPOSAL FORMAT

Please use the Tech forms at the end of this document to structure the proposal, including:

1. Proposal Cover Letter signed by a person authorised to sign on behalf of the Offeror (see [Tech-1](#));
2. Summary of relevant experience and projects (see [Tech-2](#));
3. Technical Approach/Proposal for completing the deliverables (see [Tech-4](#));
4. Personnel information (see [Tech 5-6](#))
5. Work plan (see [Tech 7-8](#))
6. Budget (to be submitted separately in Excel—see WWF Standard Financial forms)

## SUBMISSION

The proposal can be sent by email to [wwfvietnam@wwf.org.vn](mailto:wwfvietnam@wwf.org.vn) with the subject line “Research on Chinese tourists buying ivory and/or rhino horn in Viet Nam”

Or the proposal with clearly indicate the name of the proposal on the envelop can be sent by post to:

WWF-Vietnam  
No.6, lane 18 Nguyen Co Thach street, Nam Tu Liem,  
Ha Noi, Viet Nam  
Tel: +84 24 37193049

The deadline for submission is at 17:00 Hanoi Time of 19 August 2019.

## Budget

The proposed budget breakdown should be in the WWF Financial Standard Form attached to the proposal and supported by a financial narrative to explain how each budget line will be used for. The budget should include consultancy fees, travel expenses, workshops/training and details of any proposed in-kind contributions. Costs should be included for each specific activity to enable priorities to be selected in case budget constraints do not permit the full proposal to be implemented.

## FORM TECH-1 TECHNICAL PROPOSAL SUBMISSION FORM

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[Location, Date]

To: [Name and address of Client]

Dear Sirs/Madams:

We, the undersigned, offer to provide the consulting services for [Insert title of assignment] in accordance with your Request for Proposal dated [Insert Date] and our Proposal. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sealed<sup>1</sup> under a separate envelope,<sup>2</sup> or in a separate email.

We are submitting our Proposal in association with \_\_\_\_\_/as a Joint Venture: [Insert a list with full name and address of each joint venture partner or associated firm].<sup>3</sup> Attached is the following documentation: [Joint Venture Agreement or letters of association]<sup>4</sup>

We hereby declare that all the information and statements made in this Proposal are true and accept that any misinterpretation contained in it may lead to our disqualification.

We understand you are not bound to accept any Proposal you receive.

We remain,

Yours sincerely,

Authorized Signature [In full and initials]: \_\_\_\_\_

Name and Title of Signatory: \_\_\_\_\_

Name of Firm: \_\_\_\_\_

Address: \_\_\_\_\_

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<sup>1</sup> If FBS, LCS or QCBS.

<sup>2</sup> [In case Clause Reference 1.2 of the Data Sheet requires to submit a Technical Proposal only, replace this sentence with: "We are hereby submitting our Proposal, which includes this Technical Proposal only."]

<sup>3</sup> [Delete in case no association or Joint Venture is proposed.]

<sup>4</sup> The relevant agreement must identify the lead Joint Venture partner or associate and specify the lead firm's authority to sign for, and on behalf of, the Joint Venture or association. For Joint Ventures, the Joint Venture agreement must include an undertaking of joint and several liability by each Joint Venture partner

## FORM TECH-2 CONSULTANT'S ORGANIZATION AND EXPERIENCE

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### **A - Consultant's Organization**

*[Provide here a brief (maximum two pages) description of the background and organization of the Consultant (including associate firms) and, if applicable, Sub-Consultant and each joint venture partner for this assignment.]*

## B - Consultant's Experience

*Using the format below, provide information on each assignment for which your firm, and each associated firm or joint venture partner or Sub-Consultant for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association or joint venture or as a Sub-Consultant, for carrying out consulting services similar to the ones requested under this assignment.*

Assignment name:	Approx. value of the contract (in current US\$ or Euro):
Country: Location within country:	Duration of assignment (months):
Name of Client:	Total N° of person-months of the assignment:
Address:	Approx. value of the services provided by your firm under the contract (in current US\$ or Euro):
Start date (month/year): Completion date (month/year):	N° of professional person-months provided by the associated firms or joint venture partners or the Sub-Consultants:
Name of associated firm, Joint venture partner or Sub-Consultant, if any:	Name of senior regular full-time employees <sup>5</sup> of your firm involved and functions performed (indicate most significant profiles such as Project Director/Coordinator, Team Leader):
Narrative description of Project:	
Description of actual services provided in the assignment:	

Firm's Name: \_\_\_\_\_

<sup>5</sup> Regular full-time employee as defined in para. 3.3(ii), footnote 2 of Section 2:

## **Form TECH-4 Description of Approach, Methodology and Work Plan for Performing the Assignment**

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*You are suggested to present your Technical Proposal (maximum 10 pages) divided into the following three chapters:*

- a) Technical Approach and Methodology,*
- b) Work Plan, and*
- c) Organization and Personnel.*

*a) Technical Approach and Methodology. In this chapter you should explain your understanding of the objectives of the assignment, approach to the services, methodology for carrying out the activities and obtaining the expected output, and the degree of detail of such output. You should highlight the problems being addressed and their importance, and explain the technical approach you would adopt to address them. You should also explain the methodologies you propose to adopt and highlight the compatibility of those methodologies with the proposed approach.*

*b) Work Plan. In this chapter you should propose the main activities of the assignment, their content and duration, phasing and interrelations, milestones (including interim approvals by the Client), and proposed delivery dates of the reports. Please use the timeline in the TOR as a reference. The proposed work plan should be consistent with the technical approach and methodology, showing understanding of the TOR and ability to translate them into a feasible working plan. A list of the final documents, including reports, drawings, and tables to be delivered as final output, should be included here. The work plan should be consistent with the Work Schedule of Form TECH-8.*

*c) Organization and Personnel. In this chapter you should propose the structure and composition of your team. You should list the main disciplines of the assignment, the key expert responsible, and proposed technical and support personnel. You shall also specify if you will be the lead firm in a joint venture or in an association and/or with Sub-Consultants. For joint ventures and associations, you must attach a copy of the relevant agreement. It is suggested that the core researching team should include one team leader, a communication for behavioural change expert on wildlife demand reduction and a statistical analyst.*



**FORM TECH-5 TEAM COMPOSITION, TASK ASSIGNMENTS AND SUMMARY OF CV INFORMATION**

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Family Name, First Name	Firm Acronym	Area of Expertise	Position Assigned	Task Assigned	International or National Expert	Citizenship	Employment Status with Firm (full-time, or other)	Education / Degree (Year / Institution)	No. of years of relevant project experience	CV signature (by expert/by other)

**FORM TECH-6 CURRICULUM VITAE (CV) FOR PROPOSED INTERNATIONAL OR NATIONAL EXPERTS**

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1. **Proposed Position** (*only one candidate shall be nominated for each position*): \_\_\_\_\_
  2. **Name of Firm** (*Insert name of firm proposing the expert*): \_\_\_\_\_  
\_\_\_\_\_
  3. **Name of Expert** (*Insert full name*): \_\_\_\_\_
  4. **Date of Birth**: \_\_\_\_\_ **Citizenship**: \_\_\_\_\_
  5. **Education** (*Indicate college/university and other specialized education of expert, giving names of institutions, degrees obtained, and dates of obtainment*): \_\_\_\_\_  
\_\_\_\_\_
  6. **Membership in Professional Associations**: \_\_\_\_\_  
\_\_\_\_\_
  7. **Other Trainings** (*Indicate significant training since degrees under 5 - Education were obtained*): \_\_\_\_\_  
\_\_\_\_\_
  8. **Countries of Work Experience**: (*List countries where expert has worked in the last ten years*): \_\_\_\_\_  
\_\_\_\_\_
  9. **Languages** (*For each language indicate proficiency: good, fair, or poor in speaking, reading, and writing*): \_\_\_\_\_  
\_\_\_\_\_
  10. **Employment Record** (*Starting with present position, list in reverse order every employment held by expert since graduation, giving for each employment (see format here below): dates of employment, name of employing organization, positions held*):

From (Year): \_\_\_\_\_ To (Year): \_\_\_\_\_

Employer: \_\_\_\_\_

Positions held: \_\_\_\_\_





FORM TECH-7 PERSONNEL SCHEDULE<sup>1</sup>

N°	Name of Expert /Position	Professional Expert input (in the form of a bar chart) <sup>2</sup>														Total input person-month			
		1	2	3	4	5	6	7	8	9	10	11	12	n	Home	Field <sup>3</sup>	Total		
<b>International</b>																			
1		[Home]																	
		[Field]																	
2																			
3																			
N																			
														Subtotal					
<b>National</b>																			
1		[Home]																	
		[Field]																	
2																			
N																			
														Subtotal					
														Total					

- 1 For international experts the input should be indicated individually; for national experts it should be indicated individually, or, if appropriate, by category (e.g. economists, financial analysts, etc.).
- 2 Months are counted from the start of the assignment. For each expert indicate separately the input for home and field work.

3 Field work means work carried out at a place other than the expert's home office; i.e. normal place of business.

 Full time input

 Part time input

FORM TECH-8 WORK SCHEDULE

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N°	Activity <sup>1</sup>	Months <sup>2</sup>												
		1	2	3	4	5	6	7	8	9	10	11	12	n
1														
2														
3														
4														
5														

- 1
- Indicate all main activities of the assignment, including delivery of reports (e.g.: inception, interim, and final reports), and other benchmarks such as Client approvals. For phased assignments indicate activities, delivery of reports, and benchmarks separately for each phase.
- 2
- Duration of activities shall be indicated in the form of a bar chart.

## **ATTACHMENT 1**

### **CLOSE RELATIVES OF EA PERSONNEL**

The following persons, in addition to the spouse and children of Evaluating or Implementing Agencies (EA or IA) employees, are hereby considered to be their "close relatives:"

Mother	Grandmother	Aunt	Stepmother	Mother-in-law
Father	Grandfather	Uncle	Stepfather	Father-in-law
Brother	Granddaughter	Cousin*	Stepsister	Sister-in-law
Sister	Grandson		Stepbrother	Brother-in-law
Niece				Daughter-in-law
Nephew				Son-in-law

Relationships by adoption are equated to relationships by blood.

"Spouse" for these purposes, means:

- (i) a person to whom an EA or IA employee is legally married; or
- (ii) a person who is in a common law, de facto or spousal relationship with an EA or IA employee.

For the purposes of consideration of the "close relatives," the relatives of a spouse defined in paragraph (ii) shall be deemed to be in-laws or step, as the case may be.

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\* Child of an Aunt or Uncle.