



WWF Plastic Smart Cities Pilots: Lessons Learned

Terms of Reference

Introduction

World Wide Fund for Nature (WWF) Plastic Smart Cities (PSC) is a global movement of cities committed to achieving zero plastic leakage into nature. Since 2018, the programme has supported over 50 cities and coastal centres in taking bold action to stop plastic pollution, with a goal to reduce plastic leakage by 30% in the near term and achieve no plastic in nature by 2030. WWF's PSC is one part of the larger WWF No Plastic in Nature initiative, focusing on piloting city or community level interventions to curb plastic pollution. Stepping into the next phase of its strategy, this study will seek to document learnings from PSC's first phase, in efforts to bring its pilots to scale where fruitful.

Study Purpose, Use, and Scope

Purpose

This study aims to gather learnings from PSC's pilot phase between 2018 and 2024 by:

- **Identifying** the various interventions implemented across the following approaches to plastic management: community-based waste management, collection, reduction of plastic usage, reuse models, recycling, behavioural change, local policy & regulation, and monitoring;
- **Producing a set of lessons learned from WWF PSC's pilot interventions:** gather lessons learned from the PSC pilot interventions to inform future efforts to address plastic pollution in cities or pilot sites in written and video form. It will highlight the various approaches implemented by PSC teams across Asia and draw lessons from both those that did or did not achieve their intended results. The study will outline the successes and challenges faced in implementing them as well as the enablers and blockers to scaling.

Target Audience & Intended Use

The findings and recommendations will be used to inform WWF PSC teams, municipalities, and other stakeholders or partners involved in reducing plastic pollution in cities or coastal centres on which PSC approaches have or have not worked well. The learnings identified in this study will be used to advise WWF PSC's strategy for 2025-2030, the design of any new projects or initiatives aimed at the reduction, reuse, collection, recycling, or repurposing of plastics, as well as for municipal waste management plans. They may also be used as input to broader evaluations conducted on PSC projects and programmes going forward. Communications materials that may be developed from this study may also be used for fundraising, advocacy or media, and reporting purposes.

Scope

This study is being conducted during the final stage of the first phase of the WWF PSC strategic period at a time where key PSC projects are coming to an end. It will build on assessments or evaluations conducted by projects as well as past PSC strategy and implementation reviews. All sites where WWF has worked to tackle plastic pollution may be included in this study. Countries will include but are not limited to: China, Indonesia, Laos, Philippines, Singapore, Thailand, and Viet Nam.

Key Study Questions

1. What were the main types of solutions or approaches taken by Plastic Smart Cities teams or local partners supported by PSC projects to address plastic leakage reduction?
 - a. Which worked well and why?
 - b. Which did not work well and why?
2. Which solutions or approaches have the potential for scale and impact and why?
 - a. What are the enablers and blockers to scaling these?

Study Methodology

This study will use mixed methods, drawing on secondary resources from project reporting as well as primary data collection through interviews with PSC project teams or relevant stakeholders. The methodology used to assess each solution or approach will seek to align with past internal studies conducted where possible or criteria will be developed to allow for them to be as comparable as possible. The study will thus include:

1. **Desk Research:** to identify and shortlist PSC approaches to deep dive into and better understand the landscape for comparison and learnings.
 - a. **Internal:** A review of interventions or approaches and their impact recorded by each city/project site in the PSC Impact Monitoring Platform; existing reports, evaluations, and research conducted by PSC projects; PSC Strategy Assessment and Midterm Review; and other relevant reports. These interventions or approaches will then be assessed using a criteria developed to review the effectiveness, impact, and any challenges, successes or lessons.
 - b. **External Literature Review:** To identify similar approaches or interventions conducted externally to compare with PSC's approaches and identify PSC's value add or gaps and areas for improvement.
2. **Primary Data Collection:** Qualitative research through key informant interviews and/or focus group discussions with WWF implementing teams as well as other relevant stakeholders such as partner organisations or implementing actors and communities where necessary. Data collection will be conducted both online and in-person with photos and short clips where appropriate to support the development of future communications materials. Interviews should be transcribed, translated to English (where necessary) and validated with participants once analysed.
3. **Data Analysis and Documentation:** Conduct coding of the data collected through interviews to identify common themes and triangulate this data with findings from the desk research to answer the key study questions and develop recommendations. Draft a report or product including communication materials to showcase PSC lessons learned in an easily digestible manner.

Scope of Work

The WWF PSC team will support with some initial desk review and data collection as well as provide the consultant with relevant contacts and available data. The consultant will be responsible for engaging with PSC teams to produce the following key outputs:

1. Insights from External Literature Review
2. Data collection tools templates
3. Raw data from primary data collection
4. Package of 20-30 WWF/PSC Lessons Learned showcasing learnings from key approaches to addressing plastic pollution

Timeline & Deliverables

Deliverable	Responsible	Timeline
Desk Research (Internal) <ul style="list-style-type: none"> - Summarise all interventions conducted in each city - Shortlist sites to highlight for lessons learned 	PSC	18 Oct 2024
Inception Report	Consultant	12 Nov 2024
Desk Research (External Literature Review) <ul style="list-style-type: none"> - conduct an external literature review drawing insights on comparisons between PSC and similar approaches used by other actors 	Consultant	15 Nov 2024
Primary Data Collection: <ul style="list-style-type: none"> - develop data collection tools - key informant interview and/or focus group discussion (FDG) guides - conduct data collection online and/or in-person as needed (travel will be required) - this will involve interviews with key stakeholders and possibly FGDs with support from WWF's PSC team 	Consultant	18 Oct - 4 Dec 2024
Data Analysis & Initial Findings (Presentation)	Consultant	20 Dec 2024
Draft Report + Presentation	Consultant	7 Jan 2025
Draft Report Review	PSC & Stakeholders	14 Jan 2025
Final Report	Consultant	17 Jan 2025

Study Team Selection Criteria

- Organizations and partners with deep knowledge and expertise in environmental, marine, waste management or related fields. Familiarity with WWF and/or prior experience working with Plastic Smart Cities programs will be preferred;
- Organizations with prior experiences working as consultancy working in developing case studies, lessons learned, project/program evaluations or assessments with demonstrated practical experience of managing and conducting research, evaluations, assessments, and/or studies with strong research and writing skills;
- Experience working with multi-country network of stakeholders in Asia and/or globally.
- Fluency in English is required. Fluency in other Southeast Asian languages applicable to the scope of this study is an advantage.

How to Apply

Submit your proposal to: Procurement.WWF@wwf.id and tender.WWF@wwf.id

Please indicate "Plastic Smart Cities Lessons Learned Study Proposal" in the subject. Interested candidates shall provide the following within the proposal (see *template below*):

Closing Date: Monday, 28 Oct 2024 at 23:00 Western Indonesia Time (WIB)

Template for Proposal

A. Organisational Profile & Experience

First Name		Last Name	
Country		Contact Phone (+Area Code)	
Email address			
Applicant Status: (Please highlight one)	Private Individual	Organisation/Company	Other (Please Specify)
If organisation/company or Other, who will be the main Lead for this study?			

- *Demonstrate your experience and track record in conducting studies of a similar nature*
- *Indicate your skillsets related to the requirements and expectations of this study*
- *Link or attach any recent publications/reports/assessments led by your study team related or similar to the topic of interest*
- *Attach CVs for the relevant team member(s) demonstrating qualifications and skillsets*

B. Study Methodology and Approach (300 words max)

- *Describe your approach to the study based on the given outline above*
- *Your proposal will be assessed based on 1) clarity of understanding of the study's purpose and objectives; 2) clearly described robust and relevant approach and methodology to achieve the requirements of the study*

C. Project Management

- Include a study workplan including a timeline and defined roles and responsibilities for each team member

D. Budget

- Maximum USD 20,000 including travel costs where applicable
- Complete the table below including the names and roles of each team member and the estimated budget per deliverable while highlighting travel costs.

Budget Template

Deliverable	Number of Days	Responsible Member Name & Role	Team	Supporting Member(s)	Team	Estimated Budget (USD)
Inception Report						
Desk Research (External Literature Review) - conduct an external literature review drawing insights on comparisons between PSC and similar approaches used by other actors						
Primary Data Collection: - develop data collection tools - key informant interview and/or focus group discussion (FDG) guides - conduct data collection online and/or in-person as needed (travel will be required) - this will involve interviews with key stakeholders and possibly FGDs with support from WWF's PSC team						
Data Analysis & Initial Findings (Presentation)						
Draft Report Writing						
Final Report Writing + Presentation						
Total		—		—		



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