

Terms of reference



Empowered lives.
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GENERAL INFORMATION

Title: Support Consultant for Marine Debris Social Media and Content
Project Name : Marine Plastic Litter Reduction Acceleration Secretariat Project
Reports to: Programme Coordinator
Duty Station: Jakarta
Expected Places of Travel (if applicable): n/a
Duration of Assignment: From April 2021 – May 2022

REQUIRED DOCUMENT FROM HIRING UNIT

	TERMS OF REFERENCE
	CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT , please select : (1) Junior Consultant (2) Support Consultant (3) Support Specialist (4) Senior Specialist (5) Expert/ Advisor CATEGORY OF INTERNATIONAL CONSULTANT , please select : (6) Junior Specialist (7) Specialist (8) Senior Specialist
	APPROVED e-requisition

Need for presence of IC consultant in office:

☐ partial (for discussion and consultation)

☐ intermittent : the works doesn't require a full attendance of the staff, but advisory and consultation on regular basis during the contract.

☒ full time/office based

Provision of Support Services:

Office space: ☒ Yes ☐ No

Equipment (laptop etc): ☒ Yes ☐ No

Secretarial Services ☒ Yes ☐ No

If yes has been checked, indicate here who will be responsible for providing the support services:
Marine Plastic Litter Reduction Acceleration Secretariat Project

I. BACKGROUND

Marine debris pollution is an issue increasing in severity, placing a large burden on affected ecosystems, biodiversity, and national and global economies. Globally, plastic debris dominates the

overall composition of marine pollution, comprising approximately 60-80% of all ocean debris (Debris Free Oceans, 2019). Within Indonesia, the efficacy of waste management processes is inadequate and cannot ensure waste products don't inadvertently enter the marine environment, thereby exposing Indonesian waters to an array of coastal and marine related issues. As of 2010, Indonesia contributed 10% to the global presence of marine plastic waste, with existing global trends following similar patterns up to the year 2025 (Our World in Data, 2018). Currently, 80% of Indonesian marine waste originates from terrestrial sources, of which 30% is categorized as plastic. This amounts to between 0.48-1.29 million tons of plastic waste entering Indonesian waters on an annual basis, which accumulates in local areas due to tidal flows and ocean currents (Jambeck *et al*, 2015).

Current initiatives exist in Indonesia regarding plastic debris. Some examples include, no single use plastic policies implemented throughout major cities, business ventures across the supply chain organizing and taking steps to reduce consumption and improper disposal of plastics, as well as civil society driven waste management efforts across Indonesia. The Indonesian Government has recognized this issue, resulting in Presidential Regulation, No. 83 (2018), whereby, targets have been fixed to achieve a 70 percent reduction in marine plastic debris by 2025. The 16 ministries have signed off on an 83-point action plan that will be monitored on a quarterly basis.

The 70% reduction progress of marine plastic litter is calculated from the national marine debris baseline data that was determined by LIPI's (Indonesian Institute of Science - *Lembaga Ilmu Pengetahuan Indonesia*) research. The research was conducted by marine debris monthly collection in six regions (18 locations) in Indonesia, namely Sumatra Region (Aceh, Belawan, Bintan, Padang), Java Region (Pramuka Island, Pari Island, Semarang), Kalimantan Region (Pontianak), Nusa Tenggara Region (Denpasar, Mataram, North Lombok, Kupang), Sulawesi Region (Makassar, Manado, Bitung) and Papua Maluku Region (Ambon, Tual and Biak). From the research that was conducted from February 2018 to March 2019, it is estimated that 270 to 590 thousand tons of waste leak to the ocean per year.

A 70 percent reduction in national plastic debris entering the marine environment by 2025 requires an enormous effort. The Coordinating Minister for Maritime Affairs is heading this task, while the Minister for Environment and Forestry is responsible for daily operations. Understandably so, this task was deemed too overwhelming when taking into consideration all existing/prior initiatives for the ministries to maintain. This initiative requires allocating monitoring roles to both public and private sectors, including the National Govt., Sub-National Govt., and NGOs, with coordination of programme and constructive communication needing to be consistently maintained. Moreover, direct engagement with the private sector through consultation meetings can enhance the efficacy of plastic reduction strategies, as considerable effort will have to be expended by private sector actors to achieve plastic waste reduction goals through extended producer responsibility and innovative market solutions (UNEP, 2016).

Hence, the Support Facility Project for Marine Plastic Litter Reduction Acceleration Secretariat is very relevant and will accelerate efforts to reduce marine litter entering Indonesian waters significantly. As well, it contributes to the global reduction of marine plastic debris and the advancement towards achieving the following SDGs: 3-Good Health and Wellbeing, 5-Gender Equality, 6-Clean Water And Sanitation, 8-Decent Work and Economic Growth, 9-Industry, Innovation and Infrastructure, 10-Reduced Inequalities, 11-Sustainable Cities and Communities, 12-Responsible Consumption and Production, 14-Life Below Water, and 16-Peace Justice and Strong Institutions. Additionally, by working with the Norwegian Government to help fight the global issue

of marine plastic pollution and the regional level of Indonesia, SDG 17-Partnerships for the Goals will also be another element of sustainable development embedded within the project.

The Marine Plastic Litter Reduction Acceleration Secretariat Support Facility will have key services to facilitate:

- Provision of substantial and technical inputs from related stakeholders to ensure activities implemented by the Marine Plastic Litter Support Facility achieve the expected outputs;
- Facilitating operations by recruiting qualified staff and procuring relevant goods and services to be handed over to the Marine Plastic Litter Secretariat;
- Provision of institutional capacity building for the Marine Plastic Litter Secretariat;
- Facilitating transfer of knowledge;
- Facilitating task forces and related stakeholders engagement; and,
- Provision of action plan implementation and budget tracking tool
- Provision of budget need analysis and creative sources options for financing the action plans
- Stakeholder mapping and regular coordination meetings with stakeholders beyond taskforce team
- **Developing an effective communication strategy**
- **Social media campaign to gain the public awareness related to marine debris issues**

The bold key services above process entails general public awareness, to be done through publishing national progress reports and joint campaigns. Successful practices suggest increasing the availability of baseline data regarding the condition of marine plastic debris, any apparent government funding, and any stakeholders' resource and gap funds. A simple monitoring and evaluation instrument should be created, which shall add to any existing mechanisms. The secretariat's goals in this component are to:

- Establish a baseline data platform as well as an updating mechanism
- Implement a simple, regular monitoring mechanism
- Conduct case studies
- Simple and attractive communication materials UNDP has conducted partnership with the Minister for Maritime Affairs and Minister of Environment and Forestry aiming to help their effort in tackling marine plastic debris by providing a number of consultants related to it.

For that reason, the Minister for Maritime Affairs and Ministry of Environment and Forestry through UNDP require the service of an experienced Support Consultant for Marine Debris Social Media and Content.

II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES

Scope of Work

The title: Support Consultant for Marine Debris Social Media and Content will undertake the following :

Preparation for social media campaign strategy

- Define the marine debris (National Coordination Team for Marine Debris Handling (TKN PSL)) audience in social media (Instagram, Facebook, Twitter, and others)
- Coordination with IPs and marine debris taskforce communication division to engage the audience for TKN PSL social media

Maintaining and keeping updates the marine debris issues to the audience in TKN PSL social media

- Develop a program or event regarding the importance of taking concrete action to tackle marine debris
- Provide a report on TKN PSL social media campaign

Expected Outputs and deliverables

- Report on TKN PSL social media strategy and plan to be implemented April – June 2021
- Report on TKN PSL database information and social media platform period January – March 2021
- Report on Instagram content for TKN PSL social media
- Report on innovative ideas for enhance marine debris campaign awareness through social media
- Report on monitoring audience trends in TKN PSL social media platform
- Report on completion of evaluation survey regarding audience's preferences on TKN PSL discussion themes and activities.
- Report on innovation corner articles related to environment aspects in TKN PSL website
- Report on innovation corner articles related to social aspects in TKN PSL website
- Report on the stakeholder engagement to IG live program
- Report on stakeholders and community collaborations to conduct an event in social media related to tackle marine debris in Indonesia
- Report on built an engagement with environment media partner (TV station, radio, Online media, offline media)
- Report on monitoring and evaluation TKN PSL social media strategy and content

Deliverables/ Outputs	Completion deadline
<u>Deliverable 1:</u> Approved report on TKN PSL social media strategy and plan to be implemented April – June 2021	20 working days (26 April 2021)
<u>Deliverable 2:</u> Approved report on TKN PSL database information and social media platform period January – March 2021	21 working days (6 June 2021)
<u>Deliverable 3:</u> Approved report on Instagram content for TKN PSL social media	20 working days (8 July 2021)
<u>Deliverable 4:</u> Approved report on innovative ideas for enhance marine debris campaign awareness through social media	21 working days (14 August 2021)
<u>Deliverable 5:</u>	20 working days (16 September 2021)

Approved report on monitoring trends in TKN PSL social media platform		
<u>Deliverable 6:</u> Approved report on completion of evaluation survey regarding audience's preferences on TKN PSL discussion themes and activities.	21 working days (23 October 2021)	
<u>Deliverable 7:</u> Approved Report on innovation corner articles related to environment aspects in TKN PSL website	20 working days (22 November 2021)	
<u>Deliverable 8:</u> Approved Report on innovation corner articles related to social aspects in TKN PSL website	21 working days (27 December 2021)	
<u>Deliverable 9:</u> Approved Report on the stakeholder engagement to IG live program	20 working days (27 January 2022)	
<u>Deliverable 10:</u> Approved Report on stakeholders and community collaborations to conduct an event in social media related to tackle marine debris in Indonesia	21 working days (7 March 2022)	
<u>Deliverable 11:</u> Approved Report on built an engagement with environment media partner (TV station, radio, Online media, offline media)	20 working days (8 April 2022)	
<u>Deliverable 12:</u> Approved Report on monitoring and evaluation TKN PSL social media strategy and content	21 working days (17 May 2022)	

III. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS
<p><u>Academic Qualifications:</u></p> <p>Bachelor's degree in the area of Environmental Science, Marine Biodiversity, Biology Environmental Engineering, Climate Change, or other closely related field from an accredited college or university</p> <p><u>Years of experience:</u></p> <ul style="list-style-type: none"> At least 3 year experiences in social media issues, marine science, biodiversity;

- Excellent knowledge of issues related with environment in general, biology, marine debris, marine ecology, social media;
- A good understanding marine debris issues, innovations, and regulations in Indonesia ;
- Have relevant experience in marine debris projects;
- Possess working professional experience in working with government institutions and coordination mechanism is preferable;
- Experience working with UNDP or other UN agencies and/or international organizations and/or major donor agencies will be an advantage.

Competencies and special skills requirement:

- Demonstrate analytical skills;
- Have a conceptual and practical knowledge of environment issue especially marine debris and ecology issue
- Good interpersonal and communication skills, with the ability to effectively interact with people in a multi-disciplinary and multi-cultural environment;
- Demonstrated ability to take initiative and work independently while also having the skills and interests to work effectively within teams
- Fluency in English with excellent written communication skills, and strong experience writing and developing documents.

IV. WORKING ARRANGEMENTS

Institutional Arrangement

Under the supervision of the Programme Coordinator, the Consultant must ensure the completion of the above deliverables in high quality.

Duration of the Work

The assignment will be delivered within 12 months in intermittent scheme with total of 246 days. The payment will be made to the consultant at each payment schedule, upon technical clearance from Programme Coordinator.

Duty Station

The duty station/location for the consultant will be in Jakarta

Travel Plan

There is no travel plan for the duration of the assignment.

V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on the following methodologies:

Cumulative analysis

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

a) responsive/compliant/acceptable, and

b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

* *Technical Criteria weight; 70%*

* *Financial Criteria weight; 30%*

Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation

Criteria	Weight	Maximum Point
	<i>100%</i>	<i>100</i>
<p><i>Criteria Technical: qualification requirements as per TOR:</i></p> <ul style="list-style-type: none"> • Bachelor's degree in the area of Environmental Science, Marine Biodiversity, Biology Environmental Engineering, Climate Change, or other closely related field from an accredited college or university • At least 3 year experiences in social media issues, marine science, biodiversity; • Excellent knowledge of issues related with environment in general, biology, marine debris, marine ecology, social media; • Possess working professional experience in working with government institutions and coordination mechanism is preferable; • A good understanding marine debris issues, innovations, and regulations in Indonesia ; 	<i>70%</i>	<p><i>20</i></p> <p><i>10</i></p> <p><i>10</i></p> <p><i>10</i></p> <p><i>20</i></p>
<p><i>Criteria Financial: Brief Description of Approach to Assignment</i></p> <ul style="list-style-type: none"> • <i>Is providing the financial proposal that meets the value for money?</i> • <i>Important aspects of the task addressed clearly and in sufficient detail?</i> • <i>Is planning logical, realistic for efficient project implementation?</i> 	<i>30%</i>	<p><i>10</i></p> <p><i>10</i></p> <p><i>10</i></p>