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Plastic Smart Cities: Plastic Smart Island Communities Feasibility Study

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Partner Organization	WWF Indonesia
Reporting to	WWF CTP (Klaas J. Teule kjteule@wwf.id) WWF PSC (Yumi Nishikawa ynshikawa@wwf.id) WWF PSC (Jessica Chia Shirui jchia@wwf.id)
Project Date	April 2024 – October 2024
Duration of Consultant	6-7 Months

1. Introduction

a. Background

The Coral Triangle Initiative on Coral Reefs, Fisheries, and Food Security (CTI-CFF) Regional Plan of Action 2.0 (2021-2030) emphasizes the necessity for strategies to combat ocean waste. Following the plan's launch, WWF CTP has been tasked with co-developing a plastic strategy for coastal areas in the Coral Triangle. The thousands of islands in the region face a unique waste management challenge, dealing not only with their own waste but also receiving waste from other islands and countries. The islands face the urgent need for scalable waste management solutions to preserve their ecosystems and protect local communities.

WWF CTP aims to establish a network of Plastic Smart Islands, fostering collaboration and knowledge exchange to address waste management challenges in coastal and island communities. Aligned with the CTI-CFF's Capacity Building Roadmap, this initiative, in partnership with existing community learning hubs, seeks to inspire scalable waste and restoration solutions throughout the diverse archipelago of Asia.

b. Study Objective

The primary objective of this study is:

- To gather a collection of solutions that address plastic pollution in CTI-CFF focus regions:** the cases to explore will be focusing on governance, market enablers, enterprise solutions, and community initiatives surrounding plastic solutions across Coral Triangle Countries. It aims to observe pattern and connection between land-based and sea-based challenges and solutions, particularly in Indonesia, the Philippines, and Malaysia.
- Build presentable report & initial insight:** The proposed solutions (study cases) will be distilled in a report and presentable materials with the audience of CTI-CFF member secretariats. The report insight should prioritize sustainability, avoiding the highlight of one-time initiatives such as beach clean-ups, and instead seeks to showcase lasting, impactful strategies.

2. Scope of Study

a. Purpose of the study

This consultancy engagement aims to:

- 1) Gather data and solution case studies;

- 2) Analyse and gain insight into the current solutions across governance, market enablers, enterprise solutions and community initiatives across Coral Triangle Countries;
- 3) Distil the information and build easy-to-digest materials for audience of the report.

b. Geographic Scope

The initial list of islands for assessment includes:

- Malaysia: Larapan, Mabul, Oma Dal
- Indonesia: Derawan
- Philippines: IGaCOS, Palawan (4 Barangays)

c. Target audience & Utilization of Findings:

The study targets WWF teams, stakeholders implementing plastic waste programs, island communities, and governing stakeholders of small islands. Findings will refine existing programs and provide valuable insights for partners. Stakeholders in the waste management sector can leverage the study to influence the scaling of best practices in small islands.

3. Study Questions and Methodology

a. Key and Sub-Study Questions:

1. **Governance:**
 - a. Are there any examples of government-led initiatives that have successfully facilitated plastic recycling or circular economy practices that addressed either one or both land-based and sea-based challenges?
 - b. How is enforcement of regulations carried out, and what impact does this have on plastic circularity?
 - c. What financial mechanisms or investment models have been utilized to support plastic circularity initiatives?
 - d. How do financial incentives, subsidies, or tax schemes influence businesses' decisions to invest in circular practices for plastics?
2. **Market Enablers:**
 - a. What market incentives or mechanisms exist to encourage businesses to adopt circular practices in plastic use?
 - b. How do market enablers, such as EPR schemes or incentives for recycled material use, contribute to the circularity of plastics?
3. **Enterprise Solutions:**
 - a. What innovative business models or practices have been implemented by companies to promote plastic circularity?
 - b. How do these enterprises manage the collection, recycling, and reuse of plastic materials within their operations?
4. **Community Initiatives:**
 - a. What grassroots or community-led initiatives exist to address plastic waste and promote circularity?
 - b. How do these initiatives engage local communities in waste management, recycling, and reuse activities?
 - c. What are elements that can be identified to support the scalability and sustainability of these grassroots or community-led initiatives?

b. Methodology

1. **Desk research and interview:** The study will primarily use desktop research from existing literature studies on related subjects, as well as conduct complimentary interviews with relevant internal and external stakeholders, sector experts and/or partners;
2. **Scoring solutions / study case:** The study will score solutions based on three main indicators: systemic, sustainability and replicability.
3. **Categorizing and distilling key insights on the solutions / study case:** The study will use nine concept solutions by IUCN (read more [here](#)) in defining study cases, within four enablers: governance, market enablers, enterprise solutions, and community initiatives

c. Resources

WWF CTP team will support with relevant project contacts, material supplements to support the exercise, and ensuring the availability of the following resources as team counterparts to consultant team (~2-3 hours / week):

1. Data Manager or M&E Manager
2. Partnership Manager or Community Engagement Manager
3. Subject Matter Expert on technical / specific areas

The consultants will support the study by allocating the following resources:

1. Engagement Manager
2. Senior Associate (Data Associate Lead)
3. Junor Associate (Data Analyst)

4. Scope of Work

a. Responsibilities

Consultants are responsible to engage with WWF Coral Triangle Program and Plastic Smart Cities team to develop the following:

1. **Desk Research Insights:** Present findings on prevalent patterns, challenges, and successes derived from the initial desk research.
2. **Learnings from CT Islands:** Share insights on prevalent patterns, challenges, and successes observed in Coral Triangle (CT) Islands, including case studies from partnering organizations.

b. Outputs:

1. **Final study report in Word:** Report with main text excluding summary and annexes not to exceed 50 pages.
2. **PowerPoint presentation:** PPT for internal and external stakeholder engagement and discussion not exceeding 15 slides.
3. **Engagement activities:** Presentation and participation in delivering key insight to key stakeholders at maximum 3-engagement(s) post the study.

c. Timeline and Deliverables

Milestones and Deliverables	Timeline
Development of Terms of Reference (TOR) and contracting	End of April 2024

Inception: 1. Objectives alignment 2. Methodology development & approval 3. Detailed planning 4. Setup project infrastructure	May 2024
Data gathering and analysis: 1. Data gathering 2. Processing and analysis	June – July 2024
Submission of First Draft Report: 1. Report writing 2. Review and feedback 3. Revision and refinement	July – August 2024
Submission of Final Report: 1. Presentation preparation 2. Submission 3. Project closure	September – October 2024

d. Study Team and Selection Criteria

- Organizations and partners with deep knowledge and expertise in environmental, marine, waste management or related fields. A prior experience working with Plastic Smart Cities program will be preferred;
- Organizations with prior experiences working as consultancy working in developing strategy for development, environmental and management of similar programs and exercises;
- Wide network of stakeholders both within local WWF country offices and internationally;
- Demonstrated practical experience of facilitation and data-driven strategy development;
- Analytical skills to synthesize information into a strategy document.

Working arrangements

- The consultant will collaborate closely with the WWF Coral Triangle Program. Consultation with WWF participating cities and projects will be determined based on discussions with the WWF CTP.
- The consultancy will be home-based. Any interviews, exercises and data collection methodology will be conducted remotely
- Engagement is estimated to be for the period of **June 2024 to October 2024** with regular meetings. The number of working hours necessary within this timeframe should be estimated by the consultant in the proposal

How to Apply

Interested vendors should send a brief application to Procurement@wwf.id Cc : kjteule@wwf.id no later than **May 17th 2024**. The application should include:

1. Proposal which includes:
 - a) Work plan which includes methodology, study design and data sources.
 - b) Organizational information and strength of consultant for this project
 - c) Budget and timeline
2. CV(s) of consultants involved with relevant qualifications and experiences