

# Plastic Smart Cities – City-Level Assessment Tool for a Waste Baseline

## Terms of References (ToR)

April 2024

### Background

WWF's No Plastic in Nature initiative was founded in 2018 with its goal is to stop leakage of plastic into nature by 2030. The initiative is separated into 3 Pillars: Policy, Markets and Cities. With institutional funding and charitable giving, WWF is working on Cities projects in plastic hotspots in Asia with a key focus on city policy, collection and waste management. To date the pillar has raised over \$40M USD to work on projects in Indonesia, Thailand, Vietnam, Philippines, Malaysia, China and Hong Kong.

In collaboration with authorities, local citizens, and businesses, WWF is working to reduce the use of unnecessary plastic, improve collection and raise the rate of recyclable waste that has been ending up in nature, and to get decision makers to commit to the target.

Over the last 4 years, Plastic Smart City has understood the importance of cities to conduct their waste or plastic baselines. While there are many tools out there that have been developed by international organizations and/or administered by National councils and Ministries, oftentimes these baseline methodology and tools requires a city to invest heavily from a labor, time and financial investment. As a result, many cities, particularly in the Global South, do not conduct any waste or plastic baselines as they do not have enough resources.

WWF Plastic Smart Cities would like to hire a consultant to develop an initial baseline tool or methodology that will enable cities to conduct self-assessments of their own cities' waste and plastic baselines with little to zero cost. The intention is not to replace existing methodologies that already exist, but rather to encourage cities to take the first step to understand their waste and plastic baseline to be better informed what additional baseline investments are needed.

### Objectives

The purpose for this consultancy engagement is to:

- Create a Minimum Viable Product (MVP) for a methodology for a City Self-Assessment Tool for waste and plastic management within their cities.
- The Tool needs to be on a digital platform that will enable easy access and online adaptability.

- The Tool mainly takes into account the need of Global South cities and for the benefit of improving cities in developing countries.
- The Tool has at least, 1 pilot location city where the digital tool and technical content is assessed and tested on real time.
- The Tool will be run and managed by equally interested partner consultant with proven intention and organization objective to co-own this Tool for the future.

**Deliverables**

Consultants will be responsible to deliver the following:

- Work closely with WWF Plastic Smart Cities to develop a MVP of a City Self-Assessment Tool.
- The Tool to be converted into an automated online tool with log-in functionality and applicable user experience and design.
- Conducted extensive quantitative and qualitative analysis on what drives municipal waste management best practices in the Global South.
- The Tool to generate an automated and online report functionality will be developed that leverages the answers to the questions submitted by a city and identifies the strengths and weaknesses of the city’s waste management system based on global examples.
- Through organizing city visits, roundtables, focus groups, expert interviews, the consultant will focus on adapting the self-assessment and report tools to its highest possible standard and wholistic dimensions of a city’s waste management system.
- Complete the self-assessment tool on a chosen test city within the Global South (likely Indonesia) to ensure clarity of the questions, user friendliness of the tool and robustness of the methodology.

**Milestones & Timeline**

Deliverables	Expected Timeline
Workplan	May 2024
Gather studies and revision of Tool methodology (including desk research as well as consultation with SMEs and revision of external tools).	July 2024
Distill of learnings: Initial adaptation of Tool methodology and questionnaires	August 2024

Select service provider to develop online digital tool	August 2024
Develop online MVP version of questionnaire and report	September 2024
Select pilot city for testing and form collaboration	September 2024
Work with the city in real time and test report generation and result	December 2024

The consultant will collaborate closely with the WWF Plastic Smart Cities team and guide the data collection as well as analysis when developing the deliverables.

**Qualifications**

- Organizations with prior experiences working as consultancy and/or implementation agencies working in development, environmental and management of similar calls for proposals.
- Expertise on waste management issues and/or environmental sectors, both nationally and internationally, preferably with deep knowledge on Asia
- Demonstrated practical experience of facilitation, data gathering and building framework to evaluate progress and accountability
- Analytical skills to synthesize information into insight
- Communication skills and experiences in building publication materials would be a plus

**Working arrangements**

- The consultancy will be home-based. Any interviews and data collection methodology will be conducted remotely and through WWF data dashboard and confidential project documents except for agreed upon field visits or in person interviews/discussions/meetings.
- Engagement is estimated to be for the period of May 2024 to December 2024 with regular meetings. The number of working hours necessary within this timeframe should be estimated by the consultant in the proposal.
- Estimated budget for the engagement would be no larger than USD 60,000.