



**Regional Activity Centre  
for Sustainable Consumption  
and Production**

Regional Activity Center for  
Sustainable Consumption and Production (SCP/RAC)  
UN Environment/ Mediterranean Action Plan

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**Terms of Reference (ToR) for the selection of a communication specialist/consultant to cover the development of two national challenges in business and social innovation that contribute to the prevention and reduction single-use plastic bags in Egypt**

**Activity developed in the framework of the Small Scale Funding Agreement (SSFA) between UN Environment and SCP/RAC for the project entitled 'Protecting the marine environment from land based pollution through strengthened coordination of global action'.**

# Background

## **About the Contractor: SCP/RAC**

The Regional Activity Centre for Sustainable Consumption and Production (hereinafter SCP/RAC) is a centre for international cooperation on development and innovation based on the sustainable consumption and production approach (hereinafter SCP) and supporting the implementation of circular economy.

The Centre is one of the Regional Activity Centres established in the framework of UNEP/Mediterranean Action Plan (hereinafter UNEP/MAP)<sup>1</sup>, the programme of UN Environment established to support the member countries of the Barcelona Convention for the Protection of the Marine Environment and the Coastal Region of the Mediterranean. Under that institutional framework, SCP/RAC has an official mandate from the countries as centre that engages in international cooperation with Mediterranean countries on the prevention of plastic pollution, including Marine Litter and on the development and innovation in the business sector.

The Centre is based in Barcelona and it is legally hosted by the Catalan Waste Agency, a public service agency considered a reference organization in waste prevention and management and the promotion of circular economy.

## **Framework of the consultancy**

This consultancy is aiming at supporting the implementation in Egypt of the Small Scale Funding Agreement (SSFA) signed between UN Environment/Global Programme of Action (UNEP/GPA) and SCP/RAC in April 2019. Both organizations agreed to cooperate on activities related to marine litter prevention in Egypt. The project is entitled 'Protecting the marine environment from land based pollution through strengthened coordination of global action'. The SSFA also refers to the agreement between UNEP/GPA and the French government within the International coalition to reduce plastic bags pollution.

The activities under this consultancy are also in line with the UN Environment/MAP 2016-2021 Mid Term Strategy (MTS) (Decision IG.22/1 – COP 19) and the 2018-2019 Programme of Work (PoW) (Decision IG.22/20 – COP 19) particularly the Activity 2.1.1.2 "to promote the use of relevant instruments and incentives to reduce/forbid the single-use of plastics, reduce the use of plastic bottles etc."

This consultancy is inspired by the successful SwitchMed project carried out in Morocco where the government adopted a law to phase out single use plastic bags (SUPBs). SwitchMed funded the association Zero Zbel to conduct an awareness campaign in Moroccan markets, addressing both consumers and shopkeepers. The administration has since deployed intense efforts in controlling the internal production and imports, as well as providing support to adapting concerned industries.<sup>2</sup>

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<sup>1</sup> <http://www.unep.org/uneppmap/>

<sup>2</sup> <https://www.switchmed.eu/en/news/news-1/morocco-promoting-responsible-alternatives-to-guarantee-the-success-of-the-ban-on-plastic-bags-and-prevention-of-marine-litter>

<https://www.youtube.com/watch?v=Ozq55fIO-24&t=30s>

<https://www.youtube.com/watch?v=oApHSRVvgeU>

It is important to mention the SwitchersFund, a joint initiative of the UN Environment MAP - SCP/RAC and the European Federation of Ethical and Alternative Banks and Financiers (FEBEA – [www.febea.org](http://www.febea.org)) to support the growth of innovative green businesses in the Mediterranean. The SwitchersFund ([www.theswitchersfund.eu](http://www.theswitchersfund.eu)) in its current form is a grant-making initiative that plans to rollout new financial products as the demand from the Switchers grows. This platform could facilitate the dissemination of challenges carried out by the current consultancy work, reaching new and existing entrepreneurs searching for opportunities.

### **Plastic bags: An issue of concern**

Plastics are one of the main materials of the modern economy due to their multiple properties, applications and low cost. Their use has been growing exponentially since the 1950s, and is expected to double in the next 20 years. Plastic packaging, which includes plastic carrier bags, is the plastic's largest application, representing 26% of the total volume at global level. It is estimated that roughly 5 trillion plastic carrier bags are consumed worldwide each year. The main issue is that 95% of worldwide plastic packaging value (including plastic bags) is lost to the economy after a short first use.

Waste disposed in landfill or incinerated involves economic costs that burden taxpayers. When plastic leaks into the environment, the main problem happens to also be its main feature: durability; Not only does this impact the environment, it also socioeconomic effects such as the loss of aesthetic values which may be linked to economic activities. When it comes to the marine environment, the degradation process is even longer. Plastics have been reported to negatively impact between 180 and 660 species of animals, including birds, fish, turtles, and marine mammals, with a portion of these plastics presumably comprised of plastic bags. Plastic breaks down into micro- and nano-plastics, which are being consumed by marine organisms, with effects in terms of toxicology poorly known, especially with regards to impacts on human health.

Single-use plastic bags (SUPBs) are defined as high-density polyethylene (HDPE) bags designed to be used once. SUPBs rose to popularity for use in retail venues in the 1970s and remain the most popular grocery bag choice around the world in the absence of regulatory measures to control them.

### **Current context in Egypt**

As in other MENA countries, Egypt is witness to an overconsumption of single-use plastic bags. In order to counteract it, a mix of measures should be implemented and initiatives from the business community and non-for profit organizations should emerge. Public awareness, promotion and provision of convenient alternatives are necessary to reach the desired objective.<sup>3</sup>

Among the efforts in Egypt to address single-use plastic bags, it must be highlighted the National Initiative on Reduction of Plastic Bags Consumption in Egypt, launched by the Ministry of Environment on the World Environment Day in June 2017. This is a partnership between the

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<sup>3</sup> Another option that has been discussed in the country is the promotion of biodegradable/compostable bags. However this kind of quick-win solution must be considered with caution, since there are important prerequisites for this switch, such as separated collection and treatment of biowaste, which are not currently available in Egypt. In the absence of these facilities, the fate of these bags remain the same and often end up confusing consumers which are led to increase the littering.

Ministry, the United Nations Environment, and Center for Environment and Development for the Arab Regions and Europe (CEDARE), in the framework of SwitchMed Regional Programme, funded by the European Commission.

Another initiative which is relevant to this pilot project in Egypt and that should be considered, is the Marine Litter Med project. With the ultimate objective of achieving the Good Ecological Status (GES) of the Mediterranean Sea, “Marine Litter-MED” project aims to specifically support the Contracting Parties from Southern Mediterranean/EU Neighborhood to implement the Marine Litter Regional Plan through the development of a number of measures envisaged in the updated NAPs endorsed by COP 19 of the Barcelona Convention. SCP/RAC intends to tackle the issue of single-use plastic bags by facilitating a national dialogue in order to agree on a roadmap to prevent and reduce single-use plastic bags in Egypt. A national consultation event will take place in September in Cairo.

## Objective

The objective of this consultancy, within the overall SCP/RAC-led set of activities included in the SSFA is to **disseminate and promote the development and achievements of 2 challenges aimed at finding and fostering the use of affordable and convenient alternatives to single-use plastic bags** while providing economic impact to disadvantaged groups as well promoting their daily, long-term use.

The challenge approach is an open competition that focuses attention on a specific issue, in this case an environmental and socioeconomic problem, and gives innovators an incentive to provide new solutions based on new ideas. An open innovation model will be used to crowd source and co-build solutions to these challenges.

The call for solutions, selection of initiatives and the tailored incubation of the winners will be led by the business support organization **Bassita**, recently selected by SCP/RAC, that has experience in promoting business innovation and supporting entrepreneurship in Egypt.

As is currently stands, the two tracks defined for the challenges are as follows:

1. Innovation solution: Bassita will focus on projects aiming to develop cheap alternatives to single use plastic bags that has the potential to be bought in local market, hard discount supermarket or local vendor at a target price of 3 EGP (0.16 Euros). The proposed solution should be locally made and be easily scalable or replicable. To maximise on-ground impact, the bags will ideally be made by a local non-for-profit organizations or group that empowers low-income communities.
2. Community action: Bassita will focus on projects aiming to encourage consumers to use reusable bags for grocery shopping. The proposed solution might revolve around: providing incentives to customers to encourage them to come with their own bags, launching innovative campaigns on eco-friendly bags or on the negative effects of single use plastic bags, praising shops who do not provide single-use plastic bags.

At the end of the project the winners of the challenges should have increased the capacities and position in the market and social environment to apply/scale up the solution.

## Description of work

The objective of the contractors mission within the framework of these Terms of Reference will be to design and implement a transversal communication campaign covering the following needs:

### a. Organization of public event

The objective is to organize a one-day national event (tentatively taking place between December and February 2020) to maximize visibility of the awardees and their proposed solutions.

The event should highlight the achievements and lessons learnt during the search for alternatives to single-use plastic bags. The event will be carried out in close coordination with Bassita who is to ensure the presence of potential buyers and finance institutions with whom to network, hence improving the awardee's access to market at finance.

The event should count with the attendance of at least 30-40 participants from public authorities related to environmental and industrial policy, retail sector, plastics sector, business support organizations, research and civil society organizations. The event could eventually be organized back to back with another relevant that would increase reach out of the action.

#### Preliminary agenda

1. Opening of the meeting
2. Presentation of the current national context, project objectives
3. Brief presentations on the Regional Guidelines to Phase out Single-Use Plastic Bags in the Mediterranean: options in Egypt
4. Presentation of solution to innovation challenge: Awardee's pitch, initiative, incubation, impact and future prospects. Mentors intervention
5. Presentation of solution to social challenge: Awardee's pitch, initiative, incubation, impact and future prospects.
6. Mentors intervention. Impact, scalability and replicability
7. Conclusions and lessons learnt

### b. Short videos on the pilot projects

The objective is to produce short videos explaining the context of the project, the actions developed and promoting the solutions developed by the awardees. The initial proposal is to develop the following 5 short videos:

1. 'Making-of' video (2min max): National context, putting emphasis on the solutions to plastic bags, covers the down-selection process of the top 3-5 initiatives, brief interview to the 2 selected winners (1 candidate per challenge).
2. 'Promotion of Awardee' Solution to the Innovation Challenge (4 min max): Brief description of the initiative, the incubation highlights, the customer profile and showcase the economic, social impact. Touch on future prospects of the initiative.
3. 'Promotion of Awardee' Solution to the Social Innovation Challenge (4 min max): Brief description of the initiative, the incubation highlights, the customer profile and showcase the economic, social impact. Touch on future prospects of the initiative.

4. Final event video (1min): Teaser-like video promoting the event by taking the highlights of the challenges.
5. Final video (2min max) with coverage of the one-day event, promoting project, speakers and highlights.

Please note that English translation subtitles will be necessary for Arabic speakers appearing in videos, Arabic/English subtitles may also be necessary for any other foreign languages used.

**c. Elaboration of a dissemination plan**

Since SCP/RAC and Bassita are already placing efforts in communicating these activities, an overall communication plan is not required in this consultancy. Additionally, important communication tools such as the videos and event are already settled. Hence, the dissemination plan within this consultancy should focus on identifying suitable targets for the videos and event, as well as describing how the outreach will be implemented.

In order to consider “other communication materials” (see below), once they are agreed with SCP/RAC the contractor will review the dissemination plan to include them.

The contractor should keep record of media coverage all through the assignment.

A well rounded communications plan to ensure high quality, effective and targeted dissemination of the entirety of the challenge process, including the call for solutions, the top selected candidates, the incubation process and final event. The plan must include, but is not limited to:

1. Conception of the name of the campaign and slogan
2. Communication tools: logo, flyer, poster, banner
3. Press coverage
4. Use of social media/ websites

All media materials will be developed in close coordination with SCP/RAC and Bassita.

**d. Other communication materials and means**

The technical and economic offer should include other communication materials that have not been defined under this ToR because they are expected to fit for purpose the selected ideas/initiatives. Hence at this section is open to proposals, which shall be agreed with SCP/RAC at a later stage. The goal of these materials is to support the winners in their communication efforts and ensure wide outreach and interest on the project outcomes. The contractor should reserve an amount of approx. 1.300 euro for this specific item.

Materials may include:

- Design of a fact sheet on the problem of plastic bags and alternatives in Egypt
- Communication and collaboration with municipalities to install information points
- Supply reusable bags/shopping bags to decorate the information points
- Specific social media campaign, including illustrations/infographics
- Photoshooting and post-editing for digital or printed flyers/posters.

## Deliverables and timeline

The tentative timeline of the challenge is as follows:

- July 22nd: Opening of the applications
- August 25th: Deadline for applying
- September 2nd: Announcement of the 6 short-listed projects.
- September 6th: Presentation of the 6 short-listed projects to the Jury and announcement of the 2 winners.
- September 12th to Jan 26th: Incubation Program
- January - February: Cash prize and award ceremony (at the Final Event)

The consultant's team will start the work after the validation of their offer by the contractor.

Deliverable	Deadline
#1. Communication plan	2 weeks after contract notification
#2. Making-of short video	1 week after candidate selection
#3. Two videos promoting awardees	2 weeks after incubation finalization
#4. Teaser Final event	3-4 weeks prior to Event
#5. Final event summary	2 weeks after Final event
#6. Delivery of one-day event	Between December and February (to be decided in agreement with SCP/RAC)
#7. Delivery of other communication tools	To be agreed upon candidate selection

The above deliverables will have to be presented in English and/or Arabic as agreed with SCP/RAC, and be validated by the Contractor before moving to the next step of the assignment.

All activities should be completed by 1<sup>st</sup> March 2020, without any possible extension. The non-fulfillment of the deadlines, or low quality delivery, shall result in a budget reduction.

## Means of work and eligible costs

Communication materials, the organization of event, equipment, consumables, travel and personnel costs should be included as different budget lines. International travel related to the event will be covered by SCP/RAC (max. 2-3 people).

Regular calls will be organized with the contractor.

## Eligibility

Applicants must fulfill the following requirements:

- Be an individual consultant, firm or association. Note: This ToR is not a subvention but a provision of services.
- Be able to comply with national fiscal context and rules for receipt of international funds.
- Have a bank account whose holder name must be the same as the applicant name.

- Partnership and subcontracting are allowed, provided that the legal applicant entity has a substantial role in implementing the assignment. The applicant will be the only legal entity with which the contract relation will be established.
- Academic background in audiovisual communications.
- Fluent communication in English (oral and written).
- Extensive experience in the national context in particular related to written, audiovisual communication and press.
- Experience in international projects.

## How to apply and selection process

Candidates should submit the following documents:

- 1) Technical and financial proposal (maximum 4 pages, see form in Annex): **The proposal should include, at least, the following elements:**
  - a. **Dissemination strategy**
  - b. **Outline of the event plan**
  - c. **Audiovisual support/portfolio demonstrating capability**

Financial offer: the consultant(s) should propose a budget per Activity and budget line, including at least: personnel dedication expressed in days (1 day = 8 working hours), incubation services (with breakdown per service), and costs related to the contribution to the event. Note: as stated above, max. 1.300€ should be reserved under “other materials”

- 2) Profile and project references (maximum 2 pages): the consultant(s) should submit a brief explanation of the candidate, including CVs as annex, and project reference on the topic.
- 3) Bank form filled in, signed and stamp by the bank (see form as Annex).

Offers must be sent to Magali Outters ([moutters@scprac.org](mailto:moutters@scprac.org)) and Pedro Fernandez ([pfernandez@scprac.org](mailto:pfernandez@scprac.org)) with the subject “Business challenge single-use plastic bags- Egypt” before **July 31<sup>st</sup>, midnight (CET)**.

### **Important :**

- The header of the **technical and financial offers** must clearly note the candidate details (Name, address, country, telephone, email and fiscal identity number or other official number) and those of the Contractor: « Regional Activity Center for Sustainable Consumption and Production / Agència de Residus de Catalunya / Carrer Dr. Roux nº 80 / 08017 Barcelona, Spain / NIF: Q-5856373-E ».
- The maximum amount for this consultancy is **11.000 euro (all taxes included)**.

All candidates will be notified the reception of the offers.

Offers will be assessed according to the following criteria and scores:

Points	Criteria
Maximum 50 points	Quality of the technical offer to meet the work objectives



Maximum 25 points	Financial offer
Maximum 25 points	Profile and project qualifications

The contractor may contact candidates to convene an interview to facilitate the evaluation. If you have questions concerning these ToR, please contact Magali Outters ([moutters@scprac.org](mailto:moutters@scprac.org)) or Pedro Fernandez ([pfernandez@scprac.org](mailto:pfernandez@scprac.org)).

## Selection and payments

The selected candidate will be notified by email, indicating the initiation of the work as specified in the terms of reference schedule.

Payments will be done as follows:

- Validation of the offer: 70%
- Submission and approval of all deliverables: 30%

Payments will be done in a period of 60 days after reception and validation of the invoice. The transfer of funds will be in Euro currency. The Contractor is not responsible for banking costs that might be applied by the consultant(s) bank nor for changes in currency exchange.

## Annex: Offer template and bank form

**From:**

**Name: XXXXXX**

**Address: XXXXXXXXXXXXX**

**Country: XXXXXXXXX**

**Phone:**

**VAT n° or Tax ID: xxxxxx**

**To:**

**Regional Activity Center for Sustainable Consumption and Production**

**Agència de Residus de Catalunya**

**C/Dr. Roux núm. 80**

**08017 Barcelona, Spain**

**NIF: Q-5856373-E**

**Offer n° xxxxxxxxx**

**1) Tasks description**

- a) Organization of public event**
- b) Short videos on the pilot projects**
- c) Elaboration of a communication plan**
- d) Other communication materials**

**2) Implementation schedule**

**3) Financial offer**

