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| **ASEAN-JAPAN PROJECT ON THE PROMOTION OF SUSTAINABLE CONSUMPTION****TERMS OF REFERENCE (TOR)****FOR THE****DEVELOPMENT OF THE SUSTAINABLE CONSUMPTION TOOLKIT**The ASEAN Secretariat, Government of Japan, and Department of Trade and Industry-Philippines invite applications from consultants for the above-referenced project. |
| 1. **Background**

Consumer protection is an essential element in building a people-oriented and people-centered ASEAN Economic Community (AEC). The AEC prioritizes the interests and welfare of consumers in the implementation of strategies for achieving an integrated and competitive economic region. Consumer protection is also an important component of a modern, efficient, and competitive market place. Confident and informed consumers who make well-reasoned decisions, represent powerful drivers for innovation and productivity, thereby contributing towards the development of the AEC.Under the Competitive, Innovative and Dynamic ASEAN Characteristic of the ASEAN Economic Blueprint 2025, the element B2 on Consumer Protection underscores the need to build higher consumer confidence including through the promotion of sustainable consumption. This strategic measure has been further elaborated under Goal 3 of the ASEAN Strategic Action Plan for Consumer Protection (ASAPCP) 2025. The ASAPCP 2025 thus supports the development and implementation of policies for sustainable consumption and the integration of these policies with other public policies. In particular, actions envisaged under the ASAPCP 2025 will help to empower consumers to be more discerning and knowledgeable about their consumption choices and to seek the promotion of policies for sustainable consumption that promote such choices.The project aims to enhance understanding among government officials and relevant stakeholders, such as consumer associations and businesses, of the rationale for sustainable consumption, looking at best practices and models of public policies so as to increase the buy-in from stakeholders on sustainable consumption that would enable appropriate priorities and policies that support sustainable consumption. Enhancing such understanding will be addressed by the development of tools and teaching materials for government officials and relevant stakeholders to better understand the concept and policy implications. |
| 1. **Needs and Objectives**

ASEAN, with the support of the Government of Japan through the Japan-ASEAN Integration Fund (JAIF), is commissioning a set of toolkit for the promotion of sustainable consumption in the region. The toolkit will be covering five (5) modules in the form of training manuals and multimedia presentations such as Power Point slides and audio-visual materials, among others. These modules include the following:1. Understanding the concepts and principles of sustainable consumption;
2. Best practices and approaches to policies that promote sustainable consumption;
3. Tools and instruments used in influencing consumer behavior, communication/ information provision tools such as product information through labelling and certification, economic instruments such as incentives, and regulatory instruments;
4. Use of appropriate instruments and tools in selected areas such as food sector, energy, and consumer electronics; and
5. Development of a set of advocacy materials such as Power Point slides, infographics, and audio-visual presentations, among others, to be used by officials to promote sustainable consumption among consumers.

The Toolkit will enable and enhance the capacity of consumer protection authorities in ASEAN to promote sustainable consumption to business, consumers, and other relevant stakeholders with information on behavioral, communications, regulatory, and economic tools.Under this project, the consultant(s) would be responsible for the:1. Development of Toolkit and set of advocacy materials covering the above-enumerated modules;
2. Preparation and conduct of a 4-day validation workshop to review and test the toolkit by its intended users taking into account the goals and objectives of the project. The course content of the workshop must be delivered through the most appropriate methodology such as, but not limited to, lectures, group discussions, group presentations, case studies, simulation, and skills practices, among others;
3. Review and revision of the Toolkit and advocacy materials to ensure that there is accuracy, consistency, and relevance in the content, format, and presentation; and
4. Development of evaluation forms including questions regarding relevance and effectiveness of the Toolkit and advocacy materials, whether these covered the professional needs of its intended users.

The Toolkit and advocacy materials should include colored and graphical illustrations and illustrative examples, list of activities, exercises, and guide questions that can be used by the users in teaching about sustainable consumption. The consultant must design and format the materials in a manner that is visually appealing, clear, and consistent. These should be easy to read and understand as English is not the primary language of majority of the ASEAN Member States (AMS). It is expected that the AMS will subsequently translate these tools into their respective local languages, where appropriate, and use them for their national consumer protection advocacy and education programs. |
| 1. **Output**

The outputs of this project include the following:1. Technical guide/manual covering the five (5) identified modules;
2. Set of advocacy materials in appropriate multimedia format inclusive of graphical illustrations that are website-enabled for uploading; and
3. Detailed (step-by-step) trainers guides/instructors manuals with suggested exercises/activities and corresponding session/lesson plans.

In addition, the other reportorial outputs are:1. Project Inception Report
2. Validation Workshop Report
3. Project Completion Report
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| 1. **Tasks/Activities**

The following activities will need to be undertaken to achieve the outputs presented above. The bidder should provide details on its approach to each activity in its bid and is free to recommend additional activities.

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|  | **Output** | **Activity** | **Person****Working Days** | **Completion Date** | **Persons(s) Responsible** |
| **1** | **Project Inception Report** | Preparation of inception report including:* Development of the overall approach for the delivery of the project outputs
* Outline and format of the guides/manuals and advocacy materials covering all five (5) identified modules with specific recommendations, when appropriate
 | 3 days | 2 weeks after the signing of SSA | Consultants with inputs from ASEC, JAIF, and DTI PH |
| Circulation and revision of the inception report based on feedback, if any |  |  | Consultant and ASEC |
| Approval of Output 1: Project Inception Report by the ASEAN Secretariat (ASEC) and ACCP |  |  | ACCP |
| **2** | **Draft Sustainable Consumption Toolkit and Set of Advocacy Materials** | Drafting of technical guide/manual covering the five (5) identified modules | 60 days |  | Consultant |
|  |  | Circulation of the draft technical guide/ manual to the ASEC and ACCP for review |  | 14 days after receiving the draft from the consultant | Consultant and ASEC |
|  |  | Revision of the draft technical guide/manual based on feedback received | 14 days |  | ACCP |
|  |  | Preparation of advocacy materials in PPT format |  |  | Consultant |
|  |  | Circulation of the draft advocacy materials to the ASEC and ACCP for review |  | 7 days after receiving the revised draft from the consultant | Consultant and ASEC |
|  |  | Revision of the draft advocacy materials based on feedback received | 7 days |  | Consultant |
|  |  | Approval of Output 2: Draft Sustainable Consumption Toolkit and Set of Advocacy Materials |  | 7 days after receiving the final draft  | ACCP |
| **3** | **Validation Workshop** | Testing of the toolkit and advocacy materials | 5 days |  | ACCP, ASEC, Consultant and DTI PH |
|  |  | Preparation and submission of validation workshop report including details on the evaluation results |  | 2 weeks after the completion of Verification Workshop. | Consultant and DTI PH |
|  |  | Approval of Output 3: Validation Workshop Report |  | 7 days | ACCP |
| **4** | **Final Sustainable Consumption Toolkit and Set of Advocacy Materials** | Finalization and submission of the toolkit and set of advocacy materials to the ASEC and ACCP | 7 days |  | Consultant |
|  |  | Approval of Output 4: Final Sustainable Consumption Toolkit and Set of Advocacy Materials |  | 7 days | ACCP |
| **5** | **Project Completion Report** | Preparation, circulation, and revision of the project completion report | 10 days | Upon the submission finalizing theSustainable Consumption Toolkit and advocacy materials | DTI PH |
|  |  | Approval of Output 5: Project Completion Report |  | 7 days | ACCP |

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| 1. **Reporting**

The consultant is expected to produce the outputs in accordance with provisions of this TOR. The timing of delivery is indicative and can be adjusted when the consultant’s work plan is developed, subject to mutual agreement.

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|  | **Report** | **Target Delivery Date** |
| **1** | **Project Inception Report**This would detail the consultant’s approach to the project and provide a detailed work plan. | 2 weeks after the contract signing |
| **2** | **Validation Workshop Report**In line with the various outputs expected in this project that would be presented in the validation workshop, a report on this activity would be prepared. | 2 weeks after the conduct of the validation workshop |
| **3** | **Project Completion Report**The Project Completion Report will establish a record of the project achievements against its original intended purpose and outputs. This will assist in the assessing of impact and drawing out conclusions and lessons learned that may be valuable in the development of new related initiatives. | 1 week after the delivery of all project outputs |

All reports will be submitted based on the guidelines of ASEAN, JAIF, and DTI Philippines (PH) in draft format to the ASEAN Secretariat, Competition, Consumer Protection, and Intellectual Property Rights Division (CCPID) with a copy to JAIF and DTI Philippines and, following ASEC and the ACCP’s approval, in final form. All outputs must be suitable for publication, although the decision on publication lies with the ASEAN.The contractor will also provide regular (weekly, bi-monthly or as agreed with ASEC, JAIF, and DTI PH) summation of activities undertaken and issues that have arisen. These will be submitted to ASEC CCPID, JAIF, and DTI PH via email.Financial reports will be submitted at invoicing in line with a payment schedule to be specified in the Special Services Agreement (SSA). |
| 1. **Project Management**

This project is funded under the Japan-ASEAN Integration Fund (JAIF) 2.0 and is managed by the Competition, Consumer Protection, and Intellectual Property Rights Division (CCPID) of the ASEAN Secretariat together with the Department of Trade and Industry-Philippines (DTI PH) as Project Proponent and Implementing Agency of the ASEAN-Japan Project on the Promotion of Sustainable Consumption in ASEAN. |
| 1. **Scope of Services**

The consultancy will be undertaken over a continuous period of six (6) calendar months with approximately 24 person weeks of professional services. Work will commence immediately after contract signing. |
| 1. **Qualifications**

The bidder/bidding team should demonstrate:* Extensive experience in curriculum development in particular on sustainable development, environment engineering, instructional system design, knowledge management, and capacity building;
* Skills and involvement in the development of practical and user-friendly training materials and tools for different target groups;
* Proven experience in developing graphical presentations or infographics;
* Thorough understanding and good knowledge of Information Education and Communication (IEC) approaches, training methods/tools applicable for various sectors, especially the consumers;
* Previous involvement in the development and implementation of training programmes in consumer protection, preferrably in ASEAN, an advantage;
* Preferably, familiar with consumer rights, enforcement of consumer laws, and consumer demands for safe and sustainable consumption practices, as well as current and emerging consumer concerns and related issues particularly in the ASEAN context; and
* Excellent written and verbal english skills both written and verbal.

A thorough understanding of ASEAN, ASEC, and JAIF procedures will be considered of added value. |
| 1. **Bidding**

Interested consulting firms are invited to submit a proposal in response to these Terms of Reference. This proposal should be in two parts: **Technical** and **Financial components**.The Technical component should present the following information:* A brief discussion indicating the bidder’s understanding of the needs of the project;
* A brief analysis of key issues;
* A methodological discussion of how the bidder proposes to address those needs including assessment of key issues, analytical strategies that will underlie the project, specific techniques to be utilized, and practical discussion of possible limitations in carrying out the project;
* A detailed work plan that specifies activities to be undertaken, expected outputs and deliverables, resources to be utilized and timeline;
* Staffing and management plan;
* A discussion on how measures to ensure the future sustainability of the outcomes of the project will be addressed;
* Curriculum Vitae of all proposed experts;
* Brief discussion of the firm’s past experiences in undertaking similar work and brief summaries of all projects undertaken; and
* Examples of previous work as Annexes to the proposal.

The Financial component should specify professional fees of experts.Other costs for experts and participants such as reimbursable expenses for airfare, other travel costs and daily subsistence allowance for workshops, meetings, and all other agreed activities will be discussed with the preferred contractor during the finalization of the scope of services. Costs will be based on prevailing JAIF rates. |
| 1. **Submission of Application**

Applicants should send their application with a cover letter, materials specified in Section IX above, and other supporting documents with “Development of Sustainable Consumption Guidance Toolkit” as the subject via email to cpab@dti.gov.ph with copy to admin.jmt@asean.org and competitionandconsumerprotection@asean.org no later than 14 February 2020 at 05:00 PM Manila time.Applicants should also mail/courier four (4) copies of the above-mentioned documents to the Consumer Protection Advocacy Bureau (CPAB), Department of Trade and Industry of the Philippines, within 5 (five) working days of the submission deadline. Please note that only short-listed candidates will be notified. Any queries on the TOR should be sent to the above-mentioned email addresses with the subject line, ***“Query on the Development of Sustainable Consumption Guidance Toolkit”.*** |
| 1. **Additional Notes on Terms and Conditions of the Project**
2. Any future studies/reports/analysis in any form of intellectual property rights (including but not limited to patents, copyright and any related rights) submitted by the Contractor to ASEAN arising out of or in connection to the services performed by the Consultant to ASEAN shall belong to ASEC under the name of **ASEAN** only.
3. Successful bidder shall agree to be bound and sign the Special Services Agreement (SSA) with all requirements under the terms and conditions provided therein, including but not limited to the AADCP II Guidelines for the Contractors attached to the SSA.
4. As an intergovernmental organisation, ASEAN shall not be responsible for any tax(es), levy, tax claim or any tax liability which may be imposed by any law in relation to any amount payable by the ASEAN Secretariat.
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