



Terms of Reference (TOR)

Project Title:	Materials for Project presentation on the Saleng model for the national forum and closing event
Under Project:	Plastic Smart Cities – TCCF IWPs
Fund WWF by:	WWF-US (40002222-410151)

1. General Information

Supervisor: Eknarin Ariyavongvivat

Period: 1 November 2026 – 1 March 2027

Location of work: Required field visits to Surat Thani City Municipality, Surat Thani Province.

2. Purpose and Background:

The management of urban plastic waste is a critical environmental challenge in Thailand. In Surat Thani City Municipality, informal waste pickers (locally known as "Saleng") have long served as the essential backbone of the local recycling ecosystem. Our engagement in this area commenced during the previous "Plastic Smart Cities–TVA" project. Recognizing the untapped potential of the informal sector during that phase, the initiative was scaled up into the current "Enhancing Plastic Waste Management and Integrating the Informal Waste Sector (Plastic Smart Cities–TCCF)" project. Rather than starting from scratch, this current phase builds upon previous successes to bridge operational gaps. Working in close collaboration with the municipality, the project successfully systematized these informal waste pickers and established concrete partnerships between them and local Material Recovery Facilities (MRFs), creating a structured "Saleng Model".

As the project approaches its conclusion, the strategic priority is ensuring the long-term sustainability of these achievements by shifting from local-level implementation to central-level advocacy. To bridge the gap between on-the-ground realities and national policy platforms, the project is seeking a Materials for Project presentation consultancy on the Saleng model for the national forum and closing event. These materials will serve as a crucial strategic advocacy tool to clearly communicate empirical impacts, highlight the successful integration of the value chain, and advocate for the model's institutionalization among central agencies and key stakeholders nationwide.

3. Project Objectives:

- Synthesizing and Visualizing Project Outcomes:** To synthesize empirical outcomes and on-the-ground realities of the local waste management model into accessible multimedia presentation formats.
- Documenting Field-Level Operations:** To capture and process operational data and the actual experiences of stakeholders (Saleng and MRF entrepreneurs) through visual documentation.
- Developing Strategic Presentation Materials:** To develop high-impact communication materials that drive policy dialogue and advocate for the model's institutionalization among national government agencies, the private sector, and key stakeholders.

4. Scope of Work / Product or Service Specifications:

The consultant will work closely with the project management team to translate technical operations into an accessible presentation format. The scope includes:

- **Conceptualization and Content Structuring:** Review project documents (e.g., Low-Value Plastics, reverse logistics). Develop a comprehensive presentation framework, concept note, script outline, and a field documentation schedule.
- **Field Data Collection and Visual Documentation:** Conduct on-site interviews and capture visual documentation from key stakeholders (Saleng representatives, MRF owners, municipal authorities) to gather empirical materials for the presentation.
- **Data Synthesis and Material Assembly:** Synthesize the gathered data and assemble it into a comprehensive multimedia presentation. Integrate dynamic data visualization (e.g., motion graphics or infographics) to decode complex systemic flows into digestible visuals.
- **Technical Specifications:** The final deliverables must be in High-Definition (4K resolution), feature a Bilingual Format (Thai voiceover/narration with professionally translated English subtitles), and utilize properly licensed visual/audio assets.
- **Presentation Formats and Length:** The specific formats, quantities, and lengths of the presentation materials shall be proposed by the consultant in their submission, tailored to effectively achieve the project's advocacy objectives and suit the target audiences.

5. Roles and Responsibilities: Content Strategy: Design the structure and narrative of the presentation materials to accurately reflect project achievements and policy advocacy goals.

- **Field Operations:** Coordinate and execute field data collection and visual recording in the targeted project areas.
- **Production and Assembly:** Assemble, format, and finalize the presentation materials ensuring high technical quality and effective data visualization.
- **Revision and Refinement:** Collaborate with the project's working group to adjust the interim drafts, ensuring all strategic and operational dimensions are properly represented.

6. Deliverables / Expected Outputs:

1. Deliverable 1: Presentation Concept Note and Field Documentation Schedule

Details: A finalized concept note, presentation storyboard/outline, and a detailed stakeholder field documentation schedule.

2. Deliverable 2: Interim Draft of Presentation Material

Details: A preliminary draft of the main comprehensive presentation material for review, feedback, and strategic alignment by the project's working group. Importantly, this interim version must be functionally complete and refined to a standard suitable for immediate showcase at the project's upcoming international platform event scheduled for January 2027

3. Deliverable 3: Final approved video file in 4K resolution

Details: A comprehensive final submission of all presentation materials in the formats, lengths, and quantities proposed by the consultant and approved by the project team. The submission must include all final approved video file in 4K resolution along with all raw visual documentation data and original assets as agreed upon during the inception phase.

7. Timeline:

- Duration of Assignment: 1 November 2026 – 1 March 2027
- Delivery schedule:
 - Deliverable 1: Upon Contract Signing (in November 2026)
 - Deliverable 2: Expected on 15 January 2027
 - Deliverable 3: February 2027

8. Payment Terms:

Travel and Accommodation: The total consultancy fee is inclusive of all expenses, including airfare, accommodation, local transportation, and any other costs associated with on-site fieldwork. The consultant is fully responsible for arranging and covering all of these travel-related expenses themselves. Payment will be disbursed in three payments:

- 50% upon contract signing,
- 30% upon submission and approval of Deliverable 2 (The functionally complete interim draft prepared for the international platform event).
- 20% upon final approval of Deliverable 3 (Final approved video file in 4K resolution) and successful completion of all contractual obligations.

9. Qualifications and Experience:

Professional Experience: Minimum of 3-5 years of proven experience in developing strategic communication materials, visual documentation, or comprehensive multimedia presentations for development projects, policy advocacy, or corporate sustainability.

1. **Data Synthesis & Visualization:** Demonstrated ability to synthesize complex operational data (e.g., supply chains, circular economy, or environmental issues) into accessible, high-impact visual narratives, utilizing dynamic data visualization, motion graphics, or infographics.
2. **Fieldwork & Community Engagement:** Strong experience in conducting on-the-ground fieldwork and visual data collection, with a proven ability to effectively and respectfully engage with local communities, informal workers (e.g., Saleng), local entrepreneurs, and municipal authorities.
3. **Portfolio and Creative Potential:** A portfolio showcasing the ability to produce clear, engaging, and high-quality visual presentation materials. We welcome applications from both experienced professionals and emerging talents with a strong creative vision.
4. **Language Proficiency:** Fluency in Thai (essential for field operations and primary narrative) and strong proficiency in English (for accurate and professional subtitles/translations suitable for an international platform).
5. **Educational Background:** No strict educational degree is required; selection will be based primarily on the candidate's proven track record, relevant portfolio, and demonstrated skills.

10. Submission Requirements :

Interested candidates must submit the following documents:

- **Curriculum Vitae (CV) / Company Profile:** Detailing relevant professional experience and team structure (if applicable).
- **Technical Proposal / Concept Brief:** A preliminary outline of the proposed conceptual approach, visual style, and execution plan for the presentation materials.
- **Financial Proposal / Quotation:** Outlining the comprehensive costs for the assignment (inclusive of professional fees and production costs).
- **Relevant Experience and Portfolio:** Examples of past work or portfolio related to the scope of work, demonstrating creative potential.
- **Company Certificate or Copy of ID Card:** (Certified true copy, for individual vendors).
- **Other relevant documents:** (If applicable)



11. WWF Support :

Duration: The consultancy shall commence upon contract signing and must be completed by 1 March 2027.

- **Submission Deadline:** 23 October 2026 (Candidates must be available for an online pitching presentation on 27 October 2026)
- **Contact Information:** Please submit all application documents (Proposals should be submitted in Thai or English language) by email to: eknarina@wwf.or.th
- **Inquiries:** Questions regarding the assignment can be addressed to Mr. Eknarin Ariyavongvivat, WWF Thailand, under the same email.