

Terms of reference: Mapping the global market of plastic

Background

In March 2022, the UN Environment Assembly decided to develop a legally binding international agreement on plastic pollution by 2024. Since then, four negotiating sessions have been held—the last concluded on 30 April 2024. Considerable progress has been made since the adoption of the negotiation mandate, but much still remains. The next—and nominally final—round of negotiations is scheduled to take place in late November 2024, in Busan, South Korea.

With a view to informing WWF's work in relation to the negotiations on this treaty, the WWF policy team seeks assistance in mapping the global market for plastic to identify key players in plastic production and consumption, determining the crucial countries or groups of countries in production and consumption of plastic. This to have a better understanding of market dynamics, and effects from control measures to be included in the treaty.

Project outline

WWF would like to engage a team of consultants to help map out the global market (production and consumption) of plastics. The consultants would provide the WWF policy team with the overview and assessments made and summarize the findings in a technical paper for internal use at WWF.

The WWF plastic policy team have been looking at similar overviews available¹, and would like to see something similar, but per country and per region. This work would thus entail an overview and assessment of:

1. Total production, import and export of plastic products and product parts by country (base year, or average over past [5] years)
 - a. Breakdown by the following categories: (1) Fishing gear and other maritime equipment, and (2) Single-use plastic products.
2. Distribution of the plastics use by application/plastics converters' demand by applications by country.

Scope of work:

- Consultant is tasked with carrying out necessary analysis to answer questions posed by WWF, suggesting methodology, data selection and sources as part of the proposal.
- Quantitative approaches are desirable for mapping production and consumption.

Main deliverables:

WWF envisions that the consultants will deliver in two steps.

- (1) The data and assessments should be made available to the core team at WWF as soon as possible (for this, we only need the dataset/numbers).

¹ For example the overview that Plastic Europe provides: [Plastic Europe slide 20 and 22](#)

(2) The next step for the consultant team should be to summarize the assessments (as described above), in a technical paper for use by WWF².

Table of contents for this paper should be:

- Analysis & findings: in accordance with key contents;
- Annexes on the assessments done / methodologies and additional information;
- List of references.

Terms and conditions

Submission of tender:

Proposals should be sent directly to tender@wwf.no and epluchon@wwf.no by July 7, 2024.

Project timeline:

- Deadline for proposals: July 7, 2024
- WWF selection of a proposal: July 12, 2024
- Project start up estimated late July, 2024
- Deliver data and assessments by mid-August 2024.
- Deliver 1st draft technical paper by end of August 2024.
- Final paper by September 2024.

Pricing and budget:

The proposal should include a total price, broken down into expected time spent per staff and hourly rates, as well as other costs. If applicable, the proposal should include a suggestion for scaling depending on available budget.

We estimate a budget around 200 000 NOK (\approx 17 000 EUR). The consultant is invited to propose a budget range according to possible delivery for each of included steps to be evaluated by WWF, according to price criteria weighted at 40%.

Proposal:

Based on the contents of assignment described in the Terms of Reference, the candidates are requested to submit the following bidding document, in English, to WWF:

- A proposal describing the approach of the consultant to solving the work as described above, no more than 5 pages in length; (notwithstanding content in points below);
- CVs and references;
- The consultant is asked to specify the included staff, an estimate of work hours and a breakdown of the cost for the main elements of the project;
- Proposal should contain project timeline for work.

WWF deems that the main consultants should have the following key qualifications:

- Quantitative modelling
- Data collection

Offers will be evaluated by a project committee in WWF and will be based on the following criteria:

Quality (Approach/methodology)	40%
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² After completion, WWF will be sharing the technical paper with close contacts, analysis and assessment will be shared in full or in part.

Credentials/Qualifications	20%
Price	40%

WWF also seeks the service of a consultant, or a team of consultants, to estimate the costs of phasing out certain high-risk plastic products globally, and to consider viable timelines for such bans or phase-outs. Please see the terms of reference “Costs and timelines for global plastic product bans” A joint proposal for the two assignments is accepted.

Contact and questions:

All questions regarding the proposal should be sent to silje.sorfonn@wwf.no, epluchon@wwf.no and hho@wwf.org.au.

Attachment I: ELIGIBLE TENDERERS

3.1 Tenderers must provide information on their legal form and ownership structure.

3.2 Tenderers shall be excluded from participation in a procurement procedure if:

- a) they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject of proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations. However, tenderers in this situation may be eligible to participate insofar as the Grant Recipient is able to purchase supplies on particularly advantageous terms from either a supplier which is definitively winding up its business activities, or the receivers or liquidators of a bankruptcy, through an arrangement with creditors, or through a similar procedure under national law;
- b) they or persons having powers of representation, decision-making or control over them have been convicted of an offence concerning their professional conduct by a final judgement;
- c) they have been guilty of grave professional misconduct; proven by any means which the Grant Recipient can justify;
- d) they have not fulfilled obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country in which they are established, or with those of the country of the Grant Recipient or those of the country where the contract is to be performed;
- e) they or persons having powers of representation, decision-making or control over them have been convicted for fraud, corruption, involvement in a criminal organisation or money laundering by a final judgement;
- f) they make use of child labour or forced labour and/or practise discrimination, and/or do not respect the right to freedom of association and the right to organise and engage in collective bargaining pursuant to the core conventions of the International Labour Organization (ILO).

3.3 Tenderers shall confirm in writing that they are not in any of the situations listed above. Even if such confirmation is given by a tenderer, the Grant Recipient shall investigate any of the situations listed above if it has reasonable grounds to doubt the contents of such confirmation.

3.4 Contracts shall not be awarded to tenderers which, during the procurement procedure:

- a) are subject to a conflict of interests;
- b) are guilty of misrepresentation in supplying the information required by the Grant Recipient as a condition of participation in the tender procedure, or fail to supply this information.