



for a living planet®

WWF-Vietnam

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Terms of References

HIGH-NATIONAL LEVEL COMMUNICATION EVENT

Project name: Building Plastic Pollution Free Communities

1. Background

Plastic pollution has grabbed the world's attention and with its dramatically rapid growth, become one of the biggest environmental challenges of our decade. Currently, plastic has been found in where people least expect, including the food we eat, the water we drink and the environments in which we live.

As a fast growing country, Vietnam now more than ever is witnessing dangerous environmental issues resulting from intensive economic development, in which plastic waste is a serious one. Vietnam is ranked at the 4th country disproportionately contribute to the problem of marine plastics. The convenience and low price of plastics are the main factors creating consumers' heavy-plastics habits.

As a leading conservation organization globally, WWF takes the marine plastic issue seriously. The emergency in tackling ocean plastics issues has become a concern for WWF. As a responsible organization, Prudential would want to show their strong and continuous commitment in supporting to the sustainability of Vietnam through participating in the project as a primary partner, corporate leader and change agent. Therefore, to drive a nationwide perception shift within Vietnamese society on the consumption of plastic products through improved awareness and understanding of the impacts of plastics and deliver behavior change messaging and institutional change to reduce plastic inputs into the environment, a project "Building Plastic Pollution Free Communities" will be conducted under the cooperation between WWF and Prudential.

The project will be implemented in three (03) years from November 2018 to November 2021 at two major cities (Hanoi and Ho Chi Minh City) of Vietnam. It comprises three (03) objectives, focusing on raising public awareness & actions; children education; and private sector engagement. To build public awareness and trigger behaviour changes on plastic use, a broad mix of communication activities are set to be conducted under a public communication campaign, including indirect communication (production and dissemination of communication materials) and Direct Communication (face to face trainings, workshops and events). A high profile national level event will generate a lot of communications materials to be distributed through online and traditional media channels, amplified through engagement of KOLs.

2. Objectives of the event

The objective of this event is to raise public awareness about plastic waste journey and drive for change.



The specific objectives of the involvement are as follows:

- To attract public attention and mobilize the participation of target audiences as well as relevant stakeholders of the project in such a big event related to plastic reduction effort;
- To raise awareness of public and target audiences on plastic waste impacts on human and environment;
- To trigger for behavior change in term of plastic consumption and discharge.

3. Scope of the event

Time: The am of 15 (or 16/17) July 2019 (7.30 – 11.30 am)

Scale: 700 – 800 participants

Participant:

- Target audiences (150 – 200 young adult from 18 – 25 years old)
- Local authorities
- KOLs
- General public
- Partners (500 – 600 staff)
- Media
- Etc.

Type of event: Clean the Beach

Location: Da Nang coastal beach

Communication theme: Non-plastic event

4. Activity and Deliverables

No.	Activity	Deliverable	Deadline
A.	Preparation		May – July
1.	Developing the content, detailed agenda and plan for organizing event	Detailed agenda of the event and organizing plan	May
2.	Preparing communication materials	Set of communication materials	May - June
3.	Communication for the event	Plan and set of communication activities implementation	May – July
4.	Logistic preparation (stage, tools for collecting trash, drinking station, Tshirt for participants ...)	Logistic package	June



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5.	Recruiting KOLs	KOLs identified and participation	May - June
B.	Implementation		July
1.	Organizing the event	Event report	15 (16/17) July
2.	Documentation activities (filming, taking photos)	Set of photos and documentation video of the event	July
3.	Others (Proposed by Event organizer)	Upon proposed and agreed by 2 sides	July