



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

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

Sant Pau Art Nouveau Site – Nostra Senyora de la Mercè Pavillion
Carrer Sant Antoni Maria Claret, 167.
08025 Barcelona (Catalonia) Spain
T. +34 93 553 87 86
F. 34 93 553 87 95
<http://www.scprac.org>

Terms of Reference (ToR) for the selection of a business support organization (BSO) to organize two national challenges addressing initiatives 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)¹, the programme of UN Environment established to support the member countries of the Barcelona Convention. 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.²

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) to support the growth of innovative green businesses in the Mediterranean. The SwitchersFund (www.theswitchersfund.eu) in its current form is a grant-making entity that

¹ <http://www.unep.org/uneppmap/>

² (<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>).

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 initiative from the business community and non-for profit organizations should emerge. While there is already a national initiative to reduce plastic bags, mainly through public awareness, promoting and providing convenient alternatives is necessary to reach the desired objective.³

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 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.

³ 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.

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.

Objective

The objective of this consultancy, within the overall SCP/RAC-led set of activities included in the SSFA is to **manage 2 challenges aimed at finding and fostering use affordable and convenient alternatives to single-use plastic bags** while providing economic impact to disadvantaged groups as well promoting their daily, long-term use. This in turn, will be promoting business innovation in Egypt. The first challenge will be a **business challenge** while the second one will be a **social innovation** challenge.

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 challenges should target the Egyptian SMEs, entrepreneurs, associations and initiatives and will end with the selection of at least 2 initiatives that will be further supported through the project. The challenge will be published at the Switchers Fund website. The selected BSO should make the link to it from its own communication tools and actively support the dissemination of the call at the national level.

The selected BSO will lead the selection process of the winners that will be done in close cooperation with SCP/RAC and agreement with the Egyptian Ministry of Environment.

Once selected, the BSO will offer tailored incubation to the winners for the development of the solution. This could be complemented by the involvement of other technical experts, in the limits of the available funds for the project.

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. The solution has to respond to several criteria, which can be further defined with the BSO when preparing the challenge, but must be focused on reducing the use of resources or the reuse of existing resources, design improvements such as high resistance, lightness, attractive design and have a positive impact on local community and foster collaboration across the sector.

Description of work

The consultant shall undertake the following work:

Activity 1. Management of the call for solutions to two challenges.

This activity shall include several tasks:

- Drafting of the challenge according to the SSFA goals, together with SCP/RAC. The challenge should be defined according to the very specific context in Egypt and provide examples of solutions within the country and elsewhere, in order to inspire potential applicants and bring in lessons learnt.

- Call and application form and rules, together with SCP/RAC
- Publication of the call in SwitchersFund (supported by SCP/RAC) and extensive targeted dissemination to maximize reach. (Note that there will be an opportunity to participate at an event organized by SCP/RAC in Egypt, tentatively in July, with relevant stakeholders to network and promote the call).
- Reception of applications, listing of candidates (to be shared with SCP/RAC) and first eligibility check
- The selected BSO can support candidates in the application process to better address the doubts when needed

Activity 2. Selection of the winners

The BSO will carry out the assessment of applications, together with SCP/RAC and define a selection process including eligibility criteria, a jury or team of stakeholders/experts to downselect the candidates and a validation procedure of the selected candidates. Finally the BSO will be in charge of announcing the awardee and disseminating this information.

Activity 3. Definition of incubation needs.

Based on the information provided in the application form, the consultant shall propose a tailor made 4-months incubation process, which will be validated by SCP/RAC. The incubation may include mentorship, technical assistance, seed funding, access to market, access to finance, etc. SCP/RAC will offer guidance and technical support in this process and will validate the services to be provided, including seed funding, before their provision.

In agreement with SCP/RAC, additional external support could be also included in the definition of incubation needs. The funds for such support will be covered by the selected organization and complemented by SCP/RAC, in the limits of the funds available for the project.

Activity 4. Provision of the incubation service.

The consultant will be responsible for delivering the services agreed with SCP/RAC, in compliance with the validated budget. The incubation will consist in services directly delivered by the selected organization and will be complemented by external services delivered by national or international experts, according to the planning defined in activity 3. The incubation process including the achievements, lessons learnt and potential scale-up opportunities will be reported at the end of this phase according to project schedule.

Activity 5. Participation at a promotion event

The consultant shall ensure the participation of the awardee in a national event organized by SCP/RAC, tentatively taking place in February 2020, for the purpose of gaining visibility of the proposed solution. The BSO will need to ensure the presence of potential buyers and finance institutions with whom to network, hence improving the awardee's access to market at finance.

Deliverables and timeline

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

Deliverable	Deadline
#1. Launch of the call for solutions.	3 weeks after contract notification
#2. Selection and dissemination of awardee.	12 weeks after contract notification
#3. Incubation program and planning	15 weeks after contract notification
# Progress report on incubation activities	30 th November 2019
#4. Report on incubation activities	15 th Feb 2020
#5. Report on the promotion event	One week after the event

All the deliverables will have to be presented in English and validated by the Contractor before moving to the next step of the assignment. The challenge, including the call and application form, should also be prepared in Arabic.

All activities should be completed by 1st 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

Incubation services (including through subcontractors), 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 business, environmental science, design or similar.
- Fluent communication in English (oral and written).
- Extensive experience in the national context in particular related to innovation and support to entrepreneurs and businesses.
- 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. **Approach for the management of the 2 challenges**
 - b. **Incubation services that could be mobilized, including previous provisions related to plastic, retail sector and social innovation (CVs of external experts shall be included as annexes)**
 - c. **Outline of how to involve potential buyers and finance institutions in the national event**
 - d. **Implementation schedule**

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.

- 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 (mouters@scprac.org) and Pedro Fernandez (pfernandez@scprac.org) with the subject "Business challenge single-use plastic bags- Egypt" before **June 26th, 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 **14.000 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 (mouters@scprac.org) or Pedro Fernandez (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 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. Approach for the management of the challenge**
- b. Incubation services that could be mobilized, including previous provisions related to plastic, retail sector and social innovation (CVs of external experts shall be included as annexes)**
- c. Outline of how to involve potential buyers and finance institutions in the national event**

2) Implementation schedule

3) Financial offer

