



TERMS OF REFERENCE

TENAGA AHLI INDEPENDEN (*Individual Consultant*)

HIRING UNIT	Coral Triangle Programme
POSITION	Fundraising Support for Plastic Smart Cities (PSC) and NPIN
DURATION OF ASSIGNMENT	February 2026 – September 2026 (1-day per week)
DUTY STATION	Remote-based
TERM OF PAYMENT	3 terms
BACKGROUND	<p>From its origins as a small group of committed wildlife enthusiasts, WWF has grown into the World's most respected independent conservation organization – supported by 5 million people and active in over 100 countries on five continents.</p> <p>Over this time, WWF's focus has evolved from localized efforts in favour of single species and individual habitats to an ambitious strategy to preserve biodiversity and achieve sustainable development across the globe.</p> <p>WWF's No Plastic in Nature (NPIN) initiative aims to stop plastic leakage into nature by 2030 through elimination of unnecessary plastics, scaling reuse and recycling, and ensuring responsible sourcing. The Plastic Smart Cities (PSC) program—active in more than 60 cities across 20+ countries—supports cities to reduce plastic pollution through policy, infrastructure, and behavioral solutions.</p> <p>To expand this work and strengthen long-term sustainability, WWF seeks a fundraising consultant to develop a targeted resource mobilization strategy for PSC and NPIN. The consultant will focus on identifying funding opportunities, establishing relationships with potential donors, and supporting WWF's plastics team in strategic engagement and proposal development.</p>
SCOPE OF WORK	<p>Donor Mapping and Landscape Analysis</p> <ul style="list-style-type: none">• Conduct a comprehensive mapping of potential public and private donors (bilateral, multilateral, foundations, and corporate philanthropies) relevant to plastics, circular economy, and sustainable waste management.• Identify thematic priorities, funding mechanisms, eligibility criteria, and application timelines.• Produce a donor landscape report with actionable insights and categorization (short-, medium-, and long-term opportunities). <p>Fundraising Strategy Development</p> <ul style="list-style-type: none">• Develop a 6–12 month fundraising strategy outlining donor engagement priorities, key entry points, and positioning for PSC and NPIN.• Identify areas of alignment between WWF's plastics goals and donor funding objectives.• Recommend approaches to strengthen WWF's value proposition and storytelling for plastics-related funding.

	<p>Stakeholder Outreach and Engagement</p> <ul style="list-style-type: none"> • Identify and initiate outreach to priority donors and partners to introduce PSC and NPIN programs. • Support WWF staff in preparing briefing notes, one-pagers, and concept introductions for meetings. • Maintain a contact tracker and update engagement progress regularly. <p>Proposal Scoping and Pipeline Development</p> <ul style="list-style-type: none"> • Work with the PSC and NPIN teams to identify 2–3 high-potential concepts for proposal development. • Support development of concept notes and partnership frameworks as needed. <p>Progress Reporting</p> <ul style="list-style-type: none"> • Provide bi-monthly updates on progress against deliverables and an end-of-contract summary report.
OUTPUT	<ol style="list-style-type: none"> 1. Donor Landscape and Mapping Report 2. Fundraising and Engagement Strategy 3. Contact Tracker and Outreach Log 4. 2–3 Draft Concept Notes or Partnership Proposals 5. Final Summary Report and Recommendations
OTHER REQUIREMENTS	-
QUALIFICATION	<ul style="list-style-type: none"> • Minimum of 5 years of experience in fundraising, donor relations, or partnership development in the environmental or development sectors. • Strong understanding of the donor landscape related to waste management, circular economy, or climate. • Proven track record in writing funding proposals and strategic donor outreach. • Fluency in English required; working knowledge of another major language (e.g., French, Spanish, Bahasa Indonesia) an asset.