



## Call for Proposal

# Consultant to Gain Commitment from Downstream Companies to Source Sustainable Palm Oil

HSBC – Asia Sustainable Palm Oil Links (ASPOL) Project

### I. BACKGROUND

Through ASPOL project, funded by HSBC, WWF Indonesia aims to gain commitment from downstream companies, including consumer goods manufacturers, retailers, hotels, and restaurants, to source sustainable palm oil for domestic consumers. Their role in the value chain is considerably significant to drive changes at the production level as producers are really looking at the buyer's interests. Having that said, the availability of certified products in the market relies strongly on how the downstream companies demand for such items.

In the past four years, WWF Indonesia has been engaged with various institutions in order to raise awareness and understanding of targeted stakeholders in sustainable palm oil through intensive discussions. This includes the Ministry of Trade, the Ministry of Industry, business associations, and potential companies that could have brought impacts to the industry. WWF Indonesia also have partnership with Indonesian Business Council for Sustainable Development (IBCSO) through its program namely Green Lifestyle Platform, which most of our palm oil public discussions were conducted.

Despite the facts that few studies have shown an increase of interest from consumers on buying sustainable products, the options of such are still very limited. Therefore, strong commitment and willingness from the companies to provide product options become very crucial. This may not be necessary to target larger group, but niche consumers are ready to buy. However, this will then need to be followed up with continuous effort to make wider consumers more aware that their role is also important. A combination between product's availability and consumer campaign programs should work to make people purchase sustainable products become a new norm.

### II. GOAL

The purpose of this consultancy work is to assist WWF Indonesia on getting commitment from targeted companies to start sourcing sustainable palm oil. At the end of consultancy period, it is expected to have at least five companies commit to start sourcing sustainable palm oil minimum 25% out of their current portfolio.

### III. SCOPE OF WORK

The hired consultant is expected to deliver the following activities:

1. Facilitate a series of individual meetings (minimum 2 meetings per company) with CEOs/Directors/commissioners of minimum five potential companies to mainstream discussion on sustainable palm oil products sourcing.
2. Facilitate a series of individual meetings (minimum 2 meetings) with relevant ministries and downstream business associations to obtain endorsement for the Green Lifestyle platform.



3. Coordinate engagement with IBCSD to target at least five companies joining Green Lifestyle Platform.
4. Facilitate two workshops together with IBCSD that will involve key stakeholders to have their inputs and endorsement in making sustainable palm oil as the new normal in downstream industry.
5. Coordinate with other institutions/NGOs that may have similar agendas on sustainable retail to strengthen collaboration among stakeholders, avoid duplication and align efforts where possible.

#### IV. DELIVERABLES

1. Series of meetings and workshop with targeted audiences are held (see Section III Scope of Work for details), with agendas, slides, and workshop summary report shared with WWF.
2. Five downstream companies are committed to join Green Lifestyle Platform as the starting point towards sustainable palm oil sourcing.
3. Five downstream companies put written commitment to start/increase sourcing of sustainable palm oil of at least 25% of their current total volume.

#### V. QUALIFICATIONS

The consultant shall possess the following experience and expertise:

- Demonstrated expertise and understanding of corporate and stakeholder engagement.
- Ability to effectively influence corporate leaders, including business division leadership and corporate social responsibility/sustainability leaders.
- Advanced understanding and well-established network with Indonesian palm oil and downstream industry stakeholders which include retailers, consumer goods producers, hotels, restaurants, government bodies, and industry associations.
- Advanced understanding on sustainability issues and to be specific on sustainable palm oil.
- Familiarity with the existing and emerging collaborative sustainability networks, forums, and alliances related to sustainable production and consumption, and ability to identify and pursue strategic alignment with these networks, forums, and alliances.
- Strong relationship-building skills and a client-centered approach to opportunities.
- Excellent English and Bahasa Indonesia communication and writing skills.

#### VI. ACTIVITIES AND TIMELINE

NO	ACTIVITIES	TIMELINE
1	Organize meetings with potential companies	February 2022 – June 2022
2	Organize meetings with Ministries and business associations	February 2022 – June 2022
3	Organize workshops with IBCSD inviting key stakeholders	February 2022 – June 2022
4	Securing five companies to join Green Lifestyle Platform	June 2022
5	Securing five companies to commit on increasing 25% sustainable palm oil sourcing	June 2022

#### VII. REPORTING RESPONSIBILITY

Consultant will report to Corporate Engagement Specialist who will provide approval and acceptance of each deliverable under supervision from Sustainable Palm Oil Program Leader.



## VIII. DURATION & FUNDING

The duration of the contract will be from February 2022 to June 2022. The total value of maximum USD 20,000 (all in - tax included) will be payable in 2 installments (40% at contract signing completion and 60% after consultant receives final approval on each deliverable from WWF).

## IX. HOW TO APPLY

- Interested candidates must send to WWF a 5 to 7-page proposal detailing how the deliverables will be achieved (the approach and the sequence of each activity, the methodology on developing sustainable retail guidelines) along with a budget and timeline per activity.
- Additionally, candidates must submit a description of their qualifications relevant to this consultancy, a CV, and contact information for at least two professional references.

Please submit all application materials to Niki Nofari ([nnofari@wwf.id](mailto:nnofari@wwf.id)). Applications will be accepted until January 24<sup>th</sup>, 2022, and will be reviewed on a rolling basis. WWF reserves the right not to accept any tenders submitted.