

TERMS OF REFERENCE AND TECHNICAL SPECIFICATIONS

In the framework of the CIRCULAR project, financed by the European Union, Expertise France is looking for a consultancy firm to develop and implement awareness raising interventions targeting food distributors (retail and hospitality businesses) in the food sector in Colombo and Galle Districts of Sri Lanka.

I. General information

Title of the Assignment	Development and implementation of awareness raising interventions targeting food distributors in the food sector in Colombo and Galle Districts, Sri Lanka
Name of the project	Circular Economy in the Food Sector (CIRCULAR)
Country	Sri Lanka
Total estimated duration of the contract	11 months
Expected starting date of the contract	July 2026
Maximum Budget	54,341,625.00 LKR

II. Context and justification of the need

Plastic pollution in Sri Lanka has emerged as a pressing environmental, public health, and economic concern, casting a shadow over the island nation's natural beauty and cultural heritage. The mismanagement of plastic waste poses serious environmental, public health, and economic risks, affecting marine ecosystems, water quality, and key sectors like tourism and fishing that contributes significantly to the economy. The National Action Plan on Plastic Waste Management (2021) identifies packaging, consumer products as one of the primary sources of plastic waste, with food-related SUP items, such as straws and packaging, being a major contributor. Addressing this issue requires raising awareness about SUP's environmental and health impacts, promoting behavioural changes among consumers, and encouraging producers and businesses to adopt sustainable production practices and alternative or innovative packaging methods.

1. Expertise France

Expertise France is the French Public Agency for International Technical Cooperation. As a subsidiary of the Agence Française de Développement Group (AFD Group), it designs and implements projects which aim to contribute to the balanced development of partner countries, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda and the priorities of France's external action.

The agency achieves this goal by implementing national or regional-scale projects in major areas of public action:

- Democratic, economic and financial governance
- Peace, stability and security
- Climate, agriculture and sustainable development
- Health and human development.

Expertise France promotes international solidarity by facilitating the transfer of skills, fostering peer dialogue, and mobilising experts to support development cooperation aligned with the rule of law, human rights, and France's Official Development Assistance priorities.

For more information: www.expertisefrance.fr

2. CIRCULAR Project

“Circular Economy in the Food Sector (CIRCULAR)” project is a threefold umbrella “CIRCULAR” programme funded by the European Union (EUD-Sri Lanka), for 36 months (2024-2027). It is implemented by three Implementing Organisations (IOs): Expertise France (EF), the Food and Agriculture Organization (FAO), and the Gesellschaft für Internationale Zusammenarbeit (GIZ). CIRCULAR takes an integrated approach to “promote a circular economy in the food sector” in Sri Lanka, especially aiming at the reduction of food waste and loss, as well as the reduction of Single-Use-Plastic.

The Specific Objectives (outcomes) of the Action are:

Specific Objective 1 (SO1): to increase recovery, processing and supply of edible and safe food surplus and/or waste for the benefit of vulnerable consumers and/or food producers.

Specific Objective 2 (SO2): to enhance effectiveness of the sustainable production, distribution and consumption models related to food waste/loss and single-use plastic (SUP) food packaging.

Expertise France works on SO2: with a focus on reducing SUP in the food sector by raising awareness of actors along the SUP supply chain via Output;

2.1 Increased awareness (and behavioural changes) among the general public, economic operators, consumers and civil society about public incentives, sustainable products, solutions and services on the market

Expertise France initially conducted Activity 2.1.1: Strategy for Awareness Raising campaigns targeted at the actors in the Single-Use-Plastic (SUP) value chain in the food sector. In order to achieve output 2.1, Expertise France will implement the following activity in Colombo and Galle districts:

- Activity 2.1.5: Awareness Raising (and Behaviour Change) of food distributors for SUP reduction and adoption of reuse models

This Terms of Reference (ToR) outlines the requirements for the above activity, building on the awareness raising strategy developed under Activity 2.1.1. The selected consultancy firm will have access to the deliverables from Activity 2.1.1 as a point of reference, in particular the assessment of SUP waste in the food sector in the targeted zones and the initial awareness raising strategy.

The selected consultancy firm will translate these strategies into action by implementing the proposed interventions, aiming to strengthen knowledge, shift attitudes, and influence practices across the SUP value chain in line with national regulatory frameworks, EU standards, and sustainability objectives.

III. Objectives and desired results

The overall objective of this assignment is to design and implement a series of targeted awareness-raising and behaviour change interventions in the Colombo and Galle districts to reduce SUP in the food sector, tailored to the **food distributor** value chain stakeholder group, comprising two sub-groups: retail and hospitality businesses (2.1.5).

The consultancy firm should apply behavioural science approaches to influence decision-making, while ensuring gender-sensitive communication and inclusive participation of the stakeholder groups across the SUP value chain. Key activities:

- Develop and deliver targeted awareness raising sessions to enhance understanding of Sri Lanka’s SUP regulations, associated risks, and their practical implications for retail and hospitality businesses such as supermarkets, street vendors, restaurants, cafés, and hotels.
- Implement interactive workshops to strengthen retail and hospitality staff capacity through practical training programmes enabling cashiers, street vendors, waiters, and service staff to communicate regulatory requirements and guide customers toward alternatives.

- Organise district-level demonstration events and supplier engagement connecting retailers and hospitality businesses with alternative to SUPs and sustainable product suppliers.
- Present market positioning and branding strategies highlighting how sustainable practices can enhance competitiveness, strengthen brand image, and respond to growing consumer and tourism-driven demand for environmentally responsible businesses.
- Design and disseminate targeted digital campaigns and multimedia content, leveraging social media, storytelling, and local influencer engagement to drive behaviour change among retail and hospitality stakeholders.

IV. Description of the assignment

The consultancy firm shall achieve the objectives of this assignment through structured development and implementation centring on the following axes of intervention, targeting specific groups and geographical areas.

“Awareness raising sessions” shall comprise a mix of structured in-market engagements, sector-specific clinics, field-based outreach engagements, and digital campaigns tailored to the Sri Lankan retail and hospitality context.

Within the available budget, the consultancy firm is encouraged to propose and justify the maximum feasible number of activities and interventions across all axes.

Axes of intervention

1. Understanding the Risks and Regulatory Landscape

- Develop and deliver district-level awareness raising sessions tailored to supermarkets, street vendors, restaurants, cafés, and hotels, highlighting practical regulatory implications for each group.
- Facilitate awareness raising sessions on Sri Lanka’s SUP related bans, enforcement expectations, and EPR obligations, and their implications for food distributors.
- Present case studies from local and global markets demonstrating the impact of similar regulations on retail and hospitality operations.
- Use data-driven digital storytelling (infographics, visual campaigns, before and after scenarios) to communicate environmental, health, and economic risks associated with SUP use.

Recommended:

- **4 awareness sessions** (2 per district), including 2 retail-focused and 2 hospitality-focused.
- **2 sector-specific digital storytelling campaigns**, including 1 retail-focused and 1 hospitality-focused.

2. Behaviour Change at the Point of Sale and Service

- Develop and deliver district-level interactive workshops applying behavioural insights to shift SUP usage practices across retail and hospitality settings.
- Facilitate capacity building and training for frontline staff (cashiers, waiters, street vendors, and hotel service staff) to effectively communicate changes to consumers and guide them toward more sustainable consumption choices.
- Present practical scripts, communication techniques, and signage approaches that businesses can use at the point of sale or service to influence customer behaviour and encourage the uptake of SUP alternatives.
- Introduce and demonstrate behavioural nudges at the point of sale, such as “no plastic” options, visible prompts, and alternative packaging displays to encourage consumers to choose reusable or sustainable options.

Recommended:

- **4 interactive training workshops** (2 per district), including 2 retail-focused and 2 hospitality-focused.
- **200 frontline staff trained** in total (including street vendors and other staff).

3. Alternative Solutions and Practical Demonstrations

- Organise district-level live demonstrations and pop-up events in markets and commercial zones showcasing affordable and locally available alternatives.
- Showcase low-cost alternatives suitable for informal vendors (e.g., paper bags, banana leaves, reusable cloth bags).
- Demonstrate cost comparisons and lifecycle benefits of alternatives versus SUPs to address affordability concerns.
- Facilitate supplier–retailer–hospitality dialogue to explore sourcing opportunities and partnerships.

Recommended:

- **2 demonstration / pop-up events**, including 1 retail-focused and 1 hospitality-focused.
- **2 structured supplier–business dialogues**, including 1 retail-focused and 1 hospitality-focused.

4. Market Positioning and Business Opportunities

- Deliver awareness raising sessions linking sustainability to revenue growth, especially targeting tourism-driven demand in Galle and Colombo districts.
- Demonstrate how reducing SUPs can enhance brand value, customer loyalty, and competitive differentiation in both retail and hospitality sectors.
- Share success stories and testimonials from local businesses that have successfully transitioned to sustainable practices.
- Facilitate market-level campaigns and challenges (e.g., plastic-free weeks, zero-waste competitions) to create positive competition and visibility.

Recommended:

- **4 awareness raising sessions** (2 per district), including 2 retail-focused and 2 hospitality-focused.
- **2 market-level campaigns or challenges** implemented, including 1 retail-focused and 1 hospitality-focused.

5. Digital and Multimedia Communication (Behaviour Change Campaigns)

- Design and disseminate social media campaigns (Facebook, Instagram, TikTok) highlighting practical actions retail and hospitality businesses can take to reduce SUP use.
- Produce and publish short-form documentaries and video content (reels, testimonials, vendor stories, hotel case studies) showcasing real behaviour change and practical alternatives.
- Collaborate with local influencers and sustainability advocates to amplify messaging and normalise plastic-free practices.
- Develop and implement geo-targeted digital messaging (Facebook and Instagram ads) focused on Colombo and Galle to influence behaviour at decision points.

Recommended:

- **2 integrated digital campaigns** (multi-platform, 3–4 months duration), including 1 retail-focused and 1 hospitality-focused.
- **10 pieces of original content** (documentaries, reels, testimonials, etc.), including 5 retail-focused and 5 hospitality-focused.
- **2 influencer-led content collaborations**, including 1 retail-focused and 1 hospitality-focused.

Target Groups

Within the cluster of food distributors, the following two sub-groups will be targeted:

1. Target group 1 – Retail businesses

- **Supermarket Chains:** Major retail players that dominate the distribution landscape in Sri Lanka.
- **Street Vendors:** Informal vendors who sell food in local markets and/or on the streets.

Geographic focus: Colombo and Galle districts (including Colombo Municipal Council areas, high-density commercial zones such as Pettah Market and Galle Face Green, and densely populated suburban areas of Nugegoda, Dehiwala-Mount Lavinia, and other similar areas with a strong presence of street vendors and informal retail activity)

2. Target group 2 – Hospitality businesses

- **MSMEs, Hotels, and Homestays:** Micro, small and medium sized accommodation providers, catering to international and domestic tourists, where there is an increasing demand for eco-friendly practices.
- **Local Restaurants, Cafés, and Eateries:** Smaller-scale businesses with less capacity to absorb the costs of SUP alternatives but still essential for driving sustainable change in local markets.

Geographic focus: Colombo and Galle Districts (including tourism-driven Galle Municipal Council areas, key tourism and hospitality clusters such as Galle Fort, Unawatuna Beach, and Hikkaduwa Beach, as well as other suburban areas of Galle with a high concentration of hospitality businesses)

Monitoring and Evaluation (M&E)

- Implement a monitoring framework with measurable indicators to assess reach, effectiveness, and behavioural change.
- Administer short participant surveys after each activity to capture feedback and behavioural insights.
- Monitor and report digital campaign performance using key metrics (e.g., reach, engagement, etc).

Communication and outreach

The consultancy firm shall ensure strict adherence to programme standards and shall be responsible for the following:

- Conduct co-creation meetings with EF, key stakeholders, and representatives of the target groups to define and refine the awareness-raising interventions.
- Undertake all necessary coordination and effective communication with local authorities and other relevant stakeholders to ensure smooth execution of activities.
- Organise and coordinate all logistical arrangements for workshops, events, and other interventions, including venue reservations, audio-visual support, refreshments, invitations, and participant management.
- Produce all awareness-raising materials in Sinhala, Tamil, and English to ensure inclusive outreach.
- All digital content and video materials developed shall be disseminated through the consultancy firm's official social media channels to maximise outreach and engagement.
- The consultant is expected to adopt a digital-first approach and environmentally responsible formats. All training materials shall strictly exclude any single-use materials.
- Maintain a consistent visual identity for all materials aligned with EU's Global Gateway guidelines.
- Provide photographs, presentations, and supporting documentation related to awareness sessions, workshops, events, and other interventions conducted.

V. Scope of work

Activity 1: Design awareness raising interventions

1.1 Review project documentation

Review all project related materials such as the Awareness raising strategy developed by EF (Activity 2.1.1), Description of Action (DoA), national policies (e.g., National Action Plan on Plastic Waste Management), and any

other documents shared by the EF team. Organise a brainstorming session with the Expertise France Technical team to clarify the assignment scope and expectations.

1.2 Produce a list of targeted beneficiaries

Identify and produce a list of key beneficiaries including retail and hospitality businesses in Colombo and Galle districts.

1.3 Develop and submit the work plan

Develop a detailed work plan which: outlines targeted awareness-raising interventions for each group in Colombo and Galle districts; specifies logistical arrangements and all necessary facilities; defines messaging strategies, delivery methods, and engagement approaches; and **identifies measurable indicators to assess the impact of the interventions**, including post-activity participant surveys to gather feedback and assess behavioural change. Submit the detailed work plan to EF for review, including the implementation plans for each target group in Colombo and Galle districts together with the activity timeline.

Activity 2: Implement awareness raising interventions of retail businesses in Colombo and Galle districts

2.1 Develop awareness raising interventions for retail businesses

The consultancy firm shall develop tailored awareness-raising interventions for retail businesses, including the preparation and submission of concept notes for workshops and events (pre-activity). All proposed content and materials shall be submitted to EF for review and formal validation prior to implementation. The consultancy firm shall **organise and cover the expenses** related to logistics and necessary facilities for the interventions, while ensuring coordination and communication with local authorities and other relevant stakeholders.

2.2 Implement awareness raising interventions for retail businesses

The consultancy firm shall implement tailored awareness raising interventions targeting retail businesses in Colombo and Galle districts.

2.3 Develop and implement digital media campaigns for retail businesses

The consultancy firm shall design and implement targeted digital media campaigns for retail businesses, including the development of campaign content, messaging, and dissemination strategies. All digital materials shall be submitted to EF for review and approval prior to launch, and the campaigns shall incorporate appropriate monitoring tools and performance indicators to assess reach, engagement, and effectiveness.

Activity 3: Implement awareness raising interventions of hospitality businesses in Colombo and Galle districts

3.1 Develop awareness raising interventions for hospitality businesses

The consultancy firm shall develop tailored awareness-raising interventions for hospitality businesses, including the preparation and submission of concept notes for workshops and events (pre-activity). All proposed content and materials shall be submitted to EF for review and formal validation prior to implementation. The consultancy firm shall **organise and cover the expenses** related to logistics and necessary facilities for the interventions, while ensuring coordination and communication with local authorities and other relevant stakeholders.

3.2 Implement awareness raising interventions for hospitality businesses

The consultancy firm shall implement tailored awareness raising interventions targeting hospitality businesses in Colombo and Galle districts.

3.3 Develop and implement digital media campaigns for hospitality businesses

The consultancy firm shall design and implement targeted digital media campaigns for hospitality businesses, including the development of campaign content, messaging, and dissemination strategies. All digital materials shall be submitted to EF for review and approval prior to launch, and the campaigns shall incorporate appropriate monitoring tools and performance indicators to assess reach, engagement, and effectiveness.

Activity 4: Reporting and knowledge sharing

4.1 Final activity report

The consultancy firm shall consolidate results including lessons learned, recommendations, and digital media engagement statistics, documenting the full set of activities, assessment of behavioural changes, stakeholder testimonials, good practices, and recommendations for replication or scaling up in other districts.

4.2 Knowledge sharing and dissemination

The consultancy firm shall consolidate results, lessons learned, and recommendations, and present the results in debrief sessions with the Expertise France Technical Team.

VI. Anticipated deliverables and timeline

Activities	Tasks	Deliverables	Timeline
1. Design awareness raising interventions	1.1 Review project documentation 1.2 Produce a list of targeted beneficiaries 1.3 Develop and submit the work plan	1.2.1 List of targeted retail and hospitality beneficiaries 1.3.1 Finalised work plan	0+2 months
2. Implement awareness raising interventions of retail businesses in Colombo and Galle districts: <i>Recommended activities:</i> ○ 2 x awareness sessions (Axis 1) ○ 1 x digital storytelling campaign (Axis 1) ○ 2 x interactive training workshops (Axis 2) ○ 1 x demonstration / pop-up event (Axis 3) ○ 1 x supplier–business dialogue (Axis 3) ○ 2 x awareness sessions (Axis 4) ○ 1 x market-level campaign challenge (Axis 4) ○ 1 integrated digital campaigns (Axis 5) ○ 5 pieces of original content (Axis 5) ○ 1 influencer-led content collaboration (Axis 5)	2.1 Develop awareness raising interventions for retail businesses 2.2 Implement awareness raising interventions for retail businesses 2.3 Develop and implement digital media campaigns for retail businesses	2.1.1 Concept notes for workshops and events (pre-activity) 2.2.1 Workshop/event activity reports (post-activity) 2.2.2 Signed attendance sheets (post-activity) 2.3.1 Digital media campaign decks (pre-activity) 2.3.2 Digital media campaign results (post-activity)	0+5 months

3. Implement awareness raising interventions of hospitality businesses in Colombo and Galle districts: <i>Recommended activities:</i> ○ 2 x awareness sessions (Axis 1) ○ 1 x digital storytelling campaign (Axis 1) ○ 2 x interactive training workshops (Axis 2) ○ 1 x demonstration / pop-up event (Axis 3) ○ 1 x supplier–business dialogue (Axis 3) ○ 2 x awareness sessions (Axis 4) ○ 1 x market-level campaign challenge (Axis 4) ○ 1 integrated digital campaigns (Axis 5) ○ 5 pieces of original content (Axis 5) ○ 1 influencer-led content collaboration (Axis 5)	3.1 Develop awareness raising interventions for hospitality businesses 3.2 Implement awareness raising interventions for hospitality businesses 3.3 Develop and implement digital media campaigns for hospitality businesses	3.1.1 Concept notes for workshops and events (pre-activity) 3.2.1 Workshop/event activity reports (post-activity) 3.2.2 Signed attendance sheets (post-activity) 3.3.1 Digital media campaign decks (pre-activity) 3.3.2 Digital media campaign results (post-activity)	0+8 months
4. Reporting and knowledge sharing	4.1 Final activity report 4.2 Knowledge sharing and dissemination	4.1.1 Final report including awareness raising and behaviour change metrics 4.2.1 Debriefing sessions with EF team	0+11 months

VII. Required Expertise and Profiles

The applicant should be an experienced organisation with the following core profile:

- At least 10 years of professional experience in developing and implementing communication, awareness-raising, and behaviour change initiatives in Sri Lanka particularly in collaboration with government institutions and international development projects.
- Proven experience in digital campaigns and multimedia content production for public awareness, with demonstrated expertise in digital media strategy, including the design, production, and dissemination of tailored multimedia content for different audience segments across the retail and hospitality sectors.
- The proposed team shall include specialists with advanced academic qualifications (Master's degree or PhD) in Environmental Policy, Sustainability, Public Engagement, Strategic Communication, and Behavioural Sciences (including behavioural economics, psychology or related disciplines).
- The organisation should have in-depth knowledge of the Sri Lankan context and be licensed to operate in the territory. Having a network of relevant stakeholders in the country is considered an asset.
- Strong experience in designing and delivering awareness raising interventions across multiple districts in Sri Lanka, tailored to diverse stakeholder groups and local contexts.
- Demonstrated capacity to engage and coordinate with multi-disciplinary actors, including government ministries, private sector, local communities, and informal sector actors such as street vendors.
- High proficiency in Sinhala, Tamil, and English, applied to training delivery, development of training materials, and multimedia content. The assignment requires expertise with proficiency in local languages.
- Excellent organisational, data analysis, monitoring and reporting skills.

Interested consultant/expert should submit:

All the documents required under section (Application documents) & section (Bid documents) on page 8 of the Tender rules.

The applications must be submitted on PLACE (French State Procurement Platform) through the following link:

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VIII. Contacts

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