

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 single-use-plastic (SUP) manufacturers, plastic importers, and packaged food producers 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 single-use plastic (SUP) manufacturers, plastic importers, and packaged food producers in Colombo and Galle districts in 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	79,701,050.00 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 activities in Colombo and Galle districts:

- Activity 2.1.3: Awareness Raising (and Behaviour Change) of plastic importers and SUP manufacturers.
- Activity 2.1.4: Awareness Raising (and Behaviour Change) of packaged food producers.

This Terms of Reference (ToR) outlines the requirements for the above activities, 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 Colombo and Galle districts to reduce SUP in the food sector, tailored to two value chain stakeholder groups: **Plastic importers and SUP manufacturers (2.1.3), and packaged food producers (2.1.4).**

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:

- Design and deliver training workshops, campaigns, and networking activities to increase awareness of SUP impacts and alternatives, promote knowledge exchange, and enhance stakeholder engagement in the Colombo and Galle districts.
- Organise awareness sessions and briefings on the regulatory context, including multiple SUP related bans, Extended Producer Responsibility (EPR), and the EU Directive on single-use plastics and its implications.
- Facilitate knowledge-sharing sessions and presentations to broaden perspectives by identifying innovative models and solutions in the plastics industry.
- Showcase and connect businesses with locally available sources of alternative SUP packaging, making them accessible and actionable for companies of different sizes.
- Deliver market intelligence sessions and present local examples to highlight emerging market and consumer opportunities, demonstrating how sustainable packaging can serve as a driver of competitiveness.

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.

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 workshops to build a clear understanding of both national and international regulatory developments affecting plastics and packaging.
- Facilitate awareness raising sessions on Sri Lanka's SUP related bans, enforcement expectations, and EPR obligations, and their implications for SUP manufacturers and importers.
- Present international policy frameworks such as the European Union Green Deal, the EU Single-Use Plastics Directive, and related restrictions on hazardous substances, highlighting how evolving global regulatory trends influence export competitiveness, market access, and supply chain requirements.
- Facilitate structured dialogue to assess compliance readiness, perceived risks, operational gaps, and sector-specific concerns among manufacturers, importers, and food producers.
- Use data-driven visual materials (infographics, impact data, short videos) to communicate environmental, health, and economic risks associated with SUP use and create a shared sense of urgency.

Recommended:

- **6 awareness raising workshops**, including 3 Plastic importers and SUP manufacturers focused and 3 packaged food producers focused.
- **4 structured stakeholder dialogues**, including 2 Plastic importers and SUP manufacturers focused and 2 packaged food producers focused.
- **10 sector-specific data-driven visual materials developed**, including 5 Plastic importers and SUP manufacturers focused and 5 packaged food producers focused.

Note: The distribution of workshops and events across Colombo and Galle districts shall be proposed by the consultancy firm based on the scale of target groups in each district (e.g., higher number of plastic importers and SUP manufacturers in Colombo district compared to Galle district).

2. Eco-Design and Alternative Solutions for Packaging Transition

- Deliver district-level awareness raising workshops to promote adoption of innovative packaging approaches and alternatives to SUP.
- Conduct district-level training workshops on transitioning towards more recyclable plastics and alternative production methods.
- Organise district-level exhibitions and/or networking events featuring local innovators, alternative material providers, and packaging solution experts.
- Facilitate discussions to assess feasibility, operational barriers, and evaluate how eco-design principles could apply to specific product lines.
- Showcase local and international case studies demonstrating successful packaging transitions.

Recommended:

- **6 awareness raising workshops**, including 3 Plastic importers and SUP manufacturers focused and 3 packaged food producers focused.
- **4 exhibitions and/or networking events**, including 2 Plastic importers and SUP manufacturers focused and 2 packaged food producers focused.

Note: The distribution of workshops and events across Colombo and Galle districts shall be proposed by the consultancy firm based on the scale of target groups in each district (e.g., higher number of plastic importers and SUP manufacturers in Colombo district compared to Galle district).

3. Market and Business Opportunities in Sustainable Plastics

- Develop and deliver district-level awareness raising workshops presenting EU export requirements and international market trends, highlighting increasing buyer expectations on sustainable packaging.
- Explore opportunities for product diversification and brand differentiation through sustainable alternatives.
- Organise peer-to-peer exchanges to discuss cost implications, supply chain constraints, technical limitations, and partnership opportunities.
- Present available financing mechanisms (development finance institutions, innovation grants, green finance instruments) to support packaging transition.
- Facilitate dialogue to assess market competitiveness and long-term sustainability benefits of adopting eco-friendly packaging solutions.

Recommended:

- **6 awareness raising workshops**, including 3 Plastic importers and SUP manufacturers focused and 3 packaged food producers focused.
- **4 peer-to-peer exchange sessions and/or dialogues**, including 2 Plastic importers and SUP manufacturers focused and 2 packaged food producers focused.

Note: The distribution of workshops and events across Colombo and Galle districts shall be proposed by the consultancy firm based on the scale of target groups in each district (e.g., higher number of plastic importers and SUP manufacturers in Colombo district compared to Galle district).

Target Groups

1. Target group 1 - SUP manufacturers and plastic importers

Within the cluster of SUP manufacturers and plastic importers, the following sub-groups will be targeted:

- Importers of plastic resins and semi-finished packaging materials, acting as the upstream entry point of the value chain.
- Local manufacturers of SUP packaging products (films, trays, containers), from large-scale to mid-size actors.

- Companies investing in alternatives and eco-packaging solutions.
- Industry associations and networks such as Sri Lanka Packaging Institute and Ceylon Chamber of Commerce.
- Large bottlers and beverage companies, whose procurement choices strongly influence suppliers.

Geographic focus: Colombo and Galle districts (including Export Processing Zones: Seethawaka, Biyagama, Katunayake, and Ekala industrial zones).

2. Target group 2 - Packaged food producers

Within the cluster of packaged food producers, the following sub-groups will be targeted:

- Large multinational brands with significant market share and influence.
- Major national manufacturers of biscuits, snacks and processed foods.
- Micro, Small and medium scale food processors operating in the food value chain.
- Industry associations and networks, which provides a platform for mobilizing members.
- Conglomerates with food divisions.

Geographic focus: Colombo and Galle Districts (including Colombo Municipality, Kaduwela Municipality, Homagama Industrial Zone, Seethawaka Export Processing Zone, Galle Municipality and surrounding localities where small producers are active such as Ambalangoda and Elpitiya).

Monitoring and Evaluation (M&E)

- Implement a monitoring framework with measurable indicators to assess reach, effectiveness, and behavioural change.
- Administer participant surveys after each workshop and activity to capture feedback and behavioural insights.

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 and events, 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.
- 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 workshops 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 plastic importers and manufacturers, and packaged food producers 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.

1.4 Organise a validation meeting with the Working Group

Organise an in-person half-day validation meeting in Colombo with the Awareness Raising Working Group to present the work plan, **including venue arrangements and logistics**. The Working Group is composed of stakeholders from both government and private sectors. Present the work plan to the Working Group to obtain their feedback, suggestions, and validation.

Activity 2: Implement Awareness Raising interventions of SUP manufacturers and plastic importers in Colombo and Galle districts

2.1 Develop awareness raising interventions for plastic importers and SUP manufacturers

The consultancy firm shall develop tailored awareness-raising interventions, including workshops and training materials for SUP manufacturers and plastic importers, and submit all proposed content and materials 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 plastic importers and SUP manufacturers

The consultancy firm shall implement tailored awareness raising interventions targeting plastic importers and SUP manufacturers in Colombo and Galle districts.

Activity 3: Implement Awareness Raising interventions of packaged food producers in Colombo and Galle districts

3.1 Develop awareness raising interventions for packaged food producers

The consultancy firm shall develop tailored awareness-raising interventions, including workshops and training materials for packaged food producers, and submit all proposed content and materials 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 packaged food producers

The consultancy firm shall implement tailored awareness raising interventions targeting packaged food producers in Colombo and Galle districts.

Activity 4: Reporting and Knowledge Sharing

4.1 Final activity report

The consultancy firm shall consolidate results, lessons learned, and recommendations, 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 1.4 Organise a validation meeting with the working group	1.2.1 List of targeted beneficiaries 1.3.1 Finalised work plan 1.4.1 Concept note for the validation meeting (pre-activity) 1.4.2 Presentation for the validation meeting (pre-activity) 1.4.3 Validation meeting report (post-activity) 1.4.4 Signed attendance sheet (post-activity)	0+2 months
2. Implement awareness raising interventions of plastic importers and SUP manufacturers in Colombo and Galle districts <i>Recommended activities:</i> ○ 3 x awareness workshops (Axis 1) ○ 2 x stakeholder dialogues (Axis 1) ○ 5 x data-driven visual materials (Axis 1) ○ 3 x awareness workshops (Axis 2) ○ 2 x exhibitions / networking events (Axis 2) ○ 3 x awareness workshops (Axis 3) ○ 2 x peer-to-peer exchange sessions / dialogues (Axis 3)	2.1 Develop awareness raising interventions for plastic importers and SUP manufacturers 2.2 Implement awareness raising interventions for plastic importers and SUP manufacturers	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)	0+5 months

3. Implement awareness raising interventions of packaged food producers in Colombo and Galle districts <i>Recommended activities:</i> ○ 3 x awareness workshops (Axis 1) ○ 2 x stakeholder dialogues (Axis 1) ○ 5 x data-driven visual materials (Axis 1) ○ 3 x awareness workshops (Axis 2) ○ 2 x exhibitions / networking events (Axis 2) ○ 3 x awareness workshops (Axis 3) ○ 2 x peer-to-peer exchange sessions / dialogues (Axis 3)	3.1 Develop awareness raising interventions for packaged food producers 3.2 Implement awareness raising interventions for packaged food producers	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)	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 similar assignments in Sri Lanka with government institutions and international development projects.
- The proposed team shall include specialists with advanced academic qualifications (Master's degree or PhD) in Environmental Policy, Sustainability, International Trade, Public Engagement, 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 technical workshops and training programmes 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 representatives, and local communities, with the capacity to facilitate inclusive dialogue and collaboration between institutional and community-level stakeholders.
- High proficiency in English, Sinhala and Tamil for training delivery, facilitation and development of communication and training materials. The assignment requires expertise with proficiency in local languages.
- Demonstrated ability to operate effectively in Sri Lanka, including availability to deliver multiple activities and outputs in Colombo and Galle districts.
- 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:

.....

VIII. Contacts

- **Mahmoud GABALLAH, CIRCULAR Project Manager**
(mahmoud.gaballah@expertisefrance.fr)
- **Khema WIJEGONAWARDANE, CIRCULAR Deputy Project Manager**
(khema.wijegonawardane@expertisefrance.fr)
- **Dishan JOTHILINGAM, CIRCULAR Awareness Raising Specialist**
(dishan.jothilingam@expertisefrance.fr)
- **Amila BOGAHAWATTA, CIRCULAR Procurement & Grants Officer**
(amila.bogahawatta@expertisefrance.fr)