

**Audiovisual production to support the launch of the *Guidebook of Common Methodologies for Assessment and Monitoring of Plastic Pollution* –
Terms of Reference**

Name: TBD

Assignment: Video production for the *Guidebook of common methodologies for assessment and monitoring of plastic pollution*

Location: Desk-based work to be conducted at the discretion of the consultant

BACKGROUND/CONTEXT OF ASSIGNMENT

The Southeast Asia Regional Program on Combating Marine Plastics (SEA-MaP Regional Project) is a five-year program financed by the World Bank. Its objective is to support the Member States of the Association of Southeast Asian Nations (ASEAN) in combating marine plastic pollution and mitigating its associated impacts, by contributing to the implementation of the ASEAN Regional Action Plan (RAP) for Combating Marine Debris.

Through the development of a Guidebook for common methodologies for assessment and monitoring of marine litter. Under the SEA-MaP Project, a Guidebook for Common Methodologies for Assessment and Monitoring Plastic Pollution (hereafter: the Guidebook) is being developed to support ASEAN Member States (AMS) by IUCN.

The Guidebook aims to provide a common approach that can be used by AMS as a baseline to monitor and report plastic pollution across the plastics lifecycle, helping AMS, local and national governments, and relevant stakeholders to identify and use scientifically solid and contextually appropriate methodologies for assessing and monitoring plastic pollution.

OBJECTIVE(S)

The video aims to meet the following objectives:

- Provide AMS with an introduction and overview of the Guidebook
- Raise awareness of the Guidebook, the framework, methodologies and tools and how they can be applied

TARGET AUDIENCE

- ASEAN Member States (government and technical partners)
- Relevant ASEAN Working Groups

KEY MESSAGES

The video should align with the following key messages:

- The Guidebook supports ASEAN in its efforts to strengthen collaboration to combat marine plastic debris across the region for the benefit of all.
- The Guidebook provides a set of recommended monitoring Indicators and assessment Methodologies to measure progress on monitoring activities that align to the ASEAN RAP and to national priorities.
- The importance of the Guidebook in its capacity to develop a common approach that can be used by ASEAN Member States to baseline, monitor and report plastic pollution across the plastics lifecycle.

ACTIVITIES

All activities will be conducted in full cooperation and consultation with IUCN. The overall approach and activities of this assignment are:

Production house

- 1) Develop a animation visual of the video using the script provided by IUCN
- 2) Provide a draft and final version of the video for the project's use and further dissemination

IUCN

- 1) Overall management and coordination of the assignment
- 2) Administrative and financial management of all expenses and activities
- 3) Review of all draft and final deliverables (listed below)
- 4) Provide supporting documents, including donor-approved script and branding guidelines

DELIVERABLES

Deliverable	Deadline
Deliverable 1: Create a visual animation storyboard in line with the script provided	19 December 2025
Deliverable 2: Create a 4-minute using content from Deliverable 1 and the script provided by IUCN	31 January 2026