

Terms of Reference Sustainable Palm Oil Awareness Raising in Thailand

1. Background

Raising awareness of sustainable palm oil among the Thai audiences is key to sustainably transforming Thailand's palm oil market across the entire supply chain. Target audiences include the food, energy, agriculture industries, relevant agencies, government bodies, civic society, NGOs, and consumers.

Through the Thailand Alliance for Sustainable Palm Oil (TASPO), we collaborate with policymakers, Thai Farmer Councils, palm oil-related associations, as well as federal and Thai industries at regional and national levels. Our partnership involves organising annual events, workshops, and seminars like the Thailand Sustainable Palm Oil Dialogue (TH-SPOD) and PALMEX Thailand-Sustainability Zone.

Against this backdrop, we are seeking a Communications Consultancy/Consultant to assist in creating tools and content, including visual media, to engage our target audiences. Focused on the theme, "From smallholders to consumers: Transforming Thai palm oil into sustainable pathways," our goal is to educate approximately 100 company leaders on sustainable palm oil, fostering an understanding of sustainable agriculture and energy trends globally.

2. Objectives

The Roundtable on Sustainable Palm Oil (RSPO) is a global sustainability organisation with voluntary members focused on bringing stakeholders across the palm oil supply chain to develop and implement global standards for sustainable palm oil. RSPO currently has over 5,800 members from across the palm oil supply chain. These stakeholders include oil palm producers, palm oil processors or traders, consumer goods manufacturers, retailers, banks and investors, environmental or nature conservation non-governmental organisations (NGOs), and social or developmental NGOs.

RSPO in Thailand currently has 177 members, comprising 90 growers, 32 palm oil processors or traders, 11 consumer goods manufacturers, 43 supply chain associates and 1 organisation.

In collaboration with the Thailand Alliance for Sustainable Palm Oil (TASPO) as RSPO ambassadors in Thailand, we aim to raise awareness of sustainable palm oil in the food, energy, and agriculture industries and concerning agencies, government agencies, civic society, and NGOs in Thailand.

To this end, RSPO is seeking to appoint a Communications consultancy/consultant to support raising awareness on sustainable palm oil in Thai societies.

3. Scope of Work

The Communications Consultancy/Consultant shall produce or develop the communications platforms and media to raise sustainable palm oil awareness among the target audiences under TASPO promotion.

Roundtable on Sustainable Palm Oil

Unit 13A-1, Level 13A, Menara Etiqa

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Other RSPO Offices

Jakarta, Indonesia

Beijing, China

Zoetermeer, Netherlands

London, United Kingdom

Bogota, Colombia

New York, USA



The contracted vendor is expected to liaise and coordinate closely with the RSPO team in Thailand with Communications assistance to ensure all communications material is consistent with RSPO Communications guidelines.

4. Consultant Qualifications

The selected Consultant(s) must have demonstrable experience in media production in Thailand, with an understanding of sustainable agriculture or palm oil industry. Demonstrable experience in media production, including social media and publishing, for ten years shall be considered an advantage. The Consultant(s) should also have excellent verbal and written skills in Thai.

5. Timeline and Deliverables

The Communications Consultancy/Consultant will have the following responsibilities:

- Work with the RSPO team in Thailand and TASPO Committees to develop a Communications strategy plan for TASPO.
- Develop appropriate communications tools and platforms, which may include:
 - Facebook
 - Website
 - Youtube
 - TikTok
 - E-newsletter
- Produce communication messages or for the selected communications platforms.
- Produce a communications report.

The Communications Consultancy/Consultant is expected to work for six months upon appointment.

Note: RSPO will provide all media material and raw content required for the communications platforms.

6. Proposal Submission Guideline

Proposals must be submitted by **28 February 2024** and must include:

- Brief proposal no longer than five pages in length.
- Itemised fee breakdown and projected out-of-pocket expenses.
- Examples of relevant past works in Thailand. (Key communications content of the vendor will be in Thai)
- Detailed curriculum vitae of the Communications Consultancy/Consultant and each team member

7. General Instructions

For clarifications, please contact: Radda Larpnun at radda@rspo.org

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