UNESCO Bangkok

Call for Proposal (Individual or Organization)

Terms of Reference

Type of Contract: Contract for Services or Individual Consultant Contract
Duration: 15 January 2021 – 30 April 2021, tentatively
Closing date: 8 January 2021, 18:00 hrs Bangkok Time

The United Nations Educational, Scientific and Cultural Organization (UNESCO) Office in Bangkok is looking for a contractor to conduct a situation analysis under UNESCO/Expedia Sustainable Tourism Pledge Activities.

Background

In 2019, UNESCO in partnership with Expedia and Tourism Authority of Thailand launched the Sustainable Tourism Pledge. Hotels and other operators in the travel industry in Thailand are invited to sign up, committing to eliminating single-use plastic and promote local culture and communities. The Pledge is designed to inspire and provide incentives to local tourism businesses in Thailand to support sustainable tourism and safeguard heritage in line with the internationally agreed Sustainable Development Goals.

One potential solution identified that can help hoteliers, travel operators and the public at large to fulfill their commitment to the pledge, to reduce the use of single-use plastic and at the same time to promote local culture and communities, moving toward building an environmentally and socially sustainable society, is to capitalize on the existing traditional skills and knowledge concerning the making of craft products.

During the past few years we have seen the coming back of traditional methods, as well as the emergence of innovative ways, in which traditional and/or natural materials are used as an alternative method to using plastic products. There are also many ways in which traditional and/or natural materials are in use in the communities’ everyday life such as for cleaning, washing, agriculture, etc., which can be considered to replace chemical-based products that are currently prevailing.

Assignment

Within the framework of UNESCO/Expedia Sustainable Tourism Pledge project, under the overall authority of the Director of UNESCO Bangkok, and the direct supervision of the Head of the Culture Unit of UNESCO Bangkok, the contractor shall conduct a situation analysis that identifies

i) the existing use of traditional and/or natural materials among communities in Thailand that can be upscaled for consumption by travel businesses

ii) existing local businesses that are producing craft and other natural products that can potentially replace plastic and other chemical-based products that are in use by hotels and travel operators.
Specifically, the contractor is requested to carry out the following tasks:

1.1 Conduct a desk study on the use of traditional and/or natural materials in Thailand, as well as potential methods currently used elsewhere that can be applicable to Thailand.

1.2 Through a public survey, collect examples of the use of traditional and/or natural materials in communities’ everyday life.

1.3 Develop a database on local businesses that currently produce craft products that can potentially replace plastic and other chemical-based products; including their existing production and clients, challenges faced and potential for business expansion.

**Deliverables and timeframe** (All deliverables are to be submitted in Thai and English)

By 31 January 2021, the contractor will submit to UNESCO Final set of tools for data collection.

By 31 March 2021, the contractor will submit to UNESCO Final report including findings from desk study and public survey.

By 30 April 2021, the contractor will submit to UNESCO: Database of local businesses.

**Duty Station and Travel**

Home-based.

**Qualifications, experience and competencies**

- Expertise in conducting survey and qualitative research.
- Experiences in conducting research and studies on craft production and/or traditional skills and knowledge.
- Ability to reach out to business networks for data collection.
- Ability to speak and write in both Thai and English.

**Application:**

Interested companies/individual are invited to submit to UNESCO Bangkok the application package including:

- A cover letter illustrating how the tasks will be carried out.
- A detailed organization portfolio/individual CV with examples of research.
- A detailed quotation.

Application package is to be sent **no later than 8 January 2021**, 18:00 Bangkok time (GMT +7).

To the attention of:

Chief of Culture unit
UNESCO Bangkok Office
E-mail: culture.bgk@unesco.org

*Only short-listed companies/individual will be contacted.*