

## STAKEHOLDER AWARENESS AND REPUTATION SURVEY Terms of Reference

### OBJECTIVE

To increase RSPO's understanding of the knowledge, perception, interest and attitudes of all relevant stakeholders towards certified sustainable palm oil and towards RSPO as a key actor in this space.

### BACKGROUND AND JUSTIFICATION

RSPO is universally recognised as the primary standard setting and certification organisation for sustainably produced palm oil. As such, it is also recognised as the leading global body responsible for convening multi-stakeholder discussions around the positive role and impact of certified sustainable palm oil. Many stakeholders of various levels of influence have frequently referred to RSPO certification and standards in international and regional dialogues and processes concerning sustainable commodity production. Recently, however, this trend appears to have slowed down, and it has become clear there is a necessity to scale up efforts to increase organisational reputation and awareness of RSPO certification and standards among all key stakeholder groups.

An overall improvement of reputation and increase of global awareness is crucial if RSPO is to reverse the damage incurred by negative campaigns on palm oil and the growing scepticism around the positive impact generated through sustainability certification. This can only be achieved through well-funded, collaborative, and evidence-based communication and engagement strategies.

Going forward, strategy and advocacy must be underpinned by the most rigorously collected data and evidence. It is therefore necessary to carry out a baseline study of RSPO stakeholder sentiment in order to identify and understand where and how improvement in reputation and awareness can be best designed and targeted to inform the implementation of stakeholder engagement and communication work.

The data obtained from this survey will set the baseline to measure awareness and reputation. This exercise will be carried out annually for the next four years with the following planned performance targets:

By 2026	2022	2023	2024	2025	2026
>15% improvement in positive stakeholder sentiment for RSPO	Create Baseline	+3%	+3%	+4%	+5%

## **OUTPUTS AND DELIVERABLES**

The selected consultant is expected to:

- a. Based on consultation with RSPO and other relevant palm oil industry actors and representatives, generate a prospectus of key stakeholders and stakeholder groups most appropriate to target for the purposes of the survey.
- b. To the highest possible standard, develop a scientifically designed survey to be shared to the aforementioned stakeholders.
- c. Recommend the most effective platform, format or combination thereof (e.g. online web portal, individual paper or electronic survey, etc.) through which to carry out the survey.
- d. In consultation with, and with final approval by RSPO representatives, identify, develop and implement the most effective combination of survey platforms and/or formats to gauge stakeholder sentiment.
- e. Recommend the most appropriate and effective method of survey dissemination for the agreed upon stakeholders.
- f. Conduct the survey on behalf of RSPO.
- g. Track and consolidate all survey results obtained from stakeholders.
- h. Employing the most rigorous statistical methods, carry out an analysis of the data and generate a report that details and interprets the results in both narrative and visual formats. Visual formats are to be data-based and as easily interpreted as reasonably possible in the form of Powerpoint slides.
- i. Craft recommendations for improvements and next steps based on the results of the survey.

## **TARGET STAKEHOLDER GROUPS**

The intended target are global stakeholder groups across the palm oil supply chain:

- a. Oil palm growers
- b. Traders and refiners
- c. Consumer goods manufacturers
- d. Retailers
- e. Non-governmental organisations (environmental and social)
- f. Inter-governmental organisations
- g. Zoos
- h. Banks and financial institutions
- i. Academia/ Research institutions / Think tanks

## TIMELINE

Milestone \ Month	June	July	August	September	October	November	December
Tender							
Scope setting							
Discussions & Inputs							
Test Run							
Launch							

Date	Milestone	Description or Activity	PIC
June - August	Tender	Start the tender process to look for a suitable agency.	SE unit & Finance Department
August - September	Scope setting	Agency to work on scope of the survey.	Agency
October - November	Discussions & Inputs	Discussions back and forth between agency and RSPO SE unit	Agency & SE unit
November	Test Run	Agency sends RSPO SE unit a sample of the final survey look and layout	Agency & SE unit
December	Launch	Agency sends out survey to all networks. Duration to obtain responses is 1 month.	Agency

## BUDGET

The budget should be determined by the agency's ability to meet the output and deliverables stated by RSPO and should not exceed USD 70,000. Budget and overall cost of the project will be weighted in the review of the tender/RFP proposals.

## PROPOSAL SUBMISSION GUIDELINES AND REQUIREMENTS

The following submission guidelines and requirements apply to this ToR:

- a. Only qualified agencies with prior experience on projects such as this should submit proposals in response to this ToR.
- b. The proposal must provide:
  - i. A company profile
  - ii. How our objectives will be met
  - iii. Scope of work
  - iv. Previous experience in developing surveys
  - v. An outline of the strategy and tools/ platforms to be used
  - vi. Proposed timelines with milestones from kickoff to launch
  - vii. Proposed working team with overview of experience
  - viii. Budget
  - ix. Additional resources required for support (e.g. vendors, consultants).
- c. The price proposal should indicate the overall fixed price for the duration of the project, as well as approximate costing of additional hourly rates for work performed outside of the scope of this ToR (per discipline).
- d. Proposals must be signed by a representative authorised to commit the bidder's company.
- e. Proposals must remain valid for a period of 60 days upon closing date for proposal submission.

## **TENDER PROCESS**

Interested agencies may submit their tender proposal to [tender@rspo.org](mailto:tender@rspo.org). The closing date for proposal submission is **11 July 2022 at 11:59 PM MYT (GMT+8)**.

No formal in-person presentations will be required but a video conference may be arranged with shortlisted agencies to have more in depth discussions before awarding one of these agencies.

For the full tender and queries relating to this tender, please contact [nicholas.hurt@rspo.org](mailto:nicholas.hurt@rspo.org).