



Term Of References

Consumer Awareness & Perception Study on Sustainable Commodities

Climate change is a global collective issue. Under the framework of the Paris Agreement, starting in 2024, countries are required to transparently report actions taken and progress made in climate change mitigation, adaptation, as well as support provided or received. This enhanced transparency framework aims to ensure accountability and tangible progress in the global effort to combat climate change. These agreements and initiatives reflect the international community's commitment to addressing global environmental challenges through collaboration and collective action. Paris Agreement and the Sustainable Development Goals (SDGs) are two examples of international regimes in dealing with climate change issues. However, it is not only the role of government actors or inter-governmental organizations that is needed, but also cooperation with non-governmental organizations, civil society, mass media, urban people, and private sectors.

A social movement approach amplifies these efforts by uniting individuals, organizations, and communities around a shared mission. It creates a sense of collective responsibility and emphasizes grassroots-level action to address pressing global challenges like climate change, resource depletion, and social inequality. These initiatives aim to equip the public with knowledge about sustainability and its relevance to daily life, including topics like reducing waste, conserving energy, and supporting ethical businesses. Encourage consumers to make more responsible choices, such as opting for eco-friendly products, reducing consumption, and supporting companies committed to sustainable practices. Inspire individuals to hold corporations and policymakers accountable for their actions and advocate for sustainable systems. Strengthen collaboration among consumers, businesses, and civil society to co-create solutions for sustainability challenges.

WWF-Indonesia and partners focuses on finding workable solutions and mobilizing collective action to conserve natural resources and promoting sustainable development. The conservation of natural resources in Indonesia and around the world requires strong awareness and advocacy, effective action at multiple levels, and mobilization of resources. To date, WWF-Indonesia works with an increasing number of businesses to help them adopt sustainable practices through transformative business initiatives. These efforts, coupled with WWF's local-to-global reach, our focus on communities and scientific expertise, will enable a movement to transform production and consumption and thus help save our planet. The goal is to integrate sustainability into consumer culture, making it a natural and essential part of decision-making. By raising awareness and inspiring action, public campaigns and social movements create ripple effects, transforming individual behaviours into broader societal change. This leads to a more sustainable future where environmental stewardship, social equity, and economic growth coexist harmoniously.

As an agricultural country, in the commodity sector, Indonesia is the largest palm oil producing country in the world, as well as the world's largest palm oil consumer country. However, the level of consumption of products based on sustainable palm oil or certified sustainable palm oil (CSPO) in Indonesia is still relatively low. For example, in 2023 the estimated uptake/consumption of CSPO certified by the Roundtable on Sustainable Palm Oil (RSPO) in Indonesia was only 1.7% of CSPO RSPO production (around 156,655 MT from Indonesia's CSPO RSPO production 9,215,000 MT). Far below Malaysia, whose uptake/consumption ranges from 9%-14% of domestic consumption¹ and Malaysia itself is the world's second largest palm oil producing country.

¹ RSPO Impact Report 2024

WWF-Indonesia, through the initiative, "Strengthening Collaborative Actions Consumption & Production", seeks to facilitate an inclusive coordination process between actors, in encouraging the implementation of responsible consumption and production principles in accordance with Sustainable Development Goals point 12, especially in the use of sustainable commodities, namely palm oil. The initiative focuses on involving the active role of stakeholders at the downstream level of the palm oil industry, namely the consumers of palm oil in Indonesia, such as the private sectors (e.g. food manufacturing companies, hotels, restaurants, and retail), business associations, government institutions, and the public. Besides to introduce sustainable commodities—especially palm oil—to companies or the public, the main aim of the initiative is that companies and the public can gradually use sustainable commodities products, to contribute to environmental preservation in Indonesia.

Up to the present, reflecting from past experiences when WWF-Indonesia is conducting business engagement with industry partners as well as public awareness with the general public, the downstream industry stakeholders are already aware regarding sustainable commodities products. Yet, challenges still exist, for example—among others—the availability of certified sustainable commodities products in the market is still relatively low, a shortage of certified sustainable commodities suppliers in the market, and minimum quantity of sustainable products that hadn't match between buyers and suppliers.

WWF-Indonesia will hold a survey regarding consumer awareness and perceptions on sustainable commodities. The survey aims to measure the public willingness to start sustainable commodities—especially palm oil—sourcing in their daily life. By understanding public sentiment and readiness to adopt sustainable options, the study seeks to identify key drivers and barriers that influence consumer behaviour. The insights gathered will provide valuable input for shaping targeted strategies and initiatives to foster a stronger commitment to sustainability, as social movement is one of the key instruments by the public to contribute to the preservation of wildlife and the environment.

Objective:

Mapping and identifying the awareness and perceptions of the public regarding sustainable commodities (palm oil, coffee, cocoa, rubber, and timber).

The research aims to:

Regarding sustainable commodities:

1. Understand the dynamic of the channels and the awareness & perception of sustainable commodities as environmentally friendly products in public.
2. Identifying the factors that influencing people to purchase sustainable commodities, and the change of behaviour caused by the awareness regarding sustainable palm oil, coffee, cocoa, rubber, and timber.
3. Encourage and raise awareness of the public to implement sustainability practices in daily life by sourcing sustainable palm oil and other sustainable commodities.
4. Assessing the price gap of from consumer's willingness to pay of sustainable palm oil, coffee, cocoa, rubber, and timber-based products.
5. Measuring percentage of consumers who are willing to change purchasing habits to sustainable palm oil, coffee, cocoa, rubber, and timber.

Methodology:

- **FGD (Focus Group Discussion):** A qualitative method where a small group of people is guided through a discussion on Sustainable Commodities Products. The purpose is to gather in depth insights, opinions, and attitudes, of participants towards sustainable commodities.
Advantages:
 - Encourages interaction and diverse viewpoints.
 - Identifies common themes and areas of concern.
- **F2F Interview:** One-on-one, semi-structured conversations between the interviewer and participant. The purpose is to explore individual perceptions and detailed thoughts on sustainable commodities.
Advantages:
 - Allows for a deeper understanding of personal experiences and perspectives.
 - Suitable for sensitive or complex topics
- **Online Survey:** Participants filled in/responded to an online form that consists of questions regarding their knowledge on sustainable commodities and willingness to use/source sustainable commodities.
Advantages:
 - Access to a larger and more diverse audience, regardless of geographical location.
 - Participants can complete the survey at their convenience, increasing response rates.

Output:

Consultant should provide:

1. Survey Design Materials

- Survey Questionnaire:
 - A clear, well-structured questionnaire tailored to the target audience. This includes questions to assess awareness, attitudes, and behaviours of the public related to sustainable commodities.
 - Balanced mix of qualitative (open-ended) and quantitative (multiple-choice, Likert scale) questions.
- Methodology Plan:
 - A document detailing the approach (e.g., online survey, FGDs), sample size, and data collection methods.
 - Rationale for the chosen methodology.
- Target Audience Segmentation: Profiles of the demographic groups to be surveyed (e.g., age, location, profession).

2. Tools and Equipment

- Data Collection Tools:
 - Online platforms or software for surveys (e.g., Google Forms, SurveyMonkey).
 - Recording devices or note-taking platforms for FGDs and interviews.
- Visual Aids: Infographics, videos, or pamphlets to explain sustainable commodities concepts during FGDs or community workshops.

3. Analysis and Reporting Materials

- Data Analysis Plan: An outline of how data will be processed and analyzed (e.g., statistical methods, thematic analysis).
- Reporting Templates: Draft templates for presenting findings, including charts, graphs, and narrative insights.
- Data analyzed and results in each city's respondents on their awareness & perception of sustainable commodities.
- Access to raw data and models used in the research assessment.
- Summary result of FGD, F2F Interviews, and Online Survey activities.

- Final Report: A comprehensive report summarizing key findings, trends, and actionable recommendations.
- Summary result of dissemination activity.

Timeline:

This study will be done maximum 4 months (February-May 2025)

Activities	Time	
Proposal submits	4 February 2025	
Presentation and interview of potential consultant	7-11 February 2025	
Signing Contract Outline, timeline and output as attachment from consultant	12-19 February 2025 30%	1 st payment
Survey Preparation	12-28 February 2025	
Developing questionnaires for respondents (consultant and WWF-Indonesia)		
Data Collection		
Survey Implementation		2 nd payment 40%
FGD, F2F Interview, and Online Survey conducted	3 March-6 May 2025	
Data Analysis & Interim Report		
Data Analysis	7 May-6 June 2025	
FGD, F2F Interview, and Online Survey Summary & Interim Report	9 May 2025	
Finalization & Evaluation		
Dissemination of the survey	9 June 2025	
Final report of the survey	16 June 2025	3 rd payment 30%

Target Participant:

This research will target the public (at least 1000 respondents) in 6 cities (Jakarta, Medan, Pekanbaru, Bandung, Yogyakarta, and Denpasar) to know their perception on Sustainable Commodities.

Budget:

IDR 255,700,000 (including PPN). For the FGD meeting packages/accommodation and material budget will be covered by WWF-Indonesia. This activity budget will be provided by COA 51, charging ID ID0PA062 (3.1.2) with main activity 2.1C.00.5.6.8.NSTNC.

Consultant/Agency’s Qualifications and Required Skill Set:

1. Proposal demonstrating understanding and knowledge of research studies. The proposal should include detailed research methodology including technologies and services, work plan, timelines, available resources, deliverable and budget;
2. The consultant/agency should have a deep understanding of CSR and corporate sustainability principles, frameworks, and best practices. They should be familiar with international standards such as the Global

Reporting Initiative (GRI), United Nations Global Compact (UNGC), and Environmental, social, and corporate governance (ESG).

3. Proven track record in conducting research on sustainability or related topics.
4. The service provider should provide a detailed CV, and a CV of any other team members that will be involved in the project. The team members shall have the following key qualifications and required skills:
 - Knowledge and experience in the relevant industries or sectors WWF is focusing on;
 - Familiar with the environmental and social issues specific to those sectors and have insights into industry trends and benchmarks.
 - Possess strong research skills and be proficient in various research methodologies, both qualitative and quantitative.
 - Experience in designing and implementing research projects, analyzing data, and producing high-quality reports and recommendations.
 - Demonstrates a commitment to ethical research practices and adhere to confidentiality and data protection protocols. Prioritize objectivity, avoiding any conflicts of interest that may compromise the integrity of the research.