



## Call for Proposal on Partnership for Preventing the Riverine Plastic Pollution

### UNDP and CSO Partnership under Performance-Based Modality

# Instructions for Applicant

## A. Background

Plastic pollution severely threatens Indonesia's biodiversity by contaminating ecosystems with microplastics and physically disrupting habitats, causing fatalities among wildlife and endangering species. Ranked as the world's second-largest contributor to marine plastic waste, Indonesia generates an estimated 0.48 to 1.29 million tons annually<sup>1</sup>, driven by inadequate waste infrastructure, poor disposal practices, and riverine leakages exacerbated by tourism, aquaculture, and fishing activities.

In response, the government launched a national action plan under Presidential Regulation No. 83/2018, targeting a 70% reduction in marine debris by 2025, achieving 41.68% as of 2023 while promoting recycling, public awareness, and green economy initiatives that empower small enterprises in plastic waste management.

Recognizing the gravity of the global issue of marine debris and its detrimental effects on both rivers and oceans, the Governments of Indonesia and the United Arab Emirates have partnered to reduce plastic waste leakage into the ocean. The Project on Partnership for Tackling Riverine Plastic Waste Pollution is funded by Clean Rivers (the Donor), in partnership with UNDP Indonesia, under the umbrella of Erth Zayed Philanthropies' advancing the UAE's commitment to environmental stewardship and community empowerment. The initiative's primary focus is on preventing waste leakages in rivers and marine waste collection, preventing it from reaching the oceans.

## B. Objective

**UNDP and CSO partnership under the performance-based modality** is an integral component of the initiatives supporting the project implementation. Introduced in January 2018, the performance-based aims to mobilize collaboration among stakeholders and community groups to advance integrated riverine plastic waste management within selected locations. Through this mechanism, the project

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<sup>1</sup> Jenna R. Jambeck, "Plastic waste inputs from land into the ocean", *Science* 347, 13 February 2015

encourages innovation, accountability, and measurable results in waste management practices.

- *Efficient River Debris Removal*

The primary objective is to collect and remove river debris from designated areas collaboratively and systematically, establishing a framework that can be replicated in other areas of the country based on the lessons learned from these demonstration sites.

The intervention seeks to strengthen the capacity of local actors in managing plastic waste effectively from the upstream to the downstream, promoting proper collection, processing, and recycling of plastic waste to reduce the amount disposed to landfills.

- *Promoting the Awareness and Behavior Change to Prevent the Mismanaged Plastic Waste from Entering the River*

The project will engage local stakeholders and communities (including religious leaders, faith-based communities, and women's groups) to promote responsible practices in plastic waste disposal, such as the collection and processing of plastic waste at the sources (including the households). Increased awareness of how the mismanaged plastic waste enters the river and leaks into the ocean will foster better participation and mobilize collective actions from local stakeholders and the communities.

### **C. Target Sites**

This project invites applicants to serve as implementing partners for targeted areas within the city. The CSOs will be selected based on their proposed project concepts and activity plans focusing on the identified river sites in Kabupaten Sidoarjo, East Java.

The project site is located along the **Pelayaran River in Sidoarjo, East Java**. The river stretches approximately 23,000 meters in length, with a width ranging from 10 to 15 meters, and flows downstream into the Kali Mas River in Surabaya. The surrounding area is relatively densely populated, contributing to a significant volume of waste entering the river system. Access to the river is supported by inspection roads on both sides, allowing sufficient space to identify and establish suitable operational points for waste collection and management activities.

The nearest waste management facility is the TPS3R Tawang Sari, which can support the sorting and processing of collected waste. Based on preliminary observations, waste collected from this river segment could reach approximately 5–10 dump trucks per collection cycle. The open inspection road access also provides adequate space and logistical flexibility for transportation and operational activities.

The project will be implemented at two locations along the river:

1. Up-stream site, Sungai Pelayaran, Penambangan ([Google Maps](#))
2. Down-stream, Sungai Pelayaran, Ngelom ([Google Maps](#))

#### **D. The Target Applicant and Eligibility**

Project calls the civil society (NGOs, think tanks, academics/research centers) to participate as Applicant to ensure the implementation is led and driven collaboratively through local partnership in the selected site. It is also important for the project to demonstrate how this stakeholder engagement will be built to advance the objective.

While we strongly encourage collaboration with the private sector (such as the operator of a material recovery facility, recycling center, or the contribution of CSR to extend the outreach and initiative), the project will not consider the implementation to be led by a private sector organization.

Details of the target applicant and the eligibility criteria are provided in [Annex 1 - Terms of Reference \(TOR\)](#).

#### **E. Performance-Based Modality and Proposal Amount**

The Project will be implemented through a **Performance-Based modality**, designed to incentivize measurable impact, transparency, and accountability as results-oriented implementation.

With the funding amount **up to USD 300,000 per proposal**, the selected Implementing Partner(s) will receive the performance-based payment by specific milestone for the achievement of pre-agreed performance indicators.

This CSO partnership will support activities focused on integrated riverine plastic waste management, to be implemented **through 31<sup>st</sup> July 2027**, aiming to mobilize multi-stakeholder collaboration, empower local actors, and strengthen sustainable waste systems at targeted sites.

#### **F. Project Concept and Proposal**

The application process under this Call for Proposal is organized in three stages:

Stage 1: Concept Note, Stage 2: Full Proposal, and Stage 3: Capacity Assessment.

## 1. Stage 1: Concept Note.

Applicants are required to submit a Concept Note accompanied by a Cover letter (Annex 2. Template Cover Letter for Project Concept). The Concept Note must follow the format provided in “Annex 3. Outline for Concept Note Presentation” and should be presented in a maximum of **19 slides, including cover and closing slides**.

The design of the project ideas and the implementation approach must align with the five (5) Key Performance Indicators (KPI)s described in the “Annex 4. Performance Verification Guideline for Riverine Plastic Project”.

The Concept Note should include the following components:

a. Description of Project Idea (max 2 slide)

Provide an overview of the proposed project, describing how the activities will contribute to the overall project objectives and the broader partnership goals.

Applicants should also include **a map of the target site, clearly identifying the specific area for proposed interventions**.

b. Institutional Strength and Capacity (1 slide)

Describe the organization’s management capacity, technical expertise, and qualifications to deliver the project. Include details on the proposed team structure and the financial capacity to support the successful implementation of PBG.

c. Implementation Approach (max 6 slides, slides for 5 KPI, plus slide for Risk register)

Explain how the proposed work plan will address the measurable results and **achieve the target performance under the five KPIs, within milestone intervals of three and six months**. The presentation should highlight the creativity and practicality of the proposed implementation modality, the integration of multi-stakeholders’ engagement, and the measures in place to anticipate and manage any potential **risks that might arise during the implementation**.

Applicants should also describe potential partnership arrangements, such as collaboration with material recovery facilities, recycling entities, waste off-takers, private sector, etc.

d. Logical Framework (1 slide)

Present the internal logic of the intervention, outlining causal linkages between activities, results, objectives, and impact, including key indicators and assumptions.

e. Innovation and the Target Scale of Change (max 2 slides)

Explain how the proposed project introduces innovative solutions to address the existing challenges. Describe the manner of action that will bring added value for solution in the area.

For the target scale of change, the project idea will indicate scalability and replicability that lead to systemic changes (short-term and long-term) with extended collaboration across the stakeholders.

f. Budget and the Milestone for KPI Verification (max 3 slides)

Provide an overview of the resources required to achieve each KPI, summarizing how financial resources will be mobilized and linked to milestone achievements.

g. Relevant Experiences (max 2 slides)

Highlight relevant experience from the past three years, particularly in similar activities/projects, riverine context, or engagement with comparable stakeholder groups.

The evaluation of the Project Concept Note is a critical step in the selection process. Only the selected applicants will be invited to submit a Full Proposal to UNDP. Thus, it is strongly recommended that applicants conduct a preliminary survey to ensure that their proposed Project idea is well aligned with the overall goals and objectives of this partnership program.

**Detailed evaluation is provided in Annex 1. Terms of reference.**

Summary of Evaluation		Weight	Score
	Applicant eligibility (NGOs, think tanks, academics/research centre)	Yes/No	n/a
a.	Description of Project Idea	15%	15
b.	Institutional Strength and Capacity	10%	10
c.	Implementation Approach	25%	25
d.	Logical Framework	5%	5
e.	Innovation and the Target Scale of Change	20%	20
f.	Budget and the Milestone for KPI Verification	10%	10
g.	Relevant Experiences	15%	15
Total			100

## 2. Stage 2: Full Proposal.

Upon approval of the Project Concept Note, the selected applicant will be invited to submit a Full Proposal following the format provided in Annex 5. Template of Project Document.

The Full Proposal should elaborate on the approved concept, providing comprehensive details on the project design, implementation strategy, monitoring framework, risk management, and sustainability plan.

## **G. CFP Conference, Submission and Presentation**

### **1. CFP Conference**

UNDP will organize the Online Conference on Wednesday, April 1<sup>st</sup>, 2026, at 10.00–11.00 AM (Jakarta time). This session will provide potential applicants with information about project activities, and overall goal of the partnership. Interested applicants will be able to ask questions about the CFP process. All interested applicants should register to attend the online CFP conference:

<https://bit.ly/CFPSungaiLestariSidoarjo>

### **2. Deadline for Submission**

Application for both the Project Concept and the Full Proposal must be submitted in accordance with the details of these **Instructions for Applicant**. All submission of Project Concept and Full Proposal must be prepared and submitted in **English**.

Deadline for submission of Project Concept is extended to:

**Tuesday, April 14<sup>th</sup>, 2026, at 23.59 WIB (GMT+7).**

Send to the email address: [preventingriverineplastic.id@undp.org](mailto:preventingriverineplastic.id@undp.org) ,

The **email subject** line must state the title of the Call for Proposals in English: [**CSO Name**] and [**the Project title by indicate the City Location**].

Example email subject: **Sidoarjo CSO Foundation – Project on Reviving River in Sidoarjo, East Java**

In the body text of the submission-email, Applicant shall specify the information for activity on **Partnership in Preventing the Riverine Plastic Pollution in [District/City Name]**, as well as the full name and address of the Applicant, all of them written in English.

### **3. Presentation.**

Shortlisted applicants will be invited to a presentation to explain the proposed activities. Relevant stakeholders will participate to contribute to the overview viability, objective, capacity and the implementation approach for performance-based prior the decision of selected Applicant.

## H. Documents

[Annex 1. Term of Reference on Call for Proposal](#)

[Annex 2. Cover Letter](#)

[Annex 3. Outline for Concept Note Presentation](#)

[Annex 4. Performance Verification Guideline](#)

[Annex 5. Full proposal template](#)

## I. Important Additional Information

In responding to this Call for Proposals, UNDP requires all applicants to conduct themselves in developing the Project Ideas, Concept Note and the Full Proposal in a professional, objective and impartial manner.

Applicant must strictly avoid conflicts with **other assignments** or their **own interests**, taking accountability of all activities in the future (*avoiding double-accounting or reporting of activities*). The selected Implementing Partner who is found to have a conflict of interest<sup>2</sup> shall be disqualified from the implementation.

UNDP implements a policy of zero tolerance on proscribed practices, unethical practices, and obstruction. UNDP is committed to preventing, identifying, and addressing all acts of fraud and corrupt practices against UNDP as well as third parties involved in UNDP activities (for full description of the policies see: <https://popp.undp.org/policy-page/anti-fraud-policy> and <https://www.undp.org/procurement/doing-business-undp/procurement-protest-and-vendor-sanctions>).

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<sup>2</sup> Any situation where an individual or organisation can exploit a professional or official role for financial or personal interest or where they have competing loyalties is defined as a **conflict of interest** (see the [UNDP Code of Ethics](#)). A conflict of interest exists where the impartial and objective exercise of the functions of a financial actor or other person is compromised for reasons involving family, emotional life, political or national affinity, economic interest or any other direct or indirect personal interest ([Glossary of Terms, Practical Guide](#)).