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For Design and Development of the Ma-Gep-Ta Waste Collection and Awareness Website

Scope: WWF-Thailand, under the MA-RE-DESIGN Project, is committed to strengthening sustainable waste management systems in Trang city. The project aims to enhance waste segregation, and reduce plastic waste, and promote long-term behavioural change through community engagement and practical solutions. Additionally, the main website’s target users are Trang citizens and communities, waste workers, and municipal staff. As part of Trang City Action Plan on Plastic, the project intends to develop a digital tool, **Ma-Gep-Ta** website to support efficient waste collection and informed municipal decision-making.

Objective: The objective of this assignment is to design, develop, and provide ongoing technical support for developing a bilingual, user-friendly **Ma-Gep-Ta** website and supporting waste collection services. The website will serve as a platform for:

- Facilitating and scheduling waste collection operations through the categorisation of various waste types in Trang city.
- Enabling citizen and communities’ participation through reporting and tracking.
- Raising awareness and educating users on waste segregation.
- Generating data and analytics to support municipal decision-making.
- Feedback result report submission

Duration: September 2025 – September 2026

Objective and expected results:

Objective	Expected results
<p>1.1 <u>Website Design & Development</u></p> <ul style="list-style-type: none"> • Design and develop a responsive, bilingual (Thai/English) website, including core features such as: <ul style="list-style-type: none"> - User profile page - History and publicity sections - Waste collection services for each type (recyclable waste, hazardous waste, bulky waste, and sewage/septic waste collection service) - Waste collection scheduling, alerts, and status tracking - Geo-tagged waste pickup reporting - Segregation guides and waste-related content - Feedback and data submission tools - Dashboard for administrators with data analytics 	<ul style="list-style-type: none"> • Responsive and Accessible Website: A fully functional website, designed to be responsive and user-friendly, with bilingual support (Thai/English), enabling broad accessibility across diverse user groups in Trang city. • Efficient Waste Collection Management: Users can request and track waste collection services by waste type (recyclable, hazardous, bulky, and septic waste), resulting in improved efficiency, timely pickups, and reduction of illegal dumping. • Improved Citizen Engagement and Participation: Citizens are actively engaged in municipal waste management through features like geo-tagged waste pickup reports,



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	<p>feedback tools, and access to real-time collection schedules and alerts.</p> <ul style="list-style-type: none"> • User Engagement: At least 25,000 targeted citizen population in Trang City will have accessed and utilized the website to support waste management practices within 6 months after the official launch of the <i>Ma-Gep-Ta</i> website. • User Retention: A minimum of 20% of former users (initial adopters) will demonstrate continued engagement by re-accessing and using the website during the six-month period. • Enhanced Awareness and Behavior Change: The inclusion of visual waste segregation guides and relevant educational content fosters improved public understanding and promotes sustainable waste practices at the household and community level. • Strengthened Communication Between Citizens and Local Authorities: A streamlined communication mechanism via feedback tools and data submission features allows two-way interaction, helping to quickly address service gaps and community concerns. • Real-Time Monitoring and Data-Driven Decision-Making: A back-end dashboard provides local authorities and administrators with real-time analytics and visualized data on waste types, volumes, and service areas, contributing to more informed planning, monitoring, and policy adjustments. • Scalability and Sustainability The website is designed to allow future expansion or adaptation to other municipalities or additional service features, ensuring long-term usability beyond the project timeline
1.2 <u>Report submission</u>	<ul style="list-style-type: none"> • Feedback result report Summarising user and stakeholder feedback collected throughout the

	<p>implementation period, highlighting insights, areas of improvement, and lessons learned to inform future development and decision-making.</p> <ul style="list-style-type: none"> Technical Documentation and Handover A complete set of technical documentation will be delivered, including user and administrative manuals, and technical specifications will be submitted to ensure smooth maintenance and potential scaling after the conclusion of the project.
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Submission requirement:

- Proposals (with project implementation and financial plan) will need to be submitted by **24 OCT 2025**
- Please explicitly list out quotations and provide a detailed breakdown of costs aligned with each objective. (included VAT).
- Please submit all application documents to: Jiraporn Worrabutr <jirapornv@wwf.or.th> CC: <procurement@wwf.or.th>
- Email subject line: “Application – Design and Development of the Ma-Gep-Ta Website”.

Key dates: Work timeline
Timeline:

Year	2025					2026						
Month	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP
Key dates												
Procurement process												
Agency award and Partnership agreement process												
Website Design & Development												

Launch website and Tracking feedback												
Data analysis and Report submission												
Technical Documentation and Handover												
Continue service and maintenance												