

THIRDWAY PARTNERS

SWITCH to Circular Economy Value Chains | SWITCH2CE

REQUEST FOR PROPOSALS

International rPET Expert-Led Consultancy

Integrated PET Circularity Advisory

rPET Facility Configuration | Feedstock Sourcing | EPR Alignment | Market Assessment

Project	SWITCH to Circular Economy Value Chains (SWITCH2CE)
Pilot	ECCBC–LGR Food-Grade rPET Project – Morocco
Contract Duration	5 months from contract signature
Language	English (French/Arabic required for field engagement)
Issuing Organization	ThirdWay Partners

1. ORGANIZATIONAL CONTEXT

ThirdWay Partners is an investment and advisory firm focused on sustainable development, having been established by a team of investors and entrepreneurs with over 75 years of combined experience in corporate finance, strategy consulting, international private equity and capital markets.

This assignment is issued by ThirdWay Partners in the context of the SWITCH to Circular Economy Value Chains project (SWITCH2CE), which supports enterprises, value chain actors, and enabling institutions in adopting circular economy practices and transitioning toward sustainable production and consumption models.

The Morocco pilot under SWITCH2CE targets the plastic packaging value chain, with a focus on the collection, sorting, and recycling of post-consumer PET bottles, and the development of economically viable circular business models — including the production of food-grade recycled PET (rPET).

2. PROJECT CONTEXT

2.1 SWITCH2CE Morocco Pilot

Morocco faces structural challenges in its post-consumer PET value chain, including low formal collection rates, reliance on informal aggregation networks, and — until recently — regulatory restrictions on the use of recycled plastics in food-contact applications. However, evolving policy frameworks, growing industry interest, and anticipated Extended Producer Responsibility (EPR) mechanisms are creating conditions for the development of a viable bottle-to-bottle recycling model.

The SWITCH2CE Morocco pilot targets systemic improvements in PET collection and recycling, while enabling the investment conditions and business model validation required to establish food-grade rPET production within the country.

2.2 The ECCBC–LGR Pilot Partnership

The pilot is being implemented in partnership with UNIDO (United Nations Industrial Development Organization) as the implementing agency, alongside:

ECCBC	Equatorial Coca-Cola Bottling Company — lead industry partner and potential offtaker of food-grade rPET for primary packaging, subject to regulatory approval.
LGR	La Generale du Recyclage — the designated recycling operator responsible for developing and operating the advanced rPET processing facility in Morocco.

The objective of the pilot is to validate a financially viable and replicable bottle-to-bottle recycling model, including the technical, regulatory, and market conditions required to integrate food-grade rPET into primary packaging. LGR is actively developing its recycling infrastructure and requires end-to-end advisory support across technical plant readiness, feedstock supply, market positioning, and EPR alignment.

3. OBJECTIVE OF THE ASSIGNMENT

ThirdWay Partners seeks to recruit an international rPET expert-led consultancy firm or team to provide integrated, end-to-end advisory support to the ECCBC–LGR food-grade rPET project. The assignment covers five inter-linked areas of work:

- Review and optimize the proposed rPET plant configuration against food-grade standards, identifying process, technology, and certification readiness gaps;
- Evaluate the existing recycling plant landscape in Morocco, mapping operational facilities by geography and by installed technology to identify which plants are technically positioned for upgrade to food-grade production;
- Assess viable PET feedstock sourcing channels, prioritizing the targeted domestic collection model in Morocco while evaluating regional aggregators as contingency supply options to mitigate supply risk;
- Assess regional and export market conditions for food-grade rPET to inform investment and operational risk mitigation for the ECCBC–LGR facility and evaluate the replication potential of the model;
- Assess alignment with emerging EPR frameworks and analyse the implications for the collection mix, cost structures, and financial feasibility of the bottle-to-bottle model;
- Prepare the facility for food-grade certification readiness against applicable standards (EFSA, FDA, ISO) and Coca-Cola supplier approval requirements, delivering a certification readiness assessment, a procedural toolkit, and an implementation checklist.

The assignment will deliver an integrated decision-support package, including a technical readiness and implementation roadmap, potential supply-chain scenarios (volumes, costs, risks), EPR-related implications and opportunities, and strategic recommendations to inform pilot design, investment decisions, and phased implementation from 2026 onward.

4. SCOPE OF CONTRACTED SERVICES

The consultant will deliver the following five activities as an integrated, coordinated programme of work:

Activity A — rPET Plant Configuration Review and Optimization

Sub-Activity	Expected Outputs
A.1 Review of proposed plant configuration: • Assessment against EFSA/FDA food-grade standards and Coca-Cola technical specifications for rPET use in primary packaging • Verification of conformity with The Coca-Cola Company’s supplier quality and material approval requirements • Evaluation of process design, decontamination efficiency, and traceability systems • Identification of certification requirements and existing gaps	Detailed Methodology and Work Plan Technical Gap Assessment Report
A.2 Optimization of plant configuration: • Recommendations on process improvements and technology selection to meet EFSA/FDA and Coca-Cola technical requirements • Roadmap to achieve food-grade certification readiness, including Coca-Cola supplier approval milestones • Alignment with LGR plant design and operational parameters	rPET Plant Configuration Package (optimized design and certification roadmap)
A.3 National recycling plant landscape mapping: • Evaluation of existing PET recycling plants operating in Morocco • Mapping of these facilities by geography (region and city) • Mapping by installed technology and process configuration, identifying which plants are technically positioned for upgrade to food-grade (bottle-to-bottle) production • Assessment of upgrade requirements, gaps, and indicative readiness for each mapped facility	National Recycling Plant Landscape Map (geographic and technology mapping with food-grade upgrade readiness)

Activity B — Assessment of PET Feedstock Sourcing Channels

Note: The primary focus of this task is to strengthen and formalize domestic PET collection in Morocco. Regional aggregators and cross-border sourcing shall be assessed solely as contingency options to mitigate supply risk — not as alternatives to the targeted domestic collection model.

Sub-Activity	Expected Outputs
<p>B.1 Domestic supply assessment: • Analysis of formal and informal post-consumer PET collection channels (inter-city transfers, sorting networks, aggregator models) • Evaluation of volumes, quality, seasonality, and consistency of supply • Assessment of the volume of post-consumer PET bottles placed on the Moroccan market that remains uncollected, including an analysis of the root causes of non-collection (geographic, economic, infrastructural, behavioural), quantification of the uncollected fraction, and identification of actionable measures to improve collection rates and secure feedstock supply • Identification of structural bottlenecks and investment needs in domestic collection</p>	<p>Preliminary Findings Report on PET Sourcing</p>
<p>B.2 Domestic sourcing strategy: • Prioritization of the targeted domestic collection model in Morocco • Recommendation of collection methods and operational models best suited to the Moroccan context (e.g. deposit-return schemes, curbside collection, aggregation centres, reverse vending machines) • Definition of supply scenarios (volumes, unit costs, risks, investment requirements) • Assessment of logistics costs and operations, including bale specifications, transport volumes, weight parameters, and cost implications of moving post-consumer PET from aggregation points to the rPET facility • Identification and engagement strategy for informal waste pickers and intermediaries, including traceability mechanisms, mapping of key players, and recommendations for formalisation and fair integration into the supply chain • Assessment of feedstock quality requirements and contamination risks (e.g. mixed PET bottle colours, non-PET materials, label and adhesive residues), including recommendations on sorting infrastructure and in-plant quality control mechanisms (magnetic detectors for metals, density-based separation for non-PET plastics, optical sorters for colour differentiation) • Recommendations for direct supplier and aggregator engagement</p>	<p>Assessment Report on Post-Consumer PET Sourcing Channels</p>
<p>B.3 Contingency / regional sourcing options: • Mapping of regional PET aggregators in North and West Africa • Evaluation of cross-border sourcing feasibility, regulatory considerations, and logistics costs • Risk assessment and recommendations for engagement where warranted</p>	<p>List of Local and Regional Aggregators Recommended for Engagement</p>

Activity C — rPET Market Assessment

Note: This task is scoped to directly inform investment and operational risk mitigation for the ECCBC–LGR facility and to assess the replication potential of the model. It is not a broad market benchmarking exercise.

Sub-Activity	Expected Outputs
--------------	------------------

<p>C.1 Market conditions analysis: • Assessment of regional and export market demand for food-grade rPET • Review of price dynamics, quality specifications, and certification requirements for target markets • Analysis of trade flows, import/export conditions, and market competitiveness • Identification of risk mitigation opportunities through market diversification</p>	<p>rPET Market Mapping Report</p>
<p>C.2 Buyer identification and offtake assessment: • Mapping of potential food-grade rPET buyers across beverage, packaging, and FMCG sectors • Assessment of buyer requirements, specifications, volumes, and pricing expectations • Development of a proposed offtake pricing formula (incorporating key cost drivers, market indices, and volume thresholds) and validation of that formula against historical pricing data and past contractual arrangements to ensure resilience and avoid recurrence of past supply or pricing crises • Development of proposed input-side offtake agreement structures between aggregators/suppliers and the recycling facility, including recommended pricing mechanisms, volume commitments, quality specifications, and supply continuity provisions to secure consistent feedstock supply • Evaluation of offtake contract feasibility and risk-mitigation potential for the pilot (covering both input and output sides of the value chain) • Assessment of replication potential in regional and other emerging markets</p>	<p>List of Recommended Food-Grade rPET Buyers; Proposed Offtake Pricing Formula and Historical Validation Note</p>

Activity D — EPR Alignment and Financial Implications

Note: This task is not a benchmarking or design exercise for EPR systems. Its scope is limited to aligning with industry-led EPR developments in Morocco and assessing the implications for collection mix, cost structures, and financial feasibility of the bottle-to-bottle model.

Sub-Activity	Expected Outputs
<p>D.1 EPR landscape analysis: • Review of current and anticipated EPR policy developments in Morocco • Assessment of industry-led EPR initiatives and their alignment with the pilot's collection model • Identification of implications for material flows, collection mix, and feedstock quality</p>	<p>EPR Landscape and Implications Report</p>
<p>D.2 Financial and operational implications: • Assessment of the impact of EPR introduction on cost structures, revenue streams, and financial feasibility of the bottle-to-bottle model • Scenario analysis for different EPR implementation pathways and timelines • Identification of financial opportunities (subsidies, compliance instruments, extended producer fees)</p>	<p>EPR Scenario and Financial Implications Analysis</p>

Activity E — Plant Certification Readiness Support

Note: This task operationalizes the certification pathway identified under Activity A. It focuses on preparing the ECCBC–LGR facility for food-grade certification readiness (EFSA/FDA and Coca-Cola supplier approval). It does not constitute certification itself, which remains the responsibility of the accredited certifying bodies.

Sub-Activity	Expected Outputs
--------------	------------------

E.1 Certification readiness assessment: • Detailed assessment of the food-grade certification pathway for the ECCBC–LGR facility against applicable standards (EFSA, FDA, ISO) and Coca-Cola supplier approval requirements • Identification of certification gaps across process design, decontamination validation, documentation, and quality management systems • Definition of the sequence of steps, evidence, and testing required to reach certification readiness	Certification Readiness Assessment
E.2 Procedural toolkit: • Development of procedures, templates, and protocols supporting food-grade certification across the rPET value chain (traceability, decontamination validation, in-plant quality control, and supplier documentation) • Alignment with LGR operational parameters and Coca-Cola supplier quality requirements	Certification Procedural Toolkit
E.3 Implementation checklist: • Consolidated, actionable checklist guiding the facility from certification readiness through to rollout • Sequencing of milestones, responsibilities, and verification points • Integration with the plant configuration roadmap delivered under Activity A	Certification Implementation Checklist

Cross-Task Integrated Output

Final Output	<p>Integrated Decision-Support Package</p> <ul style="list-style-type: none"> • Technical readiness and phased implementation roadmap • Supply chain scenarios — volumes, costs, risks, and contingency planning • EPR alignment assessment and implications for financial feasibility • Strategic recommendations for pilot design and investment decisions from 2026 onward
---------------------	--

5. DELIVERABLES SUMMARY AND TIMELINE

All deliverables shall be submitted in PDF format plus editable formats (Word, PowerPoint, Excel, as applicable). All deliverables will be provided in English, with executive summaries available in French upon request.

Deliverables Summary

Ref.	Deliverable	Target Month(s)
D.1	Inception Report — Detailed methodology, work plan, and stakeholder engagement schedule	M1
D.2	Technical Gap Assessment Report — rPET plant vs. EFSA/FDA standards and Coca-Cola technical specifications	M1–M2
D.3	rPET Plant Configuration Package — Optimized design and certification roadmap	M2–M3

D.4	National Recycling Plant Landscape Map — Existing Moroccan recycling plants mapped by geography and technology, with food-grade upgrade readiness	M2–M3
D.5	Preliminary Findings on PET Sourcing Channels (domestic)	M1–M2
D.6	Assessment Report on Post-Consumer PET Sourcing Channels	M2–M4
D.7	List of Local and Regional Aggregators Recommended for Engagement	M3–M4
D.8	rPET Market Mapping Report	M2–M5
D.9	List of Recommended Food-Grade rPET Buyers; Proposed Offtake Pricing Formula and Historical Validation Note	M3–M5
D.10	EPR Landscape and Implications Report	M2–M4
D.11	EPR Scenario and Financial Implications Analysis	M4–M5
D.12	Certification Readiness Assessment — Food-grade certification pathway and gap analysis	M3–M4
D.13	Certification Procedural Toolkit — Procedures, templates, and protocols	M4
D.14	Certification Implementation Checklist	M4–M5
D.15	Integrated Decision-Support Package (final cross-cutting output)	M5

Indicative Implementation Timeline

Activity	M1	M2	M3	M4	M5
Activity A: Plant Configuration	•	•			
Activity B: Feedstock Sourcing	•	•	•	•	
Activity C: Market Assessment		•	•	•	•
Activity D: EPR Alignment		•	•	•	•
Activity E: Certification Readiness			•	•	•
Final Integrated Package					•

6. REPORTING AND COORDINATION

The contractor will report to and work under the overall guidance of the ThirdWay Partners Project Manager for the SWITCH2CE assignment. A designated focal point within TWP will serve as the primary day-to-day point of contact for coordination, review, and approval of deliverables.

Coordination requirements include:

- Submission of a brief monthly progress note (1–2 pages) for each month of the assignment
- Participation in scheduled review calls/meetings with the TWP Project Manager, ECCBC, and LGR at key milestones
- Presentation of key findings and recommendations to project stakeholders prior to final submission of major deliverables
- Active collaboration with LGR and ECCBC technical teams during field visits and data collection

The contractor is expected to undertake at least one in-country mission to Morocco during the assignment duration to conduct site visits, stakeholder interviews, and field assessments. Additional missions may be proposed and subject to approval.

7. QUALIFICATION REQUIREMENTS

7.1 Minimum Eligibility Requirements

Bidders must demonstrate the following minimum qualifications to be considered eligible:

- Minimum five (5) years of demonstrated experience in plastics recycling and rPET value chains
- Proven technical expertise in food-grade recycling standards and certification processes (EFSA, FDA, ISO)
- Demonstrated experience in value chain analysis, investment advisory, or circular economy projects
- Prior experience working in emerging markets, with preference for projects in the MENA region or Africa
- Demonstrated capacity to deliver assignments of equivalent scope and complexity
- Working proficiency in English (required); fluency in French and/or Arabic (Darija) is strongly preferred for field engagement and stakeholder consultations in Morocco
- Availability to undertake at least one in-country mission to Morocco; proximity to the MENA region or demonstrated ability to mobilise for field assignments at short notice is an advantage

7.2 Proposed Team — Minimum Requirements

The proposed team must collectively demonstrate:

Role	Required Expertise
Lead rPET Expert / Team Leader	Deep technical expertise in rPET recycling systems, food-grade certification (EFSA/FDA), and plant configuration. Minimum 7 years of relevant experience. Strong analytical, communication, and project management skills.
Feedstock & Supply Chain Specialist	Experience in post-consumer plastic collection systems, supply chain assessment, and sourcing strategy development in developing or emerging market contexts.
Market & Commercial Analyst	Background in commodity market analysis, buyer engagement, and commercial strategy for recycled materials. Familiarity with rPET trade flows preferred.
EPR & Policy Specialist	Knowledge of Extended Producer Responsibility frameworks, plastic waste policy, and regulatory environments in the MENA region or comparable markets.

Note: Roles may be combined in a single individual if the candidate demonstrates sufficient depth of expertise. The Lead Expert must be clearly identified and hold primary accountability for all deliverables.

8. EVALUATION CRITERIA

Proposals will be evaluated using a quality- and cost-based selection method. Technical proposals will be evaluated first; financial proposals of technically qualified bidders will then be reviewed.

8.1 Technical Evaluation (70 points)

Criterion	Max. Points	Weight
A. Organizational Competence & Firm Experience		
Relevant experience in rPET, plastics recycling, or circular economy advisory	15	15%
Prior work in emerging markets / MENA region	10	10%
B. Methodology and Approach		
Clarity, relevance, and innovation of proposed methodology for each Task	20	20%
Quality of work plan, timeline, and risk management approach	10	10%
C. Proposed Team		
Technical qualifications and depth of expertise of proposed team members	15	15%
TOTAL TECHNICAL	70	70%

8.2 Financial Evaluation (30 points)

The lowest-priced technically qualified proposal will receive the maximum financial score of 30 points. Other proposals will be scored proportionally.

Combined Score = (Technical Score / 70) x 70 + (Lowest Financial / Proposed Financial) x 30

9. PROPOSAL SUBMISSION REQUIREMENTS

Bidders must submit a complete proposal comprising the following three components:

9.1 Technical Proposal

1. Cover letter confirming understanding of the TOR and capacity to deliver the assignment
2. Organizational profile: firm overview, legal status, areas of expertise, and key references
3. Methodology and approach: detailed description of how each Activity will be carried out, including data collection methods, analytical frameworks, and stakeholder engagement strategy
4. Work plan: detailed timeline indicating milestones, deliverable submission dates, team allocation, and mission schedule

5. Risk management: identification of key risks and proposed mitigation measures
6. CVs of all proposed team members, highlighting relevant qualifications and experience
7. Minimum three (3) references from similar assignments, with contact information

9.2 Financial Proposal

The financial proposal shall include a full budget breakdown covering:

- Expert fees (daily rates x estimated days, by team member and task)
- Travel, accommodation, and per diem for in-country missions
- Data collection, field activities, and other direct costs
- Administrative and indirect costs (if applicable)

Note: Capital expenditures will not be covered under this contract. All costs must be expressed in USD.

9.3 Supporting Documents

- Proof of legal registration / company incorporation
- Declaration of no conflict of interest
- Any relevant certifications or accreditations

9.4 Submissions Contact Information

- Mamoune Naitlho: mnaitlho@thirdway.earth
- Lauren Pereira: lpereira@thirdway.earth

9.5 Submission Deadline:

The complete proposal along with all supporting documentation must be submitted by July 27th.

10. LANGUAGE REQUIREMENTS

The working language of the contract is English. All deliverables must be submitted in English.

Fluency in French and/or Moroccan Arabic (Darija) is required for field engagement, stakeholder consultations, and data collection activities in Morocco. Bidders must clearly identify which team members hold the required language capabilities.

11. BUDGET

An indicative budget envelope is available for this assignment. Bidders are expected to submit competitive and well-justified financial proposals. Budget details will be communicated to pre-qualified bidders upon request.

The financial proposal must include all costs necessary to complete the assignment, including expert fees, travel, accommodation, and any associated field costs. No capital expenditures will be financed under this contract.

12. CONTRACT TYPE AND PAYMENT SCHEDULE

The assignment will be governed by a ThirdWay Partners consultancy services contract, as applicable to the selected bidder type (firm or individual expert).

Payments will be tied to the acceptance of deliverables, indicatively as follows:

Instalment	Deliverable Trigger	% of Contract
1st Payment	Acceptance of Inception Report	20%
2nd Payment	Acceptance of Technical Gap Assessment Report and Preliminary Sourcing Findings	30%
3rd Payment	Acceptance of mid-assignment deliverables including Sourcing Channels Assessment and EPR Implications Report	25%
Final Payment	Acceptance of all remaining deliverables and the Integrated Decision-Support Package	25%

13. GENERAL CONDITIONS AND NOTES

- ThirdWay Partners reserves the right to accept or reject any proposal and to annul the procurement process at any stage without incurring any liability.
- Proposals submitted after the deadline will not be considered.
- The contractor must declare any actual or potential conflict of interest prior to submission and during the contract period.
- ThirdWay Partners does not reimburse proposal preparation costs.

For any clarification questions regarding this RFP, please submit written queries to the designated ThirdWay Partners focal point by the deadline indicated in the accompanying procurement notice. Responses will be shared with all registered bidders.
