

-- ANNEX A --

TERMS OF REFERENCE

***Communications Marketing and Virtual Event Organising Service Provider
for the Public Awareness on the Participation of Women and Girls in Sports
of the ASEAN-Japan Actions on Sports Project***

Implementation Period: September – December 2021

I. INTRODUCTION

1. The First ASEAN Plus Japan Ministerial Meeting on Sports, held in Nay Pyi Taw, Myanmar, in October 2017 agreed on the four (4) priority areas for Japan-ASEAN Cooperation in Sports, namely: (i) physical education teachers and coaches' development, (ii) women in sports, (iii) sports for persons with disabilities; and (iv) anti-doping.
2. Upon further deliberation, ASEAN and Japan agreed to begin the cooperation in area of promoting the participation of women and girls in sports in ASEAN as part of the ASEAN-Japan Actions on Sports project funded by the Japan-ASEAN Integration Fund (JAIF) which divided in two Outputs:
 - a. Output I: ASEAN-Japan Workshop on Promoting Gender Equality in Sports
 - b. Output II: Public Awareness on the Participation of Women and Girls in Sports
3. The ASEAN Secretariat through the Education, Youth and Sports Division will serve as the implementing agency for Output II of this project, to increase public awareness on the participation of women and girls in sports.
4. The activity will feature the organising of a virtual talk show (hybrid to be held in Indonesia and virtually for the remaining AMS) and a public campaign in the duration of two (2) months.

II. PURPOSE

1. This Terms of Reference (TOR) aims to guide the recruitment of a service provider to support the implementation of Output 2: Increased public awareness on the participation of women and girls in sports under the ASEAN-Japan Actions on Sports project funded by the Japan-ASEAN Integration Fund (JAIF).

III. PROJECT OBJECTIVE

2. The **objective** of the ASEAN-Japan Actions on Sports project is to address issues pertaining to the participation of women and girls in sports in ASEAN Region through cooperation between ASEAN Member States and Japan.

IV. SCOPE OF WORK

3. The service provider shall assist the Education, Youth and Sports Division of the ASEAN Secretariat. The work consists of: (i) formulation of campaign strategy and talk show event programme,

(ii) production of content and e-campaign materials, and (iii) organising of virtual talk show event. The details are as follows:

- a. Identification of media partners and social media platforms, including the plan for dissemination of information (press release and social media posts) through conventional and new media all across ASEAN Member States (AMS);
- b. Formulation of key messaging on the participation of women and girls in sports in ASEAN and preparation of campaign materials;
- c. Production of content and materials: (i) awareness raising campaign video, and (ii) development of visuals and narrative;
- d. Event organising for the talk show with the ten (10) campaign ambassadors to increase public awareness on the participation of women and girls in sports in a hybrid format (physically in Indonesia and virtually connected with the 9 ASEAN Member States);
- e. Media Monitoring Coordination with the ASEAN Secretariat.

V. INDICATIVE WORK PLAN

4. The Consultant will perform the work and deliver the expected outputs based on the following indicative work plan:

No.	Activity	Indicative Timeline
1	Formulation of campaign strategy and talk show event programme	September 2021
2	Finalisation of formulation of campaign strategy and roduction of content and materials	October 2021
3	Finalisation of formulation talk show event and preparation for the event	November 2021
4.	Implementation of the talk show	December 2021
5	Media Monitoring Coordination with the ASEAN Secretariat	December 2021

VI. REPORTING ARRANGEMNET

5. The Service Provider will report to the ASEAN Secretariat through the Education, Youth and Sports Division.

6. The Service Provider will submit a report on the achievement of deliverables to the ASEAN Secretariat for consultation with the ASEAN Plus Japan Senior Officials Meeting on Sports (SOMS+Japan) and relevant Sectoral Bodies/Working Groups, as applicable.

7. The Service Provider will formulate all deliverables in English. **All documents will be submitted in modifiable electronic forms e.g. Word and Excel.**

8. The Service Provider shall present its report to the SOMS+Japan Meeting, if necessary, or as required.

VII. QUALIFICATIONS AND REQUIRED EXPERTISE

9. The Campaign and Event Organiser should ideally possess the following qualifications:
- a. Advanced professional experience in social marketing campaigns and virtual/hybrid events especially, but not limited to the area of sports;
 - b. Familiarity with ASEAN goals, cooperation strategies and operating procedures is an advantage; and
 - c. Availability to respond to urgent requests for assistance and coordination.

VIII. ARRANGEMENTS

10. The payment of the fee will be made in tranches as contractually agreed with the ASEAN Secretariat. The Service Provider will be responsible for the payment of its own tax due arising from income in this project.

11. As applicable, the regional airfare and per diem (inclusive of accommodation) for the Service Provider Representatives to attend meetings under this project will be covered by the ASEAN Secretariat in accordance with its rules and regulations.

12. The Service Provider will be responsible for team's own travel insurance coverage during regional travel and attendance of the meetings.

IX. SUBMISSION OF DEADLINE AND ENQUIRIES

13. The selection and recruitment of the Service Provider will be conducted through limited-source tender in line with the ASEAN Secretariat Financial and Administrative Rules and Procedures (AFARP).

14. The deadline of proposal submission is **on Monday, 6 September 2021, Jakarta time**. Any submission beyond the deadline will not be considered.

15. Interested candidate may contact ASEAN Secretariat to obtain further clarification and understanding of the scope of work and responsibility prior to the submission of the application. Please send your query to the ASEAN Secretariat through procurement@asean.org.

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