



ASEAN SECRETARIAT

Request for Proposal

**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**

**PROPOSAL MUST BE RECEIVED BY
Monday, 6 September 2021**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by:	Education, Youth, and Sports Division
Date:	2 August 2021

1 EXECUTIVE SUMMARY

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.

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 has been divided into two Outputs:

- a. Output 1: ASEAN-Japan Workshop on Promoting Gender Equality in Sports
- a. Output 2: Public Awareness on the Participation of Women and Girls in Sports

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. Development of *campaign strategy*:
 - i. 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);
 - ii. Formulation of key messaging on the participation of women and girls in sports in ASEAN and preparation of campaign materials;
- b. Production of *content and materials*: (i) awareness raising campaign video, and (ii) development of visuals and the corresponding narratives;
- c. *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 other 9 ASEAN Member States and Japan);
- d. Media Monitoring Coordination with the ASEAN Secretariat, with the submission of *views and engagement statistics brief*.

2 BACKGROUND AND CURRENT STATUS

The ASEAN Ministerial Meeting on Sports (AMMS/ASEAN sports sector) was established in 2011 to enhance cooperation in sports and sports-related activities in order to promote a healthier lifestyle for citizens of ASEAN Member States. In the light of Tokyo 2020 Olympic and Paralympic Games, the First ASEAN Plus Japan Ministerial Meeting on Sports (1st AMMS+Japan) was held in October 2017 in Nay Pyi Taw, Myanmar, leading to an agreement to develop the ASEAN-Japan Cooperation on Sports with four (4) priority areas namely: (i) development of physical education (PE) teachers and coaches, (ii) increasing participation of women and girls in sports, (iii) advancing sports for persons with disabilities (PWDs), and (iv) anti-doping campaign and capacity building.

Taking into consideration that gender equality is one of the key areas of Japan's sports policy, the 1st AMMS+Japan also expressed support to the ASEAN Secretariat's proposal to organise activities to promote the participation of women and girls in sports in ASEAN. This has led to a commitment to develop an ASEAN-Japan cooperation project: *ASEAN-Japan Actions on Sports*.

In 2019, a formative assessment for the project was conducted through the facilitation of ASEAN Secretariat to obtain better understanding on the state of women and girls' participation in sports in ASEAN, at least through the perspective of national agencies in charge of sports. This assessment surfaced among others the following actions to address issues on the participation of women and girls in sports in ASEAN:

- a. Awareness raising campaign on the participation of women and girls in ASEAN involving female athletes, coaches (preferably those who are retired athletes), female leaders in sports organisations; and
- b. Organise a workshop/policy dialogue with the involvement of SOMS and local governments for knowledge sharing and exchange of views on how to promote the participation of women and girls in their respective communities.

Responsive to the above findings, an awareness raising component is included in the *ASEAN-Japan Actions on Sports* in the format of a virtual talk show with ten (10) female athlete/sports professionals ambassadors from ASEAN Member States as a side line event on 3 December 2021 during the Tribute of ASEAN Olympic and Paralympic Medalists in ASEAN Secretariat, Jakarta. In preparation of this event, ASEAN Secretariat has invited each ASEAN Member State to nominate one (1) female athlete/sports professional to serve as ambassadors.

3 SCOPE OF WORK

*The Terms of Reference (TOR) for the consultant to carry out the project is attached as **Annex A**.*

3.1 PROJECT OVERVIEW

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.

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 1: ASEAN-Japan Workshop on Promoting Gender Equality in Sports
- b. Output 2: Public Awareness on the Participation of Women and Girls in Sports

The ASEAN Secretariat through the Education, Youth and Sports Division will serve as the implementing agency for Output 2 of this project, to increase public awareness on the participation of women and girls in sports. 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.

As the implementing agency of Output 2, ASEAN Secretariat will organise a public awareness campaign and talk show involving ten (10) female sports ambassadors on **3 December 2021**, back-to-back with the *Tribute of ASEAN Olympic and Paralympic Medallists*. Taking into consideration the continuing travel restrictions due to the COVID-19 pandemic, ASEAN Secretariat in coordination with the JAIF Management Team is converting the event into a hybrid format, where Jakarta-based representatives will attend the event at the ASEAN Secretariat, Jakarta while representatives from other cities/ASEAN Member States will participate virtually.

The ASEAN Secretariat through the Education, Youth and Sports Division will be in charge of the overall coordination of the delivery of Output 2 under this project, including administering any financial requirements throughout the project timeframe in accordance with the ASEAN Financial and Administrative Rules and Procedures (AFARP).

The Service Provider, in implementing the project, will closely coordinate with the ASEAN Secretariat and report any progress through the Education, Youth and Sports Division. The ASEAN Plus Japan Senior Officials Meeting on Sports (SOMS+Japan), comprising Sports Ministries from across ASEAN Member States and Japan, will oversee the overall implementation of this project as the endorsing body of the project.

3.2 PROJECT REQUIREMENTS

The Service Provider 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.

4 RFP REQUIREMENTS PROCESS

4.1 PROPOSAL SUBMISSION INSTRUCTION

- a. All proposals must be submitted in English.
- b. **Vendors should not include any financial/cost data in the Technical Proposal, but only in the separate envelope titled Financial Proposal. Failure to adhere to this will lead to disqualification.**
- c. The proposal should be concisely presented and structured, and should explain in detail the Vendor's availability, experience and resources to provide the requested services.
- d. Proposals must be submitted by the Closing Date and Time, as indicated in the RFP.
- e. Proposals that are incomplete or do not address the required criteria may not be considered in the review process.
- f. All communications with regard to this RFP shall be in writing and send to:

Procurement Unit
Administration and General Affairs Division
ASEAN Secretariat
Email : procurement@asean.org

4.2. CLOSING DATE AND TIME OF SUBMISSION OF PROPOSALS

All proposals must be submitted not later than **Monday, 6 September 2021** by following options:

2.2.1 HARDCOPY

The Technical and Finance Proposals must be submitted separately in two different envelopes, in two sets i.e. original and a copy, to the following address:

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl Sisingamangaraja No.70A
Kebayoran Baru
Jakarta 12110
Indonesia

Compliance

In conformance to the ASEAN Secretariat's Financial Rules and Procedures (AFRP), the vendor shall submit Tender Bids in **two** sealed envelopes as follows:

1) First Envelope (Technical Proposal):

a. Technical Proposals (original and copy)

First Set, which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 and 1a - Company General Information and Customer Reference; Appendix 2 – Technical Requirement and completed Compliance Checklist as per Appendix 4;

b. Second Set, which shall consist, among others, the company profile; business name registration issued by appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statements;

2) Second Envelope (Financial Proposal):

Financial Proposal (original and copy) which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – **Price**

Any notices with respect to this RFP should also be mailed to the above contact and address.

All documents not submitted in English shall not be considered and quoted price in the hardcopy submission shall be in **US Dollar**

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

2.2.2 SOFTCOPY

The Technical and Financial proposals shall be sent separately to the following email address:

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
Email: procurement@asean.org

Compliance

The softcopy of Technical and Financial proposals must be sent **separately** protected by a **different password** for each proposal in encrypted format at PDF/ZIP file.

1. Technical Proposals;

a. First set; which shall consist, among others, of the technical specifications of the services to be procured; delivery schedule; manpower requirements; printed hardcopies of the duly filled Appendix 1 and 1a - Company General Information and Customer Reference; Appendix 2 – Technical Requirement and completed Compliance Checklist as per Appendix 4;

b. Second Set; which shall consist, among others, the company profile; business name registration issued by appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statements;

2. Financial Proposal:

Financial Proposal which shall consist of among others the bid amount; payments schedule; etc; duly filled Appendix 3 – **Price**

All documents not submitted in English shall not be considered and quoted price in the softcopy submission shall be in **US Dollar**

3. Do not mention the password in body email.

4. Inform the password only when the Procurement staff contact you to request it.

4.3. RFP TERMS & CONDITIONS

4.3.1. Bid Expiration Date

*Received tender proposals shall be valid until **31 October 2021***

4.3.2. Implementation/Delivery Schedule

As stated in Annex A – Term of Reference

4.3.3 Pre-Bid Meeting

Not Required

Appendix 1
Company General Information
*To be submitted together in the **Technical Proposal***

Company LEGAL Name:			
Division or Subsidiary (if applicable):			
Company Address:			
City:			
Province / State:			
Country:			
Postal Code:			
Telephone:			
Business Name Registration:			
Tax Registration Number:			
Valid Business Permit:			
Company Contact:		Telephone no.:	
Title / Position:		Fax no.:	
E-Mail:			
Indicate number of years involved in similar business			
Are you a subsidiary of a financial institution? *If Yes, Please indicate your Holding Company			

Appendix 1a.
Customer Reference
*To be submitted together in the **Technical Proposal***

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name & Email	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name & Email	
Project title	

Customer Details	
Company name	
Company address	
Telephone number	
Fax number	
Contact name & Email	
Project Title	

APPENDIX 2
Technical Requirements
To be submitted in the Technical Proposal

No	Description	ASEC Requirements	remarks
1	e.g Duration of Implementation	e.g 2 years	Vendor to describe the duration
2	e.g PROJECT APPROACH, MANAGEMENT AND CONSTRUCTION	e.g.in consultation with ASEC	Vendor to comply
3			
4			

APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Unit	Price
1	e.g. Development Cost, Implementation Cost, Travel Cost		

APPENDIX 4

Checklist for the Completeness of Documents Submitted

The checklist must be used to ensure that you have provided all documentations for the tender.
The checklist must be signed and included in both envelopes of your proposals.

I. General Requirements

No.	Description	Checklist
1	Proposals shall be prepared in English	
2	Proposals are submitted in two different envelopes	
3	The envelope must be sealed and labeled accordingly. i. Technical Proposal ii. Financial Proposal	
4	Title of the tender shall be put on each envelopes	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the service refer to the proposal	
2	All required information have been addressed accordingly	
3	Schedule of delivery	
4	Manpower/consultant requirement	
5	List of vendor's equipment (if any)	
6	Customer Reference Customer testimonials on the similar project	
7	Company profile	
8	Copy Company Legal Documents, i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number	
9	One original signed copy	
10	One copy of technical proposal duplicate	
11.	Latest audited financial statement	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	Authority of signatory	
5	One original signed copy	
6	One copy of Financial Proposal Duplicate	

APPENDIX 5
Template for the Proposal Envelope
First Envelope – Technical Proposal

**Company Name &
Address**

Technical Proposal - Title of the Tender

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Second Envelope – Financial Proposal

**Company Name &
Address**

Financial Proposal - Title of the Tender

**Chairman of Sub-Committee on Tender
Administration and General Affairs Division
The ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia**