



ASEAN SECRETARIAT

Request for Proposal

**Event Organiser for the Symposium on
ASEAN Identity and Strengthening
ASEAN-ROK Cooperation: Now and
Beyond**

PROPOSAL MUST BE RECEIVED BY

Monday, 18 July 2022

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by : Culture and Information Division (CID)
Date : June 2022

1 EXECUTIVE SUMMARY

The ASEAN Secretariat is seeking an **Event Organiser (EO)** to manage the implementation of the Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation: Now and Beyond.

The Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation: Now and Beyond is a multi-stakeholder conversation on ASEAN Identity. A key main theme of the Symposium is the role of the arts, media, humanities including literature and history in building and promoting ASEAN identity. The Symposium aims to: (1) engage stakeholders from various sectors (academe, creative makers, and media) in a discussion of ASEAN identity and its role in building the ASEAN Community; and (2) provide a platform for cross-sectoral consultation in promoting the Narrative of ASEAN Identity (NAI). It will also invite presenters from the Republic of Korea (ROK) to share their experiences in cultural diplomacy as exemplified by the success of the *Hallyu*, which can inspire the creation of an ASEAN-Wave to foster a shared regional identity.

The Symposium is planned to be held as a 1-day event at the ASEAN Secretariat on 22 September 2022. As part of the Symposium, an exhibition will be organised at the same venue, featuring the ASEAN Communication Master Plan 2018-2025 (ACMP II), ASEAN Identity Logo Competition, and ASEAN-ROK initiatives. Additionally, a post-symposium publication that captures the main points of the speakers and discussion with all participants and articles/essays from the speakers related to ASEAN identity will also be produced, and is planned to be launched in the second quarter of 2023.

For this purpose, the ASEAN Secretariat invites the applications from individuals or companies/firms registered and based in **Indonesia** for the role of Event Organiser to manage the aforementioned event.

2 BACKGROUND AND CURRENT STATUS

A strong regional identity among ASEAN peoples is one of the foundations of ASEAN integration. ASEAN's motto mentions "one identity" alongside with "one vision" and "one community", which together define the essence of ASEAN as a unified region. The vision is enshrined in the ASEAN Vision and the Community was launched in 2015. Among these three elements of the ASEAN motto, the ASEAN identity has received the least traction in the discourses of ASEAN official meetings.

One of the reasons why ASEAN identity continues to be a relatively unexplored topic is that it is regarded as a nebulous concept. Despite the lack of an official definition, ASEAN identity has been referred to in a number of official ASEAN documents. ASEAN Vision 2025 endeavours to reinforce the region's "sense of togetherness and common identity". Along this line, the ASCC Blueprint envisions a "dynamic and harmonious community that is aware and proud of its identity...". The APSC Blueprint likewise aims for a region with "a strong sense of togetherness, common identity and destiny". ASEAN identity is often mentioned in the same breath as "ASEAN awareness" and "a sense of togetherness".

In an attempt to strengthen the bond among ASEAN peoples, the Narrative of ASEAN Identity (NAI) was adopted in October 2020. The NAI serves to provide a contextual understanding on ASEAN Identity and what it means to be ASEAN citizens. The NAI outlines three parameters to measure the success of ASEAN identity including ASEAN Awareness, ASEAN Relevance, and ASEAN Appreciation.

The 2018 Poll on ASEAN Awareness (PoAA), commissioned by the ASEAN Secretariat, revealed that over 98% of general public respondents aged 15 and above are aware of ASEAN. However, fewer than a third claim to have knowledge of the ASEAN Community and its three pillars, indicating a lack of in-depth knowledge on ASEAN. The PoAA also highlighted that 47% of the respondents suggested that ASEAN should enhance communications with ASEAN citizens through engaging contents, so as to create greater awareness and understanding of ASEAN developments. It is therefore important for ASEAN to continue promoting ASEAN Awareness, ASEAN Relevance and ASEAN Appreciation that would ensure the success of its Community building by involving relevant stakeholders to share thoughts on how ASEAN identity can be amplified and strengthened including through the work of creative makers, media and the academia.

This project will be implemented in collaboration with ROK. ROK is widely regarded as a cultural powerhouse in the use of culture, the arts, and media to foster a positive image globally. *Hallyu* has brought Korean culture to the world, including the ASEAN region. ASEAN can thus learn from ROK especially its creative industries (culture and media particularly). It is hoped that ASEAN will be able to adapt and adopt the essence of *Hallyu* in amplifying ASEAN awareness.

3 SCOPE OF WORK

Before the tender is awarded, the selected vendor is expected to produce a proposal on how he/she plans to fulfil the Terms of Reference (ToR) of the project.

Under the supervision of the ASEAN Secretariat, the Event Organiser will handle the logistics, organisation of the event, and sourcing editorial team for the publication. The EO's role would include, but not limited, to:

- Liaising with the speakers and participants for their travel arrangements and accommodation
- Arranging the venue and meeting layout
- Hybrid format preparations (if necessary)
- In charge for the meeting package (including lunch and coffee breaks)
- Designing and producing the event's collateral materials (ID tags, conference bags, programme booklet, backdrop, standing banners, etc.)
- Producing the ASEAN Identity video and interactive presentation
- Designing and printing the panels for exhibition and the set up
- Providing documentation services for the event
- Sourcing an **Editorial Team**, who will handle the following:
 - o Designing and producing the publication (not more than 100 pages in print and PDF formats)
 - o Documenting the proceedings and discussions of the plenary and breakout sessions
 - o Producing a report that summarises the meeting discussions
 - o Providing photography services for the publication and other promotional purposes

In delivering the service, several key performance indicators will be measured to ensure the Service Provider compliance to the ToR such as the following:

- Abide by the contract as stipulated in the ToR;
- Abide by the ASEAN Secretariat's policy on the confidentiality of the documents and information shared;
- Satisfactory performance in supporting the implementation of the programme, including but not limited to timely and effective coordination with Culture and Information Division.

The detailed Scope of Work, including Project Overview and Project Requirements can be referred to the ToR in **Annex A_TOR_Event Organiser**.

3.1 PROJECT OVERVIEW

The Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation: Now and Beyond will be a multi-stakeholder conversation on ASEAN Identity. The Symposium is in line with the Narrative of ASEAN Identity adopted by the ASEAN Leaders at the 37th ASEAN Summit in 2020.

This Symposium is also in line with several key policy pronouncements including the ASEAN Declaration on Culture of Prevention (CoP) for a Peaceful, Inclusive, Resilient, Healthy and Harmonious Society, the Yogyakarta Declaration on Embracing the CoP to Enrich ASEAN Identity which was adopted by 8th AMCA on 24 October 2018, as well as the Strategic Policy Framework on Promoting an Adaptive ASEAN Community of Greater Understanding, Tolerance and a sense of Regional Agendas Among the Peoples of ASEAN adopted by the ASEAN Leaders at the 38th ASEAN Summit in October 2021.

A key main theme of the Symposium is the role of the arts, media, humanities including literature and history in building and promoting ASEAN identity. The Symposium aims to: (1) engage stakeholders from various sectors (academe, creative makers, and media) in a discussion of ASEAN identity and its role in building the ASEAN Community; (2) provide a platform for cross-sectoral consultation in promoting the Narrative of ASEAN Identity (NAI). It will also invite presenters from the Republic of Korea (ROK) to share their experiences in cultural diplomacy as exemplified by the success of the *Hallyu*, which can inspire the creation of an ASEAN-Wave to foster a shared regional identity.

The Symposium is planned to be held as a 1-day event at the ASEAN Secretariat on 22 September 2022. As part of the Symposium, an exhibition will be organised at the same venue, featuring the ASEAN Communication Master Plan 2018-2025 (ACMP II), ASEAN Identity Logo Competition, and ASEAN-ROK initiatives. Additionally, a post-symposium publication that captures the main points of the speakers and discussion with all participants and articles/essays from the speakers related to ASEAN identity also will be produced, planned to be launched in the second quarter of 2023.

The outcome of the project is an improved understanding of the roles of the ASEAN sectors and stakeholders ASEAN identity-building, and concerted and sustained efforts among them in promoting ASEAN identity moving forward.

The output of the project would be as follows:

Outputs	Indicators (to measure the project's achievements)	Means of Verification
Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation (1 day in 2022): Recommendations on how to strengthen ASEAN identity, particularly through media and the arts Sub-outputs: (i) exhibition and (ii) publication	• Number of participants from AMS • Number of papers presented • Publication (around 500 printed copies) • Exhibition visitors • Views and likes of social media campaign	• Meeting report • List of participants and speakers • Distribution and mailing list for the publication • Sign-up sheet for exhibition viewers • Facebook and Instagram, and YouTube analytics • Distribution and/ or uploading of the online/electronic publication
Main Activities: 1. Papers and presentations by speakers and thematic experts from AMS and ROK. 2. Panel discussions to be guided by a set of questions and breakout sessions to discuss focal questions on the role of history, the arts, and media in promoting ASEAN identity. Group presentations on highlights of breakout sessions. 3. A publication that captures the main points of the speakers and discussion with all participants, and articles/essays from the speakers related to ASEAN identity. 4. An exhibition that will feature ACMP II, ASEAN Identity Logo Competition and ASEAN-ROK initiatives such as the VR 4K sights of ASEAN UNESCO heritage sites, and/or the ASEAN-ROK Film Community Programme etc. 5. Social media campaign.		

3.2 PROJECT REQUIREMENTS

Qualifications

The **Event Organiser** is ideally able to satisfy the following criteria:

- a. Demonstrated advance professional experience in managing conferences and events; familiar with the work of ASEAN or similar intergovernmental organisation or experienced in dealing with international and national experts and institutions is an advantage (Mandatory to provide portfolios);
- b. Demonstrated advance professional experience in audio-visual design, and event documentation including meeting reports, and video production, and management of digital meeting platforms (Mandatory to provide portfolios);
- c. Demonstrated quality of previous two (2) work samples and relevant links to video documentation (Mandatory to provide);
- d. At least three (3) testimonials from notable users/previous clients; (Mandatory to provide);
- e. Availability to respond to urgent requests for assistance and coordination;
- f. Accuracy and attention to detail;
- g. Ability to work under pressure and meet tight timelines without affecting the quality of the work;
- h. Excellent command of spoken and written English; and
- i. Must be based in Indonesia and must be willing to cover their own necessary travel cost.

Institutional Arrangement

The Event Organiser, in implementing the project, shall closely coordinate with the ASEAN Secretariat and report any progress through the Culture and Information Division. CID will report the progress of the project at relevant sectoral meetings.

Funding, Logistics and Administrative Arrangements

The funding for the project shall be obtained from the ASEAN-Republic of Korea Cooperation Fund (AKCF).

The location of the assignment will be in Jakarta, Indonesia.

The payment will be based on the agreed quotation that is prepared by the Vendor and received by the ASEAN Secretariat, in IDR (Indonesian Rupiah).

The funds will be released based on the following schedule:

- 80 %** upon the signing of the contract;
- 10 %** upon the implementation of the Symposium;
- 10 %** upon the completion and submission of Final Completion and Financial Reports.

The ASEAN Secretariat shall have the right to refuse any request for reimbursement by the Event Organiser should the Event Organiser fails to present the proper invoice, receipt or related documents as supporting materials in requesting for the reimbursable expenses.

Duration and Dates of Assignment

The Event Organiser will be involved in the preparation, implementation, and post-implementation of the Symposium on ASEAN Identity and Strengthening ASEAN-ROK Cooperation: Now and Beyond, planned to be held on 22 September 2022 in Jakarta.

The assignment is expected to take place from acceptance of engagement through the deliverance of the services as outlined in the ToR. The task is expected to be completed by May 2023.

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 shall be submitted in two separate envelopes indicating Technical and Financial Proposals in each envelope and submitted no later than **Monday, 18 July 2022** 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 **Indonesian Rupiah (IDR)**.

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

4.3. RFP TERMS & CONDITIONS

4.3.1. Bid Expiration Date

*Received tender proposals shall be valid until **30 September 2022***

4.3.2. Implementation/Delivery Schedule

The selected consultant shall be committed to perform the services over a continuous period of 12 months. Work will commence immediately after the contract is signed.

4.3.3 Pre-Bid Meeting / Virtual Meeting

No Pre-bid Meeting is needed.

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 Number:			
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***

Details	
Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Email address	
Project Title	

Details	
Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Email address	
Project Title	

Details	
Name	
Company Address	
Telephone Number	
Fax Number	
Contact Name	
Email address	
Project title	

APPENDIX 2

Technical Requirements

*To be submitted in **the Technical Proposal***

No	Description	ASEC Requirements	Remarks
1.	Demonstrated advance professional experience in managing conferences, exhibitions, and events; familiar with the work of ASEAN or similar intergovernmental organisation or experienced in dealing with international and national experts and institutions is an advantage.	Proven by two (2) samples of the portfolios of previous works and relevant links to video documentation;	Vendor to describe the duration and provide portfolios
2.	Demonstrated advance professional experience in audio-visual design, event documentation including meeting reports, and video production, and management of digital meeting platforms.	Proven by two (2) samples of the portfolios of previous works and relevant links to video documentation;	Vendor to describe the duration and provide portfolios
3.	Demonstrated quality of previous two (2) work samples and relevant links to video documentation	Proven by two (2) samples of previous works and relevant video documentation;	
4.	Provided at least three (3) testimonials from notable users/previous clients	Proven by at least three (3) testimonials from notable users/previous clients	

APPENDIX 3

Price

To be submitted in the Financial Proposal

No.	Description	Unit	Price (USD)
1.	Roundtrip air tickets - from ROK 2 pax - from ASEAN 25 pax - from Indonesia 5pax	32 pax	
2.	Accommodation (single room, not exceeding USD 170/night)	32 pax	
3.	Design and production of online promotional collaterals (for ASEAN website, ASEAN Instagram and FB) For Pre-Symposium Campaign and Pre-Post Symposium Publication social media campaign		
4.	Meeting package (2 coffee breaks, 1 lunch)	60 pax	
5.	Arrangement of venue and meeting layout (including decorations, rental of round tables, chairs and sofas for the panellists) - Sourcing round tables format for 60 pax and sofas for 6 panellists on the stage - Hybrid format preparations (Webinar style for 1 day)		
6.	Design and production of the event's collateral materials - ID tags – 60 pax - Conference bags – 60 pax - Programme booklet – 60 pax - Backdrop – 1 pc - Standing banners – 2 pcs		
7.	Medical services for Covid-19 related matters (health personnel and antigen tests for 60 pax)		
8.	Airport Transfer	32 pax	
9.	Editorial Team Fee (1 writer-editor, 1 rapporteur, 1 photographer)		
10.	Design and production of Exhibition Panels (including design, printing, and set up - 4 panels)		
11.	Production of an ASEAN Identity Video and interactive presentations		
12.	Documentation services (videography)		
13.	Production of the Post Symposium Publication - Editing Post Symposium Publication - Lay out, design, consultation and production of the Post Symposium Publication (not more than 100 pages in print and PDF formats, for 500 pcs)	500 pcs	
14.	Launching and Shipping of Publication	250 pcs	
15.	EO Management Fee		

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 statements	
12	Authority of Signatory	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	One original signed copy	
5	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**