



ASEAN SECRETARIAT

Request for Proposal

**JAIF Communication/Outreach
Consulting Firm**

**PROPOSAL MUST BE RECEIVED BY
Friday, 15 July 2022**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by: JAIF Management Team (JMT)
Date: 23 June 2022

1 EXECUTIVE SUMMARY

- a. Japan-ASEAN Integration Fund (JAIF) Management Team (JMT), ASEAN Secretariat invites public relations/communication consulting firms or agencies who possess a full complement of communication and outreach service to provide Technical and Financial Proposals for consulting services for JMT communication/outreach activities. The proposal will be the basis for contract negotiations and ultimately for a signed Special Services Agreement (SSA) with the ASEAN Secretariat.
- b. The assignment shall be implemented in accordance with the scope outlined in the Terms of Reference (TOR). Please note that: (i) the costs of preparing the proposal and of negotiating the contract are not reimbursable as it is considered a direct cost of the assignment; and (ii) JAIF Management Team (JMT) and the ASEAN Secretariat are not bound to accept any of the proposals submitted.
- c. JMT's policy requires that public relations/communication or management consulting firms provide professional, objective, impartial advice and at all times hold JMT's interests paramount, without any consideration for future work, and strictly avoid conflicts with other assignments or their own corporate interests. Public relations/ communication consulting firms or agencies shall not be hired for any assignments that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of not being able to carry out the assignment in the best interest of JMT.

2 BACKGROUND AND CURRENT STATUS

The Japan-ASEAN Integration Fund (JAIF) was officially established in March 2006. JAIF aims at supporting integration efforts to create the ASEAN Community by facilitating the implementation of the ASEAN 2025: Forging Ahead Together, which consists of the blueprints for the ASEAN Political Security Community (APSC), ASEAN Economic Community (AEC), and ASEAN Socio-Cultural Community (ASCC), as well as the Initiative for ASEAN Integration (IAI) Work Plan IV and the Master Plan on ASEAN Connectivity (MPAC) 2025. JAIF also aims at promoting greater cooperation between ASEAN and Japan.

Most notable to date, Japan and ASEAN adopted a Joint Statement on the ASEAN Outlook on the Indo-Pacific (AOIP) at the 23rd ASEAN-Japan Summit in 2020. Japan has been extending support to the reinforcement of ASEAN-Japan strategic partnership through JAIF by implementing projects that contribute to the principles and objectives of AOIP such as maritime cooperation, connectivity, SDGs, economic and other possible areas of cooperation.

Communication and outreach of JAIF are instrumental to facilitate a common understanding among its stakeholders, which would lead to sensitising more recipients of information to JAIF contributions, generating continuous and greater support from the stakeholders to JAIF, and enhancing the accountability and transparency of JAIF.

Since its establishment in 2011, the JAIF Management Team (JMT) has explored various channels of communication to reach out to its stakeholders. Notable ones to-date, which have served as the main platforms to achieve the above objectives, include the JAIF Brochure, JAIF Caravan, JAIF Socialisation Session, JAIF Website, and JAIF Video.

In anticipation of the 50th Year of ASEAN-Japan Friendship and Cooperation in 2023, JMT plans to build on the momentum to gain recognition of the importance of JAIF as a major tool for Japan-ASEAN cooperation. JMT aims to strategically strengthen JAIF communication and outreach in order to deepen the understanding of Japan's support to ASEAN through JAIF among a wider range of stakeholders and general public, and subsequently to generate greater buy-in among decision-makers. While the 50th year commemorative activities are being prepared by the existing JMT staff, support from external expertise in communication and outreach is vital to making the outreach effort more effective and ultimately a success.

3 SCOPE OF WORK

The Terms of Reference (TOR) for the communication consulting firms/ agencies to carry out the project is attached as Annex A.

3.1 PROJECT OVERVIEW

The engagement of communication consulting firm aims to strategically strengthen JAIF communication and outreach in order to deepen the understanding of Japan's support to ASEAN through JAIF among a wider range of stakeholders and general public, and subsequently to generate greater buy-in among decision-makers.

In this connection, partnering with a communication consulting firm, which provides professional communication and outreach services that JMT does not possess, is considered essential to take on further development of communication and outreach efforts, including the launch of JAIF social media and hosting commemoration events in close consultation with the Outreach Team of JMT.

3.2 PROJECT REQUIREMENTS

1. Communication consulting firm shall be a reputable public relations (PR) or communication company with deep understanding about Japan and ASEAN region. The firm must have registered company classified as PR/ communication or management consulting firm/ agency to conduct business and provide copy of business incorporation/legal registration certificate;
2. PR or communication consulting experience of minimum five years in the field of PR or communication consulting. Experience of working with organisations (e.g. private companies) in Japan will be an added value;
3. Experience working with ASEAN Secretariat or any international organisations; Please provide evidence.;
4. Minimum three (3) references from previous clients that have engaged the firm in PR or communication related services.
5. Provision of a detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services including:
 - a. Mechanism for quality assurance in the firm
 - b. Detailed description of services, proposed methodology and timeline for performing the assignment
6. Provision of CVs to demonstrate qualifications of key personnel:
 - a. Project lead/ manager
 - i. He/she will be the project leader and main focal point for JMT, hence, must have experience to oversee and manage a project with multiple works, involve in every works listed under Outputs section and ensure quality control of all work and deliverables.
 - ii. University degree (Master Preferable) in a relevant discipline (i.e. Public Relations, Communications) and more than five years relevant professional communications experience, or equivalent combination of education and experience.
 - iii. He/ she shall have competent English language proficiency (internationally recognized certificate i.e., IELTS 6.0 or equivalent, or a degree certificate from English speaking countries' university).
 - b. Social media officer
 - i. Experience of minimum three years in the field of social media.

- ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of social media projects.
- c. Graphic designer for website and publication
 - i. Experience of minimum three years in the field of graphic design.
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of web and publication design projects.
 - iii. Degree/certificate or relevant information on web/publication design is an asset.
- d. Copyeditor and copywriter (English)
 - i. Experience of minimum three years in the field of copyediting/ copywriting in English.
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of published work in English.
 - iii. Experience in articles/publication related to ASEAN and/or Japan
 - iv. He/ she shall have exceptional writing and editing skills in English.
 - v. Degree/certificate in journalism, communications, or related discipline is a plus.
- e. Translator (English-Japanese, Japanese-English)
 - i. He/she shall be a Japanese national who is a native Japanese speaker or shall be fluent Japanese language user with relevant language certificate(s) (i.e. Japanese Language Proficiency Test Level N1), if non-Japanese.
 - ii. He/she shall have good English language proficiency (internationally recognized certificate i.e., IELTS 7.0 or equivalent, or a degree certificate from English speaking countries' university)

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 **Friday, 15 July 2022** by following direction:

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
JI 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 5;

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 and Appendix 4 – Specifications and Price Breakdown

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 for international bidders and in IDR for local bidders.***

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

All documents submitted in hardcopy should be made available in softcopy. Portfolios submitted in CDs or flash drives, if any, should be also available online (YouTube, cloud storage or file sharing services). Technical proposals should disclose the links to the online sources

4.3. RFP TERMS & CONDITIONS

4.3.1. Bid Expiration Date

20 October 2022

4.3.2. Implementation/Delivery Schedule

As stated in Annex A – Term of Reference, Services are expected to be performed in third quarter of 2022 and should be completed within eighteen months (in January 2024)

4.3.3 Pre-Bid Meeting

No Pre-bid Meeting is needed.

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

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 address	
Project title	

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

Customer Details	
Company 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	Company registration	Consulting firm must have registered company classified as either Public Relations (PR) or communication or management consulting firm/ agency to conduct business.	Vendor to provide copy of business incorporation/legal registration certificate
2	Technical experience	Minimum five (5) years of PR or communication consulting experience. Experience working with organisations (e.g. private companies) in Japan will be an added value.	Vendor to comply and provide evidence
3	Working experience with ASEAN Secretariat	Experience working with ASEAN Secretariat or any international organisations.	Vendor to comply and provide evidence
4	References	Minimum three (3) references from previous clients that have engaged the firm in video production. Please refer to Appendix 1a.	Vendor to comply
5	Technical proposal	Provision of a detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services including: a. Mechanism for quality assurance in the firm b. Detailed description of services, proposed methodology and timeline for performing the assignment.	Vendor to comply
6	CVs for key personnel	Consulting firm must appoint/indicate these five key personnel and provide CVs to demonstrate their qualifications: a. Project lead/ manager i. He/she will be the project leader and main focal point for JMT, hence, must have at least five years of experience to oversee and manage a project with multiple works, involve in every works listed under Outputs section and ensure quality control of all work and deliverables. ii. University degree (Master Preferable) in a relevant discipline (i.e. Public Relations, Communications) and more than five years relevant professional communications experience, or equivalent combination of education and experience. iii. He/ she shall have good English	Vendor to comply

		language proficiency (internationally recognized certificate i.e., IELTS 6.0 or equivalent, or a degree certificate from English speaking countries' university). b. Social media officer - Experience of minimum three years in the field of social media. - He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of social media projects. c. Graphic designer for website and publication - Experience of minimum three years in the field of graphic design. - He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of web and publication design projects. - Degree/certificate or relevant information on web/publication design is an asset. d. Copyeditor and copywriter - Experience of minimum three years in the field of copyediting/ copywriting. - He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of published work. - Experience in articles/publication related to ASEAN and/or Japan - He/ she shall have exceptional writing and editing skills in English. - Degree/certificate in journalism, communications, or related discipline is a plus. e. Translator (English-Japanese, Japanese-English) - He/she shall be a Japanese national who is a native Japanese speaker or shall be fluent Japanese language user with relevant language certificate(s) (i.e. Japanese Language Proficiency Test Level N1), if non-Japanese.	
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		ii.	He/she shall have good English language proficiency (internationally recognized certificate i.e., IELTS 7.0 or equivalent, or a degree certificate from English speaking countries' university)	
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APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Unit Price	Quantity	Price (USD for international bidders / IDR for local bidders)
1	JAIF communication strategy for the 50th Year of ASEAN-Japan Friendship and Cooperation 2023 onward.			
2	Advice on production and dissemination of JAIF Video (to be produced separately) in commemoration of the 50th Year of ASEAN-Japan Friendship and Cooperation			
3	Further enhancement of JAIF Website (maintained separately by a third party)			
4	Launch and maintenance of a JAIF social media account			
5	Pamphlet on "Japan-ASEAN Integration Fund 2023: JAIF Contributions to the ASEAN Outlook on Indo-Pacific (AOIP)"			
6	Production of Commemorative Goods of the 50th Year of ASEAN-Japan Friendship and Cooperation			
6.1	Vacuum insulated water bottle (500 units)			
6.2	A4 document portfolio (500 units)			
6.3	Erasable gel ink pen (3000 units)			
6.4	Clear folder (3000 units)			
6.5	Notepad (3000 units)			
6.6	Pin badge (3000 units)			
6.7	Consultation and Design Fee			
7	Hands-on and on-the-job trainings of JMT Outreach and Monitoring Team (consisted of five people) on social media management, strategy and content creation (three days activity) and effective stakeholder's interview (one day activity) conducted in an informal manner in JMT office or online			

APPENDIX 4
Production of Commemorative Goods of the 50th Year of ASEAN-Japan Friendship and Cooperation
Specification and Price Breakdown
To be submitted in the Financial Proposal

No.	Item		Required Specifications	Offered Specifications (to be filled by tenderers)	Unit Price (IDR)	Units	Price (IDR)	Remarks
1	Gift for VIP	Vacuum Insulated Water Bottle (Tumbler)	Brand: Thermos, Tiger, Zojirushi; Country of Origin: ASEAN member states or Japan; Capacity: 500ml; Material: Stainless steel; Type: Vacuum insulated, Screw lid; Color: Black; Heat/cold insulation: 6 hours or more; Weight: 230 g or below; Print: 50th ASEAN-Japan Cooperation Logo/ Tagline and JAIF Logo			500		
2		A4 Document Portfolio	Type: Leather/ Synthetic Leather or cloth, lightweight A4 document portfolio with magnetic buckle; Weight: 250g or below Color: Camel or Black Size: Within Height 255 mm x Width 350mm x D 20 mm Emobss: 50th ASEAN-Japan Cooperation Logo/ Tagline and JAIF Logo			500		

No.	Item		Required Specifications	Offered Specifications (to be filled by tenderers)	Unit Price (IDR)	Units	Price (IDR)	Remarks
3	Promotional Gift Set	Erasable gel ink pen	Brand: Pilot or Japan Brand; Type: Clicker, Erasable gel ink pen; Tip: Fine; Ink Color: Black; Print: 50th ASEAN-Japan Cooperation Logo/ Tagline and JAIF Logo			3000		
4		Clear Folder	Brand: Kokuyo or Japan Brand; Size: A4; Aprox. Length 310mm, Width 220mm; Material: R-PET; Print: 50th ASEAN-Japan Cooperation Logo/ Tagline and JAIF Logo			3000		
5		Notepad	Size: A6, Approx. Length 150mm, Width 105mm; Type: 50 sheets or more, plain paper; Print: 50th ASEAN-Japan Cooperation Logo/ Tagline and JAIF Logo on the cover of notepad			3000		

No.	Item	Required Specifications	Offered Specifications (to be filled by tenderers)	Unit Price (IDR)	Units	Price (IDR)	Remarks
6	Pin Badge	Type: Etching, clean finishing, pin/magnet Material: Brass; Shape: Customized (following the 50th ASEAN-Japan Cooperation Logo); Size: Diameter 150-250mm Color: Multicolor			3000		
7	Consultation and Design Fee						
Grand Total							

APPENDIX 5

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 envelope	
5	All documents submitted in hardcopy should be made available in softcopy. Portfolios submitted in CDs or flash drives, if any, should be also available online (YouTube, cloud storage or file sharing services). Technical proposals should disclose the links to the online sources.	

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	
7	One copy of Specifications Proposal and Price Breakdown Duplicate	

APPENDIX 6
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**