

TOR of JAIF Communication/ Outreach Consultant/ Consulting Firm

Background

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.

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.

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.

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.

However, despite more than 540 ongoing and implemented JAIF projects¹ in the last 15 years since the establishment of JAIF, not many people are aware of Japan's cooperation through JAIF. Further to the aforementioned efforts of JMT to disseminate information to a wider range of stakeholders, enhancement to the performance of the JAIF website has been implemented so that not just the stakeholders but more people in general will access the website. As a result, page views in the past year have reached a fair amount of 43,520². But most of the visitors to the JAIF website are limited to those from search, referrals from other sites, and direct access. Unlike the websites in the same or similar industries (i.e. Law & Government Grouping), the number of access to the JAIF website from other channels, such as social media, remain low according to Google Analytics benchmark³ analysis.

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

¹ More than 478 completed/implemented projects and about 68 ongoing projects as of 1 December 2021.

² Page views from 25 Aug 2020-31 Aug 2021 is 43,520.

³ [Benchmarking](#) allows us to compare our data with aggregated industry data from other companies who share their data. The JAIF website is grouped under Law & Government which most closely matches our type of business.

cooperation. Prior to the anniversary year, 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.

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.

Responsibilities and Scope of Work

1. Provide strategic communications advice on outreach of JAIF taking into consideration political influencers and decision makers; identifying opportunities to increase JAIF visibility;
2. Develop JAIF communication campaign strategy for 50th Year of ASEAN-Japan Friendship and Cooperation commemoration and beyond 2023 outlining key influencers and media and how best to engage with them; key events offline and/or online to connect with; timeline for each activity and social media plan;
3. Explore and make use of social media in ASEAN member states and Japan;
4. Support development of a creative concept to strengthen social media outreach through JAIF channels and those of relevant partners;
5. Develop guidelines (manual) for social media maintenance and updates (e.g. security protocol such as authorization for updating) to the JMT;
6. Provide technical advice on design, content, updating, and maintenance of JAIF Website with viable recommended options;
7. Collect information and review relevant documents to develop manuscript and pamphlet design containing infographics, photos, and impacts of programmes/projects and affidavits from beneficiaries while ensuring clarity, consistency and readability of the text for the intended audience;
8. Conduct interviews with selected proponents or beneficiaries to quote in the pamphlet publication;
9. Design and produce commemoration items for the 50th Year of ASEAN-Japan Friendship and Cooperation;
10. Conduct training for JMT staff members on the communication/outreach activities including updating the social media and interviewing project stakeholders; and
11. Maintain strict confidentiality in all aspects of the work.

Output(s) or Results to be produced by the Consultant/ Consulting Firm

1. A JAIF communication strategy for the 50th Year of ASEAN-Japan Friendship and Cooperation 2023 onward.
 - a. Based on the established JAIF Outreach Framework and JMT Masterplan for 50th Year of ASEAN-Japan Friendship and Cooperation, from the perspective of a communication/outreach expert, the consulting firm will propose a specific outreach strategy for the 50th Year of ASEAN-Japan Friendship and Cooperation and beyond 2023 in consultation with the Outreach Team of JMT.
 - b. Prepare press releases, media coverage analysis, and distribution channels for the 50th Year events.

- c. Revisit regular outreach activities conducted by JAIF in consideration of the SWOT analysis and plan for Year 2023 and onward based on the JAIF Outreach Framework.
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
 - a. Provide advice on editing from a communication expert's point of view regarding the video.
 - b. Disseminate JAIF Video through website, e-mails, social media and events related to the 50th Year commemoration.
3. Further enhancement of JAIF Website (maintained separately by a third party)
 - a. Provide advice to increase JAIF's website traffic.
 - b. Link the website to JAIF social media and vice versa to increase traffic and disseminate information.
 - c. Create infographics and improve design of website for easier understanding of the viewers
 - d. Provide translation of contents into Japanese.
 - e. Review the current UX (user experience) and UI (user interface) and make improvement if needed.
4. Launch and maintenance of a JAIF social media account
 - a. Launch and manage a JAIF social media account on Facebook/LinkedIn (platform to be consulted with the consulting firm).
 - b. Schedule and publish social media post regularly, at least once a week.
 - c. Produce creative, well-crafted social media templates and posts that engage the general public.
 - d. Provide translation of social media posts into Japanese.
 - e. Conduct social media listening⁴ and provide social media analytic reports.
 - f. Develop and update guidelines or manuals for social media update and maintenance, including the existing JAIF YouTube channel.
5. Pamphlet on "Japan-ASEAN Integration Fund 2023: JAIF Contributions to the ASEAN Outlook on Indo-Pacific (AOIP)"
 - a. Collecting information and reviewing relevant documents on key contributions and achievements of JAIF programmes/projects in alignment with thematic areas of AOIP (Maritime Cooperation, Connectivity, Sustainable Development Goals 2030, and Economic/ other cooperation).
 - b. Development of pamphlet design (about A4, 6 pages) containing infographics, photos, and impacts of programmes/projects and affidavits from individuals.
 - c. While the pamphlet will mainly consist of infographics, photos and charts creatively convey key messages/data, the consultant is also required to draft/edit the manuscript to ensure clarity, consistency, and readability of the text for the intended audience, while ensuring all references are in order, requesting source information for tables and figures when such information is missing.
 - d. Develop digital⁵ and hard copies version for pamphlet.
 - e. Printing 500 copies and dissemination of pamphlet⁶ to JAIF stakeholders to ASEAN Member States and Japan. Minimum specification of the pamphlet: 1) Printing: 6/6 Full Colour Offset Printing or Full Colour Digital, 2) Size: 210x297mm (A4-folded, A3-opened), 3) Content: 6 pages, 4) Materials: Art Carton 230gr and 5) Finishing: Doff laminated (all sides), UV spot (front only)
6. Production of Commemorative Goods of the 50th Year of ASEAN-Japan Friendship and Cooperation
 - a. Consultation of design and selection for commemorative goods
 Gift for VIP: vacuum insulated tumbler (500 units), A4 document portfolio (500 units);

⁴ Social listening is tracking social media platforms for mentions and conversations related to your brand, then analyzing them for insights to discover opportunities to act. Source: <https://blog.hootsuite.com/social-listening-business/>

⁵ Reference for digital pamphlet can be found here: <https://flippingbook.com/online-digital-brochure>

⁶ Only half of the amount of pamphlet will be shipped and the rest will be distributed within Jakarta.

- Promotional Gift Set: pen, notepad, clear file (3000 sets); and Pin badge (3000 units)
- b. Production of above items and distribution of commemorative goods
 - c. Technical Specifications as per Appendix 4
7. Hands-on and on-the-job trainings of JMT Outreach and Monitoring Team (consisted of five people) so that the know-hows can be accumulated within JMT in order to make the outputs produced by the communication consulting firm sustainable or reproducible. The trainings will be conducted in an informal manner in JMT office or online. The possible topics include but not limited to the followings:
- a. Social media management, strategy, and content creation (three days activity).
 - b. Effective stakeholders' interview (one day activity).
8. Other activities deemed necessary by JMT
- a. Provide technical assistance/consultancy for other activities deemed necessary by JMT (one day activity). Procurement for the event will be done separately.
 - b. Promote event through website, e-mails and social media.

Remarks

1. The language to be used for JAIF outreach is English and Japanese.
2. The core message of JAIF outreach should be consistent with the Government of Japan's policy in supporting the AOIP, and thus the consulting firm should consider it when developing the communication strategy of 50th Year of ASEAN-Japan Friendship and Cooperation and beyond 2023.
3. All the information which is necessary for JAIF communication/ outreach contents will be provided by JMT. The consulting firm is welcome to provide feedback for further improvement such as necessary editing (e.g. how to highlight/take up information in various media) or additional information (e.g. attractive and easy-to-understand infographic/ design based on the figures provided by JMT).
4. Consulting firm can propose to include a live link to JAIF social media accounts in JAIF website, and any other useful systems from the viewpoint of SEO to enhance website performance.

Required Qualifications of the Communication Consultant/ Consulting Firm

The selected communication consulting firm should have human resource(s) who have the following qualifications, skills and professional experience (consulting firm may outsource to third party if necessary):

1. 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. 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;
4. Minimum three 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 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 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 for website and social media (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)

Reporting

The consulting firm shall make progress reports on the assigned task to the ASEAN Secretariat as follows:

1. Inception Report due on fourth week following the commencement date;
2. Mid-project report due on fourth week of the ninth month; and
3. Final Report due in two weeks upon completion of the project.

Duration and Dates of Assignment

Services are expected to be performed from the third quarter of 2022 and should be completed by the first quarter of 2024 for the duration of approximately 18 months - from acceptance of engagement through the delivery of the outcomes to submission of completion report and other materials as outlined in "Output(s) or results to be produced by the consulting firm"; covering all elements as specified in "Required Activities".

Activity	Q1-Q4 2022				Q1-Q4 2023				Q1 2024
A. JAIF communication strategy for 50th Japan-ASEAN Anniversary and beyond 2023									
B. 50th Commemoration JAIF Video consultation and distribution									
C. Further improvement in website development									
D. Launch and maintenance of social media									
E. Publication and distribution of JAIF Contributions to the ASEAN Outlook on Indo-Pacific Pamphlet									
F. Production and distribution of Commemorative Goods of the 50th Year of ASEAN-Japan Friendship and Cooperation									
G. On the Job Training of JMT outreach team									
Submission of Completion Report									

Important Points to Note

- The copyright of the development of the any outputs is with the JMT.
- It is expected that the assignment be completed in approximately eighteen (18) months period by January 2024. As the deliverables are subject to approval from the relevant authorities other than JMT, it may take longer time. However, the contractual amount to be agreed shall be lump sum and fixed.
- Terms of payment shall be 100% after the completion of the work or milestone basis (No advance payment is accepted).
- The successful consulting firm shall meet with the JMT to discuss concepts, the JMT's requirements, and schedule. These meetings will take place either online via video conference or at the JMT's office at a date and time to be agreed by the relevant parties.