



ASEAN SECRETARIAT

Request for Proposal

50th Year of ASEAN-Japan Friendship and Cooperation Commemoration Events and Advertisement Campaign

**PROPOSAL MUST BE RECEIVED BY
Monday, 27 March 2023**

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by: JAIF Management Team (JMT)
Date: 8 March 2023

1 EXECUTIVE SUMMARY

1. 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 and the Mission of Japan to ASEAN in implementing commemoration events for the 50th ASEAN-Japan Friendship and Cooperation. The proposal will be the basis for contract negotiations and ultimately for a signed Special Services Agreement (SSA) with the ASEAN Secretariat.
2. 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) JMT and the ASEAN Secretariat are not bound to accept any of the proposals submitted.
3. 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 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.

In anticipation of the 50th Year of ASEAN-Japan Friendship and Cooperation in 2023, the Government of Japan will work with ASEAN to promote various commemorative events in order to highlight and further strengthen the longstanding friendship and cooperative relationship between ASEAN and Japan among a wider range of stakeholders and general public, and subsequently to generate greater buy-in among decision-makers.

In particular, Japan has expressed its unwavering support for ASEAN Outlook on the Indo-Pacific (AOIP), which embodies ASEAN's principles and priorities, and highlighting and giving publicity of AOIP cooperation will be of greatest benefit to ASEAN and Japan. Hence, interactive events that are designed to have a theme of AOIP are encouraged so that people can have better understanding of ASEAN's efforts and principles.

On-site events are encouraged to be held in a hybrid manner, such as with online participation /livestreaming in order to reach out to various participants from the ASEAN region and Japan. Utilising social media tools in holding the events and disseminating relevant information will also be a key element to engage the younger generations.

A series of events commemorating the 50th anniversary hosted by the Mission of Japan to ASEAN is scheduled throughout the anniversary year of 2023. In order to enhance the commemorative events and the advertisement campaign in line with the theme of Japan's cooperation to the AOIP, support from external expertise in communication is vital to make the events a success.

3 SCOPE OF WORK

TOR for the communication consulting firms/ agencies to carry out the project is attached as Annex A.

3.1 PROJECT OVERVIEW

The engagement of consulting firm in the planning and implementation of commemorative events and advertisement campaign aims to strategically utilise the opportunity of the ASEAN-Japan 50th jubilee to deepen the understanding of Japan's support to ASEAN among a wider range of stakeholders and general public, and subsequently to generate greater buy-in among decision-makers.

3.2 PROJECT REQUIREMENTS

1. 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 in the field of PR or communication consulting. Experience of working with organisations or private companies in Japan will be an added value; Please provide evidence.;
3. Experience working with ASEAN Secretariat or any international organisations; Please provide evidence.;
4. Three (3) references from previous clients that have engaged the firm in PR or communication related services. Please provide evidence.;
5. Provision of a detailed proposal that demonstrates the company or agency's qualifications and capacity to provide the requested services including:
 - a. Conceptual Design including visual images for Digital Scavenger Hunt, Fun Run, Digital Advertisement and 15 sec. Reel (see Appendix 3. Specifications for detail)
 - b. Mechanism for quality control in the firm for delivery of goods and services
 - c. Detailed description of services, proposed methodology and timeline for performing the assignment
6. Provision of CVs to demonstrate qualifications of key personnel:
 - a. Lead Consultant
 - 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, Business and Finance) and relevant professional communications 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. Event Director
 - i. Experience in organising events of International Organisations or major corporations. Experience organising an online/offline hybrid event will be an added value.

- ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of past events.
- c. Website and Social Media officer
 - i. Experience in developing/managing website including event microsite.
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of microsite development/management projects.
- d. Graphic/ content designer for promotional items and other products
 - i. Experience in the field of graphic/ content design
 - ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of product design projects.
 - iii. Award for good product/ content design is an asset.

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, 27 March 2023** 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– 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 **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**

30 June 2023

4.3.2. **Implementation/Delivery Schedule**

As stated in Annex A – Term of Reference, Services are expected to be performed from April 2023 and should be completed by March 2024

4.3.3 **Pre-Bid Meeting**

The Pre-bid meeting is to be held on :

Date : Friday, 17 March 2023

Time : 2pm onwards, Jakarta time

Google Link : <https://meet.google.com/ruj-ncsv-bto>

Participant's confirmation to the pre-bid meeting and questions can be share via email to: procurement@asean.org beforehand.

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	Consulting firm must have PR or communication consulting experience. Experience working with organisations or 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	Three (3) references from previous clients that have engaged the firm in PR or communication related services. Please refer to Appendix 1a.	Vendor to comply and provide evidence
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. Conceptual Design including visual images for Digital Scavenger Hunt, Fun Run, Digital Advertisement and 15 sec. Reel (see Appendix 3. for detail) b. Mechanism for quality control in the firm for delivery of goods and services. c. 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 four key personnel and provide CVs to demonstrate their qualifications: a. Lead Consultant 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, Business	Vendor to comply and provide evidence

		and Finance) and relevant professional communications experience. iii. He/ she shall have good English language proficiency (internationally recognized certificate i.e., IELTS 6.0 or equivalent, or a degree certificate from English speaking countries' university). b. Event Director i. Experience in organising events of International Organisations or major corporations. Experience organising an online/offline hybrid event will be an added value. ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of past events. c. Website and Social Media officer i. Experience in developing/managing website including event microsite. ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of microsite development/ management projects. d. Graphic/ content designer for promotional items and other products i. Experience in the field of graphic/ content design ii. He/ she shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of product design projects. iii. Award for good product/ content design is an asset.	
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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 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 (hardcopy)	
10	One copy of technical proposal duplicate (hardcopy)	
11.	Latest audited financial statement	
12.	Authority of Signatory	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount with price breakdown for each item	
3	Payment schedule	
4	One original signed copy	
5	One copy of Financial Proposal Duplicate	
6	One copy of Specifications Proposal and Price Breakdown 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**