



Aus4ASEAN
FUTURES

TERMS OF REFERENCE FOR

Communication Consultant for ASEAN Economic Community (AEC) Post-2025 Agenda

The ASEAN Secretariat and the Australian Government, through the Australia for ASEAN Futures Initiative, invite applications from consultants for the above-referenced project.

I. Background

ASEAN continuously pursues comprehensive, pragmatic, balanced, inclusive, and coordinated approach to ensure its works are adaptive and agile in responding to the emerging megatrends and political-economic geopolitical circumstances. Similar notion is optimised to commence the preparation for the Post-2025 Vision, a structured pathway to guide the region's long-term endeavour after the completion of AEC Blueprint 2025. The adopted Ha Noi Declaration on the ASEAN's Community's Post-2025 at 37th ASEAN Summit in 2020 reaffirmed the commitment towards a people-oriented and people-centered ASEAN, among others, to harness new opportunities and respond effectively to current and future challenges. Further, the ASEAN Leaders directed the ASEAN Community Councils to contribute to the development of a Post-2025 Vision, building upon the achievements on the implementation of their Community Blueprints 2025 and ensuring that the visioning exercise shall be coherent across the ASEAN Community Pillars as well as be participatory, inclusive, holistic and includes greater engagement and consultation with relevant stakeholders of ASEAN.

The ASEAN Economic Community (AEC) is currently on its evaluative phase, which involves an assessment of best practices and lessons learned from the implementation of the AEC Blueprint 2025. In addition, this will also include undertaking a transparent process in collating and incorporating AEC inputs to the design of the upcoming Post-2025 Vision. While progress has been made in engaging relevant stakeholders, there is still a task at hand to publicise ASEAN's achievement to nurture the sense of belonging among the peoples of the ASEAN.

In order to engage and inform the public on progress and future works of AEC, it is crucial to develop and implement tailored, effective and practical outreach and advocacy strategies for ASEAN peoples. These strategies should aim to familiarise the public with achievement of AEC thus far as well as its future works in preparation for the Post-2025 visioning process. This needs to be carried out by communication consultant(s) who will ensure the intended messages are properly targeted and effectively disseminated, thus showcasing available regional opportunities that may benefit public's interests. Further, the main role of the communication consultant is to ensure the outreach messages delivered in a simplified and understandable manner in communicating AEC's best practices and lessons learned in navigating through uncertainties over the past decades and beyond.

The Aus4ASEAN Futures (ECON) partners with ASEAN in implementing key strategic actions across various sectors and strengthening of the ASEAN Secretariat (ASEC) to help deliver its mandate more effectively. The Program currently supports the AEC Post-2025 Unit that was designed to enhance AEC

capacities in preparing the AEC Post-2025 Agenda, which includes devising the relevant public outreach strategy and conduct socialisation activities to ensure the public is well informed on the achievements of the AEC Blueprint 2025 and AEC Post-2025 Agenda.

II. Needs and Objectives

This undertaking will contribute in supporting the needs of having a structured, targeted, and relevant communications strategy in place pertaining to the achievements of AEC Blueprint 2025 and the design of Post-2025 Vision. ASEC and Aus4ASEAN Futures (ECON) are seeking the services of a part-time communications' consultant(s).

The communications consultant(s) will be responsible to ensure that the products clearly communicate the intended key messages, are visually appealing and engaging, and designed in-line with ASEC and Aus4ASEAN Futures (ECON) requirements, which includes, but not limited to:

- Comprehensively assess previous AEC outreach products and/or materials
- Design and finalise the communications strategy to showcase the achievements and implementation of AEC Blueprint 2025 and/or the launching of Post-2025 Vision;
- Design, produce, and finalise the 1st phase planned outreach materials and/or products throughout 2023 (e.g., infographic, bulletin, videographic), subject to the agreed outreach products as planned on the finalised communications strategy

The key audience for outreach and/or advocacy products includes the general public, ASEAN Sectoral Bodies, ASEAN external partners and ASEAN Member States (AMS), the private sector, academe, and civil society organisations (CSOs).

III. Outputs

The expected outputs are herewith listed as the following:

No.	Expected Outreach Deliverables	Target Audience (TA) and Platform (P)	Expected Timeline
1.	Finalised comprehensive assessment of previous publication/outreach materials on AEC	TA: Internal: P: N/A	Q3/Q4 2023
2.	Finalised communication strategy (2023-2026) for AEC Blueprint 2025 achievements and the launching of AEC Post-2025 Vision. The communication plan may include (but not limited to): i) The suggested narrative for publication; ii) The types/format of outreach products based on the	TA: Internal P: N/A	

	targeted audience; iii) The timeline of outreach products publication.		
3.	Finalised communication deliverables showcasing the 2025 AEC Blueprint achievements by 2023 based on the communication plan tailored to different audience, which may include, but not limited to: i) Infographic/GIF material for public audience; ii) Condensed newsletter and/or bulletin for businesses; iii) Videographic (3-5 minutes) for the public audience; iv) <i>(Optional/as deemed necessary)</i> Writings and/or editorial assistance for media publications (i.e., op-eds, commentary, columns) regarding ASEAN Economic Community (AEC) Blueprint 2025 achievements and other relevant topics on the work of ASEAN Economic Community (AEC).	TA: General public, private sector and/or businesses, academe, CSOs, ASEAN Sectoral Bodies, ASEAN external partners and AMS. P: Online media publication.	Q3 2023 – Q1 2024

The above-mentioned expected outreach deliverables, along with the topics attached to the deliverables are **indicative**, subject to further discussion between ASEAN Secretariat and the procure communication consultant.

In addition, other outreach products for other Aus4ASEAN Futures (ECON) projects may potentially developed and produced.

IV. Tasks and Activities

The following activities will be undertaken to achieve the outputs presented above. The bidder should provide details on its approach to each activity in its bid and is free to recommend additional activities.

- Inception/kick-off meeting
- Conduct a comprehensive assessment on previous AEC outreach products/materials
- Development and finalisation of a communication strategy for AEC 2025 Blueprint achievements and the launching of AEC Post-2025 Vision
- Production and finalisation planned outreach products for 2023 period (e.g., but not limited to, infographic, bulletin, videographic)

V. Scope of Services

This is a remote-based, part-time position and is expected to run from **August 2023 to February 2024** with approximately up to **80 days of professional services**. Work will commence immediately after contract signing.

Specific assignments and their delivery will be governed by Work Orders detailing the nature of the outputs/deliverables (*see Section III*) and corresponding remuneration.

Fees will be paid within 15 working days upon receipt of invoice and upon acceptance and approval of the agreed outputs by the AEC Post-2025 Agenda unit.

VI. Project Management and Reporting

The project will be funded by the Aus4ASEAN Futures (ECON) and managed by the AEC Post-2025 Agenda Unit. The communication consultant is expected to provide updates on progress, summation of activities and issues arising, if any.

VII. Qualifications

The bidder/applicant must demonstrate capacity and experience to undertake the specified tasks and deliver the identified outputs including:

- a. A communication firm and/or individual consultant(s) with expertise in Communication, Visual Design, Graphic Design or related fields;
- b. Demonstrated knowledge and experience in designing a communication plan and/or strategy for established institutions (i.e., one of which, multinational companies, international organisations, non-governmental organisations (NGOs));
- c. Experienced in drafting public narrative for media publications (i.e., op-eds, articles, columns, comments)
- d. Expert knowledge in video graphic design and graphic design software;
- e. Familiarity with social media platforms and knowledge of leading practices for preparation of video infographics;
- f. Extensive experience in similar projects particularly with development programs;
- g. Good communication and writing skills in English;
- h. Ability to plan, prioritise and produce quality results on time;
- i. Adaptability to engage with different stakeholders in a multi-cultural environment; and
- j. Ability to work under pressure while maintaining a high degree of accuracy.

Experience in working with the ASEAN Secretariat or Australia/ DFAT is considered an advantage.

VIII. Bidding

Interested individuals or firms are invited to submit a proposal in response to these Terms of Reference. This proposal should be in two parts: **Technical** and **Financial components**.

The Technical component should present the following information:

- CVs of individual expert and/or all proposed expert(s);

- Cover letter highlighting qualifications and relevant experiences in undertaking similar assignments as well as the specific role of each team member (if applicable);
- A brief discussion indicating the bidder's understanding of the needs of the project;
- A methodological discussion of how the bidder proposes to address those needs including assessment of key issues, analytical strategies that will underlie the project, specific techniques to be utilised, and practical discussion of possible limitations in carrying out the project;
- A detailed work plan that specifies activities to be undertaken, expected outputs and deliverables, resources to be utilised and timing;
- Staffing and management plan;
- Bidder Cover Letter for Technical Proposal – see Form A annexed to this document.
- Bidder Tenderer Declaration – see Form B annexed to this document.
- Bidder may use the Technical Proposal Format – see Form C annexed to this document.

The Financial component should specifically include:

- 1) Cover Letter for Financial Proposal – see Form D annexed to this document.
- 2) Professional fees of expert(s) – see Form E annexed to this document.
- 3) Management and/or operational fees (if any), which include all costs incurred by the person/entity/company for internal coordination, communication, travels and any other associated project management cost;
- 4) Applicable taxes such as VAT, GST, PPN, income tax. The total amount quoted in the financial component must be inclusive of any applicable tax. Additional amount not specified in the financial component will not be included in the contract. See Section IX point 3 for an additional note on tax liability.

Activity costs for experts and participants such as reimbursable expenses for airfare, other travel costs and daily subsistence allowance for workshops, meetings, and all other agreed activities do not need to be included in the Financial Component. These items will be discussed with the preferred contractor during the finalisation of the scope of services. Costs will be based on prevailing ASEC rates.

The proposal should be valid for at least one hundred eighty (180) days starting on the closing date of this tender.

IX. Submission of Bid

Bidders should send their Technical Proposal and Financial Proposal on a separate email with a cover letter, materials specified in Section VIII above and other supporting documents with “**Communication Consultant for ASEAN Economic Community (AEC) Post-2025 Agenda**” as the subject via email to tender@aus4aseanfutures.org, no later than **6 July 2023 at 23:59 Jakarta time (GMT +7)**. Large documents (>5MB) can be submitted in parts through several emails.

For Frequently Asked Questions (FAQ), please visit <https://www.aus4aseanfutures.org/tender-frequently-asked-question/>

Point of Contact for this tender is the Aus4ASEAN Futures procurement team at query@aus4aseanfutures.org any queries on the TOR should be sent by email to

query@aus4aseanfutures.org before **4 July 2023**. Please use subject line: **Query on Communication Consultant for ASEAN Economic Community (AEC) Post-2025 Agenda**.

Response to received queries will be published at <https://www.aus4aseanfutures.org> until 9th July 2023. There will be no individual responses/ replies provided for queries. Please check the page regularly for updates.

IX. Additional Notes on Terms and Conditions of the Project

1. Any future studies/reports/analysis in any form of intellectual property rights (including but not limited to patents, copyright and any related rights) submitted by the Contractor to ASEAN arising out of or in connection to the services performed by the Consultant to ASEAN shall belong to ASEC under the name of **ASEAN** only;
2. Successful bidder shall agree to be bound and sign the Special Services Agreement (SSA) with all requirements under the terms and conditions provided therein, including but not limited to the Australia for ASEAN Futures Guidelines for the Contractors attached to the SSA.
3. SSA can only be signed with the registered bidder as stated in Form A (see Annex). It is not possible for other entity or subsidiary of the registered bidder to sign the SSA on behalf of the registered bidder.
4. The Bidder shall not initiate or engage in any work under this project before the SSA is duly signed.
5. As an intergovernmental organisation, ASEAN shall not be responsible for any tax(es), levy, tax claim or any tax liability which may be imposed by any law in relation to any amount payable by the ASEAN Secretariat. This means that ASEAN Secretariat has no tax identification, is tax-exempt (including withholding tax) and is a non-tax withholding entity. ASEAN Secretariat will provide proof of tax-exemption status to the Contractor, as needed.

Form A – Cover Letter for Technical Proposal

[On company letterhead]

[Location, Date]

To :

Procurement Team

Australia for ASEAN Futures Initiative

ASEAN Secretariat

Jl. Sisingamangaraja 70a, Jakarta Selatan

Indonesia 12110

Dear Sir/ Madam,

We, the undersigned, offer to provide the Services for *(Insert RFP Title)* dated *(Insert Date)*. We are hereby submitting our Proposal, which includes this Technical Proposal, and a Financial Proposal sent in a separate password protected file, through electronic submission.

Our Proposal shall be valid and remain binding upon us for the period of time specified in the RFP Documents, and subject to the modifications resulting from Contract negotiations. We acknowledge and accept your right to inspect and audit all records relating to our Proposal irrespective of whether we enter into a contract with ASEAN as a result of this proposal or not.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature

Name and Title of Signatory :

Date :

Name of Firm :

Address :

(Stamp with official stamp of the Tenderer)

Form B - Tenderer Declaration

Name of Tenderer	Click or tap here to enter text.	Date	Click or tap to enter a date.
RFP No.	Click or tap here to enter text.		

Yes	No	
☐	☐	Requirements and Terms and Conditions: I/We have read and fully understand the RFP. I/We confirm that the Tenderer has the necessary capacity, capability and necessary licenses to fully meet or exceed the requirements and will be available to deliver throughout the relevant contract period.
☐	☐	Ethics: In submitting this proposal I/we warrant that the Tenderer: has not entered into any improper, illegal, collusive or anti-competitive arrangements with any competitor; has not directly or indirectly approached any representative of ASEAN Entities, ASEAN Secretariat, Aus4ASEAN Futures (other than the point of contact) to lobby or solicit information in relation to the RFP; has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the buyer.
☐	☐	I/We confirm to not engage in proscribed practices, or any other unethical practice, with ASEAN Secretariat or any other party, and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the ASEAN Secretariat and the Australian Government
☐	☐	Child protection and Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH): I/We confirm that we have read DFAT policies on child protection http://dfat.gov.au/about-us/publications/Pages/child-protection-policy.aspx and Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH) https://www.dfat.gov.au/international-relations/themes/preventing-sexual-exploitation-abuse-and-harassment/Pages/default and will adhere to them.
☐	☐	Conflict of interest: I/We warrant that the Tenderer has no actual, potential or perceived conflict of Interest in submitting this proposal, or entering into a contract to deliver the requirements. Where a conflict of interest arises during the RFP process the Tenderer will report it immediately to the Procuring Organisation's Point of Contact.
☐	☐	Collusive Tendering: I/We declare that our firm, its affiliates or subsidiaries or employees, including any JVCA members or subcontractors or suppliers for any part of the contract have no knowledge of the technical or financial tender of any other tenderer when they submit their tender. We also declare that we have not and will not disclose any of the details of our tender submission to any other person or organisation prior to the closing date for the RFP

Yes	No	
☐	☐	Prohibitions, Sanctions: I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JVCA members or subcontractors or suppliers for any part of the contract is not on any list of sanctioned parties issued by any Australian Government institution, World Bank, ASEAN Development Bank, UN agencies, European Union and others, and not blacklisted by any local/ international organisation, Government/ semi-government department, NGO or any other company/ organisation.
☐	☐	I/We do not employ, or anticipate employing, any person(s) who is, or has been convicted for an offense concerning professional conduct, or guilty of grave professional misconduct (proven by any means which the contracting authorities can justify), or have been convicted of an offence of, or relating to bribery of a public official, nor are they subject to any proceedings which could lead to such a conviction.
☐	☐	Bankruptcy: I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against us that could impair our operations in the foreseeable future.
☐	☐	Proposal Validity Period: I/We confirm that this Proposal, including the price, remains open for acceptance for the proposal validity period.
☐	☐	I/We understand and recognize that you are not bound to accept any proposal you receive.
☐	☐	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Organisation/s to make this declaration on its/their behalf.

Authorized Signature

Name and Title of Signatory :

Date :

Name of Firm :

Address :

(Stamp with official stamp of the Tenderer)

Form C – TECHNICAL PROPOSAL FORMAT

Name of Assignment	
Tenderer's Organisation or Person and Address	
Contact Person	
Email	
Telephone	
Mobile Phone	
Date	

I. Consultant's Organization and Experience

1.1. Organisational capability

Outline general organisational capability which is likely to affect performance of the TOR such as size of the organisation, in-house expertise, strength of project management support, networks, etc.

1.2. Relevant experience

Include a description of past and present experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organisation may have participated in. Detail any specialized knowledge that may be applied to performance of the TOR. Include experience working with ASEAN Member States and/or ASEAN Secretariat.

II. Description of Approach and Methodology

Provide a description of the organization's approach, methodology, and timeline for how the organization will achieve the expected outcomes stipulated in the TOR.

III. Work Plan

A work plan for data collection, analysis, reporting, and their milestones. The timelines mentioned in the ToR may be confirmed. Please detail the proposed quality assurance method, including who will do the quality assurance for the products of the Assessment and linked to which instrument (e.g. assessment proposal, draft report). It should also include a description of how comments and corrections received from main stakeholders will be handled. Please provide a brief description of each team member and a statement of how team members complement each other to meet the knowledge and skills needs of the assignment.

Form D. Cover Letter for Financial Proposal [On company letterhead]

[Location, Date]

To :

Procurement Team

Australia for ASEAN Futures Initiative

ASEAN Secretariat

Jl. Sisingamangaraja 70a, Jakarta Selatan

Indonesia 12110

Dear Sir/ Madam,

We, the undersigned, offer to provide the Services for **(Insert RFP Tittle)** dated **(Insert Date)**. We are hereby submitting our Proposal, which includes a Technical Proposal sent in a separate file, and this Financial Proposal, through electronic submission. The password for this financial proposal **(****)**

Our attached Financial Proposal is for the sum of **[Insert amount in words and figures]**.

Our Proposal shall be valid and remain binding upon us for the period of time specified in the RFP Documents, and subject to the modifications resulting from Contract negotiations. We confirm that the amount stated above is inclusive of GST/ VAT and other applicable tax. We acknowledge and accept your right to inspect and audit all records relating to our Proposal irrespective of whether we enter into a contract with ASEAN as a result of this proposal or not.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorized Signature

Name and Title of Signatory :

Date :

Name of Firm :

Address :

(Stamp with official stamp of the Tenderer)

Form E. Financial Proposal

I. Cost Breakdown by Professional Fee

#	Team Member	Role in project	Daily Rate	# of days	Total professional fees
1	Name 1				
2	Name 2				
3	Name 3				
4	...				
A	Total Professional Fees				
#	Other Expenses (if applicable)	Description	Item Cost	# of items	Total Other Expenses
1	Name 1				
2	Name 2				
3	Name 3				
4	...				
B	Total Other Expenses				
	GRAND TOTAL (A+B)				

II. Cost Breakdown by Deliverables

#	Deliverable	Description	# of days	Total professional Fees	Total Other Expenses	Total Cost
1	Deliverable 1					
2	Deliverable 2					

3	Deliverable 3					
4	...					
	GRAND TOTAL					

III. Additional Notes (if any)