

TERMS OF REFERENCE (TOR)

Translators for ASEAN comic book: “Let’s Travel through ASEAN History”

I. Background

In 2021, ASEAN Secretariat (ASEC), led by Community Affairs Directorate (CMAD), hired and worked closely with a Creative Team to produce a creative drawing/picture-graphic book on **“ASEAN”**. **The book offers key milestones and information/facts about the five decades of ASEAN Community journey in a light-and-fun, and easy-to-read format.**

In December 2022, CMAD and in collaboration with Mr. Leo Tigor (Publication Designer) and Ms. Sheila R. Putri (Illustrator and Comic Artist) and their respective teams, published the 1st edition of **“Let’s Travel Through ASEAN History,”** a comic-strip initiative on ASEAN in English language.

“Let’s Travel through ASEAN History” narrates ASEAN’s historical milestones in the form of cartoon-drawings and recounts the core evolutions in ASEAN’s 55-year journey of regional cooperation and integration, starting from the signing of Bangkok Declaration in 1967. This book also carries information on admission of ASEAN Member States, key outcomes and decisions of various ASEAN Summits, and strategic relations with partners. It further covers how ASEAN decides to embrace the ASEAN Community building process through three (3) fronts of political-security, economic and socio-cultural respectively.

The ownership and copyright of this comic's content, output, and related productions are solely owned by ASEC.

II. Objectives

ASEC, through CMAD, would like to create additional tools for ASEAN Outreach Activities in order to promote, raise awareness, and understanding of ASEAN, particularly among the young community. **Several studies showed that outreach materials that use drawings and art-graphic stories have a higher attention span and focus among younger audiences.** In this connection, ASEC strongly believes that a “light and fun” learning communication channel will help ASEAN in implementing outreach activities to raise awareness of young people in the region.

However, as English is not widely spoken and used by many ASEAN citizens and to ensure inclusivity and better communication with the youth as well as to continue engaging the youth amid various circumstances, ASEC believes that the English version of this comic book should be translated into AMS’ national languages to reach a wider audience. In addition, to provide a more thorough understanding of ASEAN to the Japanese and Chinese people as

ASEC is preparing future events with them, there is also the need to translate this comic book into Japanese and Chinese languages. In relation to this, ASEC would like to hire a vendor to translate the comic book into 10 (ten) languages, i.e.: 8 (eight) ASEAN Member States (AMS) national languages, Japan and China

III. Scope of Work

The translators are expected to:

- a. Develop the translation of “Let’s Travel through ASEAN History”, revised edition, from English into 10 (ten) languages: AMS national languages (Thai, Tagalog, Bahasa Indonesia, Bahasa Melayu, Vietnamese, Khmer, Lao, Burmese), Japan and China.
- b. Provide bilingual table in Word format (English and translated language) with the font name,
- c. Deliver the result in 10 (ten) separate files.

IV. Indicative Work Plan

No	Activity	Indicative Timeline
1.	Engagement process	October 2023
2.	Translation process	November - December 2023
3.	Finalisation	January 2024

V. Reporting and Submission of Output

The agency will:

- a) Be guided by and reported to the ASEC team.
- b) Be contracted by the ASEC on a consultant basis. Payments for the services rendered will be made directly by the ASEC upon certification of satisfactory performance, completion, and acceptance of the required documents by ASEC team and consistent with this TOR;
- c) Abide by the ASEAN Secretariat’s policy on the copyright materials and the confidentiality of the documents and information shared.

VI. Requirement for the Submission

The prospective bidder is required to submit a Company Profile, Personnel in Charge, and sample of works to showcase your experiences as translator.

1. Technical

The prospective bidder should possess the following requirements:

- a) Advanced professional experience as translators for 10 languages (Thai, Tagalog, Bahasa Indonesia, Bahasa Melayu, Vietnamese, Khmer, Lao, Burmese, Japan and China),
- b) Have prior experience working with International/Regional Organisation or Government Agency or Multinational Corporation,
- c) Provide a list of previous projects that are relevant to the assignment,
- d) Provide personnel's accreditations or certifications as translators in their respective languages.

2. Financial

A detailed financial proposal indicating the costs (IDR for local bidders and USD for international bidders) required for undertaking the assignment.

For the purpose of preparing the financial proposal, the prospective bidders may use the original version of "Let's Travel through ASEAN History" as a reference point. The document can be found here: <https://asean.org/book/lets-travel-through-asean-history/>. ASEC will provide the awardee with the final document to be translated in due course.

Payment schedule:

- a) First payment of the Services Fee in the 30% amount shall be paid by ASEAN to the Consultant two (2) weeks after the issuance of written approval by ASEAN upon receiving the agreed quotation (PO) and preparation; and
- b) Final payment of the Services Fee with the 70% amount shall be paid by ASEAN to the Consultant two (2) weeks after the issuance of written approval by ASEAN of completion of the Services and acceptance of work.
