

**TERMS OF REFERENCE (“TOR”)**  
**CONSULTANT FOR THE DEVELOPMENT OF AHKFTA ECOTECH WORK PROGRAMME**  
**SUCCESS STORY VIDEO AND ELECTRONIC PRINT MATERIALS**

**I. Background**

1. Since its implementation in 2020, the AHKFTA ECOTECH Joint Committee (AHKFTA JC) has endorsed 28 project proposals, out of which 13 projects have been completed as of 31 December 2023. These projects have delivered significant outcomes that benefit around 5000 direct and indirect beneficiaries, mostly MSMEs, in ASEAN and Hong Kong, China (HKC). Based on the post-activities survey, more than 90% of the participants indicated that they are satisfied with the delivery of the project activities and expressed hope that more activities funded by the AHKFTA ECOTECH Work Programme should be conducted in the future.

2. To showcase the achievements and impact of the AHKFTA ECOTECH Work Programme activities to a wider audience, a creative way to deliver a message in a succinct manner should be taken into consideration. In this regard, the ASEAN Secretariat (ASEC) is proposing to develop a video and electronic print materials on the success stories of the implementation of the AHKFTA ECOTECH Work Programme. The video and electronic print materials will highlight the AHKFTA ECOTECH activities that have been carried out, including information on how these activities are supportive of facilitating the implementation of AHKFTA and achieving ASEAN economic integration agenda, especially in promoting sustainable growth in the region. The development of the video and electronic print materials is also one of the deliverables of the Review of the Implementation of the AHKFTA ECOTECH Work Programme as set out in the Concept Note for the Review that was endorsed by the AHKFTA JC on 20 December 2023. ASEC will be responsible for the aforementioned activities.

**II. Scope of Work**

3. The consultant will be responsible for developing the video and electronic print materials, including the drafting of 1) the narrative and the content of the video and 2) the content of the electronic print materials as well as the production of the video and the electronic print materials. For this purpose, ASEC will provide all the relevant information needed by the consultant. The draft will be submitted to the Parties, through ASEC, for consideration. The consultant will revise the draft based on the inputs received. The consultant will submit the final version of the video in accordance with the milestones set out in roman III in this TOR.

**III. Consultant’s qualifications**

4. The consultant should have the qualifications as follows:

- a. The consultant should have a minimum of 5 years of experience in developing success story videos and promotional materials in English.
- b. The consultant having experience in developing success stories and related promotional materials on Free Trade Agreements or economic and technical cooperation projects will receive positive consideration.

- c. The consultant having experience working with ASEAN Secretariat, other international organizations, or any of AHKFTA Parties will receive positive consideration.

#### **IV. Outputs**

5. Detailed contents for video and electronic print materials are as follows:

**a. Video**

- (1) The duration of the video should be at least 3 minutes, in HD format and in English with English subtitles.
- (2) A shorter version of the video of about 1 minute should also be produced, also in HD format and in English with English subtitles.
- (3) The narrative and content of the video should highlight:
  - (a) the salient features of the AHKFTA ECOTECH Work Programme;
  - (b) the outcomes of the AHKFTA ECOTECH projects that have been finalized or completed as of 31 December 2023, including a compilation of photos and videos and feedback interview from the participants of the relevant activities;
  - (c) feedback from the stakeholders, including the AHKFTA Parties, ASEC, project proponents, implementing agencies and participants; and
  - (d) any other elements that exemplify the success of AHKFTA ECOTECH Work Programme 2020 – 2023.

**b. Electronic print materials**

- (1) Electronic print materials should be in the form of PDF with an attractive design. The materials should include:
  - (a) One-pager of the salient features of the AHKFTA ECOTECH Work Programme
  - (b) One-pager on **EACH** of the finalized/completed/implemented projects as of 31 December 2023 which will include information such as (i) photos of the activities; (ii) areas of co-operation; (iii) brief budget information; (iv) highlights of the projects; (v) outcomes and recommendation of the projects; and (vi) feedback from the proponents, implementing agencies and participants.

6. In conducting the Project, the following activities will be carried out by the selected consultant:

**Activity 1: Submission of the Draft Narrative and Content of the Video, and Draft Content and Design of the Electronic Print Materials**

The hired consultant will provide the draft narrative and content of the video, and the draft content and design of the electronic print materials to ASEC for submission to the AHKFTA JC for comments and inputs. If required, ASEC could assist in identifying the stakeholders for feedback interviews.

## Activity 2: Submission of the Final Version

The final version of the video and electronic print materials should incorporate comments, and recommendations from the ASEAN Member States, HKC and the ASEC.

### V. Timeline and Deliverables

| Milestones | Activities                                                                                                                         | Timeline              | Note                          |
|------------|------------------------------------------------------------------------------------------------------------------------------------|-----------------------|-------------------------------|
| 1          | Signing of the contract between the ASEC and the consultant                                                                        | Before 31 March 2024  | 20% payment to the consultant |
| 2          | Submission of the draft narrative and content of the video, and draft content and design of the electronic print materials         | Before 30 April 2024  |                               |
| 3          | Submission of the finalised narrative and content of the video, and finalised content and design of the electronic print materials | Before 31 May 2024    |                               |
| 4          | Submission of the draft version of the video and electronic print materials                                                        | Before Mid-June 2024  |                               |
| 5          | Submission of the final video and electronic print materials                                                                       | Before 31 July 2024   |                               |
| 6          | Approval of the AHKFTA JC on the video and electronic print materials                                                              | Before 15 August 2024 | 80% payment to the consultant |

### VI. Monitoring and Evaluation

7. The consultant can confer with ASEC (External Economic Relations Division) for any questions or clarification on this project. ASEC will provide the necessary documents and data as needed by the consultant. The consultant will work closely with ASEC to ensure that the timeframe described in the Indicative Work Plan are achieved.

### VII. Submission of Proposals

8. In conformance to the ASEC's Financial and Administrative Rules and Procedures (AFARP), the prospective consultant shall submit the application in two separate documents: Technical Proposal and Financial Proposal for bidding.

#### A. Technical Proposal

9. The technical component should contain the following information:
- A brief discussion indicating the prospective consultant's understanding of the project's purpose;
  - A discussion of how the prospective consultant proposes to approach the project including but not limited to methodology to undertake the assignment (para 5-6) and the list of possible reference materials taking into account the targets to complete the undertaking;

- c. Brief discussion on the consultant's or firm's past experience in undertaking similar work and brief summary of projects undertaken.
- d. Names and curriculum vitae of associates, subcontractors, personnel or employees who will be engaged in the performance of services, if any;
- e. A sample of work of a similar nature as described in the output of this TOR that demonstrates suitability to carry out this project; and
- f. Other information to substantiate the capacity of the applicant to undertake the project.

## **B. Financial Proposal**

10. Financial proposal should specify all costs in USD for undertaking the project including but not limited to:
  - a. Professional services fee (inclusive of the consultant's fee and all the costs for producing the deliverables as set out in Section IV – Outputs above e.g. video-shooting and editing, design etc.) for completing all deliverables;
  - b. Management and/or operational fees (if any), which include all costs incurred by the person for internal coordination, communication, travels, and any other associated project management cost; and
  - c. Other costs that may be incurred in undertaking the project.
11. All the costs should include all the taxes that may be incurred in carrying out the project.

## **VIII. Additional Notes on Terms and Conditions of the Project**

12. Any failure to deliver the final deliverables by 31 July 2024 may be subjected to the deduction of payment by 10% of the total project costs.
13. 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 consultant to ASEAN arising out of or in connection with the services performed by the consultant to ASEAN shall belong to AHKFTA Parties.
14. Successful bidder shall agree to be bound by and to sign the Special Services Agreement (SSA) with all requirements under the terms and conditions provided therein.
15. 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 ASEC.

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