

TERMS OF REFERENCE (TOR)

Consultant to Develop and Write the Trend Reports for the ASEAN Socio-Cultural Community (ASCC) Research and Development Platform on Media, Culture, and Arts

I. Background

The ASEAN Leaders' Vision Statement on *A Cohesive and Responsive ASEAN* on 26 June 2020 called for concerted efforts to identify emerging challenges and opportunities to better formulate initiatives to ensure ASEAN is better positioned for recovery from COVID-19, and work towards developing the Post-2025 ASEAN Community Vision. The ASEAN Chairman's Statement of the 36th ASEAN Summit in June 2020 likewise emphasised the need to look beyond the progress and achievements, and to assess the changes on the strategic landscape of ASEAN community-building efforts and identify emerging issues that need to be taken into consideration towards 2025 and beyond.

A robust repository of information and research through the ASCC Research and Development (R&D) Platforms Programme is expected to enable the ASEAN Socio-Cultural Community (ASCC) to develop and implement holistic solutions will be required against the backdrop of the fast-changing and emerging challenges confronting the region. These challenges also lend greater urgency to intensify collaborative research, and embrace a greater diversity of perspectives and ideas, so that decision makers can fully understand the fault lines and underlying causes of socio-economic problems, and develop the relevant solutions.

The ASCC R&D Platform on Media, Culture, and Arts is an ongoing project under the ASCC R&D Platforms Programme that is implemented by the ASCC Analysis Division of the ASEAN Secretariat. The Media, Culture, and Arts Platform aims to contribute to addressing the concerns raised at the above-mentioned high-level regional fora. It specifically aims to develop a robust body of research on a number of key areas that impact the culture and arts and media and information sectors including digital adoption for the preservation and conservation of cultural heritage, creative digital economy and digital technologies, strategic communications including digital literacy and cyber-wellness, among other current and emerging issues.

For this purpose, the ASEAN Secretariat invites the applications from individuals or institutions from **ASEAN Member States and the People's Republic of China** to undertake the assignment of **Consultant to Develop and Write the Trend Reports for the ASCC R&D Platform on Media, Culture, and Arts**

II. Objectives

The ASCC R&D Platforms Programme aims to put in place an effective research and development framework for ASCC Sectoral Bodies that would produce concrete deliverables in the form of online forums, trend reports, and policy briefs to inform policy-making decisions at the respective fora. Through the ASCC Research and Development Platform on Media, Culture, and Arts, the project seeks **to hire a consultant to develop and write the Trend Reports for the Media, Culture, and Arts Platform in collaboration with The Advisor of the Media, Culture, and Arts Platform.**

III.Scope of Work

The development of Trend Reports is part of the implementation of the ASCC R&D Platform on Media, Culture, and Arts:

The Trend Reports are targeted at assessing current trends within the sector in ASEAN

- The consultant will produce 4 (four) trend reports, focusing on major emerging issues or current trends and gaps, within the short-to-medium term. The trend report will assess and monitor the current issues and identify emerging ones pertaining to the respective sectors to call for the attention of and inform the respective ASCC Sectoral Bodies, especially the ASEAN Senior Official Meetings on Culture and Arts (SOMCA) and ASEAN Senior Official Meetings Responsible for Information and Media (SOMRI).
- Each trend report is expected to be 7000-8000 words.
- A list of specific area or topic of the Trend Reports will be mutually agreed among the Consultant, the ASEAN Secretariat and the Advisor of the Media, Culture, and Arts Platform. However, indicative key areas prioritised through Media, Culture, and Arts Platform are:
 - Digital Culture, including digital adoption for tangible and intangible cultural heritage
 - Creative Digital Economy, including promotion of small and medium cultural and creative enterprises through digital adoption and fintech development among others, Regional Assessment of the creative digital economy landscape
 - Strategic Communications, including media digital literacy, cyber-wellness, gender mainstreaming, Regional Assessment of the media landscape

IV.Indicative Timelines and Deliverables

Indicative Timelines	Expected Tasks	Expected Deliverables
June – September	Conduct research and develop	Four (4) trend reports.

2024	and write four (4) trend reports.	
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V. Administration, Reporting and Coordination

The contract for this assignment will be issued by the ASEAN Secretariat. The Consultant shall report directly to ASCC Analysis Division in collaboration with Advisor of the Media, Culture, and Arts Platform. The location of the assignment will be in the country of the consultant. All meetings will be held virtually, and no business trips are required for this service.

VI. Requirement for the Submission

The prospective bidder is required to submit the following:

1. Technical Proposal

Interested candidates including consulting firms and individual consultants are invited to submit an application package in English including the following documents and requirements.

- a. Provide a Curriculum Vitae (CV) that highlights the following criteria:
 - 10 years of experiences in consulting/advisory services with regional or international organisations.
 - 10 years of research and fieldwork experience on Media, Culture, and Arts with ASEAN focus.
 - Have advanced degree (Master's degree, preferably PhD) in media/culture/arts or other relevant area of expertise for ASEAN Media, Culture, and Arts sector.
 - Have previous experience in providing consultancy or advisory services for ASCC Research and Development Platforms, preferably ASCC Research & Development Media, Culture, and Arts Platform.
- b. Provide verifiable portfolio of previous publications and a sample of relevant publication in English that are consistent in quality and relevant to the TOR.
- c. Provide proposed topics for the Trend Reports with clear timelines based on the indicative timeline above.

2. Financial Proposal

A detailed financial proposal indicating the costs (IDR for local bidders and USD for international bidders). The financial proposal should indicate a "lump sum amount" for the tasks specified in the terms of reference.

VII. Payment Terms

The payment of Services Fee shall be made in the following stages:

1. **First payment of the Services Fee (50% of total payment)** will be paid upon ASEAN Secretariat's approval on the completion of the first and second Trend Reports.
2. **Second payment of the Services Fee (50% of total payment)** will be paid upon ASEAN Secretariat's approval on the completion of the third and fourth Trend Reports.
