



ASEAN SECRETARIAT

Request for Proposal

**Consultant for Comprehensive Review
of the ASEAN Strategic Plan for Culture
and Arts (2016-2025) and Development of a
New Work Plan**

PROPOSAL MUST BE RECEIVED BY
[Tuesday, 17 September 2024](#)

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by:	Culture and Information Division (CID)
Date:	September 2024

1 EXECUTIVE SUMMARY

The ASEAN Secretariat is seeking a consultant/team of consultants to undertake the Comprehensive Review on the Implementation of the Strategic Plan for Culture and Arts (2016-2025) and to develop the New Work Plan.

The ASEAN Strategic Plan for Culture and Arts (2016-2025) which guides the regional cooperation for the culture and arts sector has passed its mid-term implementation, and the development of a new work plan to succeed the current Plan is being considered. The project seeks to embark on a comprehensive review of the implementation of the Strategic Plan for Culture and Arts (2016-2025) and assess its relevance, identify the gaps and shortcomings in its implementation, and develop a new Work Plan when the current Plan expires in 2025. The consultancy work is to be conducted within the period of the last quarter of 2024 to end of 2025.

For this purpose, the ASEAN Secretariat invites applications from individuals or companies/firms registered and based in ASEAN countries or the Republic of Korea (ROK) for the role of consultant/team of consultants to undertake the aforementioned task.

2 BACKGROUND AND CURRENT STATUS

The Strategic Plan for Culture and Arts 2016-2025 guides the regional cooperation for the culture and arts sector. The Plan outlines 6 key strategies and is supported by 44 priority areas of action that guide the programme development and implementation for the sector. In 2020-2021, the sector has also developed and put in place the Monitoring and Evaluation Framework (M&E) and a set of Key Performance Indicators (KPIs) to monitor and track the milestones of the sector's implementation of policy and programmes. The KPIs shall be utilised for the mid-term and end-term reporting and review of the Strategic Plan.

As the Strategic Plan for Culture and Arts (2016-2025) has passed its mid-term implementation, and the development of a new work plan to succeed the current Plan is being considered, this project seeks to embark on a comprehensive review of the regional cooperation for the culture and arts sector, and in relation with its key Dialogue Partners including the ROK.

Specifically, this project will assess the continued relevance of an intervention and the progress made towards achieving the Strategic Plan's objectives with the view that this review serves two purposes, namely: (1) to conduct a comprehensive review of the Strategic Plan to assess how the Strategic Plan differed from its actual implementation; (2) learning from the implementation of the Strategic Plan and identifying the gaps, challenges and opportunities, to develop a new Work Plan that takes into account of the evolving culture and arts' landscape and agendas of the ASEAN Member States (AMS). Further, this exercise may provide insights into whether resources, such as human and financial capital for example, are allocated and utilised efficiently.

3 SCOPE OF WORK

Before the tender is awarded, the selected consultant/team of consultants is expected to produce a proposal on how to fulfil the Terms of Reference (ToR) of the project.

Under the supervision of the ASEAN Secretariat, the consultant/team of consultants is expected to deliver the following within the timeline of the project:

- An inception report defining the scope and limitations, the methodology that the team of consultants will be undertaking to conduct the comprehensive review;
- The Comprehensive Review Report of the Strategic Plan for Culture and Arts (2016-2025) (draft and final versions);
- Participation in all meetings;
- Summary records/minutes of meetings/workshops; and
- The new Work Plan, which includes writing up the sections comprising “Introduction”, “Objectives”, “Key Strategies”, “Proposed Actions”, “Priority Areas of Actions”, and “Implementation Arrangements”. The envisaged new Work Plan shall also clearly define the above-agreed parameters. It shall also include an analysis of the current information landscape in the region including the culture and arts’ policies, trends, opportunities, challenges, and gap analyses as well as thematic studies and recommendations on how the KPIs can be updated to monitor the new Work Plan.

For details of the expected deliverables, including the approach to achieve objectives and deliver the expected outputs, the consultant/team of consultants can refer to the ToR in **Annex A_TOR for Consultant**.

3.1 PROJECT OVERVIEW

The objective of the consultancy is to review the implementation of the Strategic Plan for Culture and Arts (2016-2025) and assess its relevance, identify the gaps and shortcomings in its implementation, and develop a new Work Plan when the current Plan expires in 2025.

Specifically, the Project aims to:

1. Conduct a comprehensive review of the Strategic Plan to assess how it differed from its actual implementation; and
2. Develop a new Work Plan that considers the evolving culture and arts landscape and agendas of the AMS.

Two workshops shall be conducted, namely (1) a regional consultative workshop to review the existing Work Plan, and (2) a regional validation workshop to develop the new Work Plan.

At the end of the development of the new Work Plan, a Project Evaluation Meeting and Launch Event will be conducted that would serve as a mechanism to socialise the new Work Plan as well as provide an evaluation of the project.

The Project is to be implemented within the period of October 2024 to December 2025. The deliverables shall be submitted through the ASEAN Secretariat to the Senior Officials Meeting Responsible for Culture and Arts (SOMCA) for consideration and endorsement.

The output of the project is as follows:

Outputs (direct project results)	Indicators (to measure project achievements)	Sources/Mean of Verification
Output 1: Final Comprehensive Review Report that will review the progress of the implementation of the Strategic Plan, including data on how the actual implementation may have deviated from the original Plan	1. Inception report is submitted; 2. The Comprehensive Review which satisfies the requirements set in the Terms of Reference for the Consultants is submitted and endorsed by the SOMCA 3. Summary Record of Meetings (online and offline) are circulated to participants 4. In-person regional consultative workshop is held	1. Submission of the inception report; 2. Submission of the Comprehensive Review 3. Submission of the summary records; 4. Submission of the workshop design and facilitation of the workshop;
Main Activities: 1. Hiring of the Consultant/Team of Consultants; 2. Inception meeting between the Consultant and ASEC; 3. Submission of the inception report; 4. Development of draft Comprehensive Review (inclusive of research work and data gathering/validation); 5. Ad-referendum consultations; 6. Regional Consultative Workshop with SOMCA and representatives from ROK, ASEAN/Intergovernmental Organisations (IGO) entities, and relevant ASEAN Sectoral Bodies, for example, SOM-ED, SOMY, ACCSME (in-person); 7. Revisions of the Comprehensive Review based on the inputs from SOMCA; 8. Ad-referendum consultations; 9. Finalisation of the Comprehensive Review, to be used as a take-off point for the drafting of the New Work Plan; 10. SOMCA's adoption of the final Comprehensive Review report		
Outputs (direct project results)	Indicators (to measure project achievements)	Sources/Mean of Verification
Output 2: New Work Plan	1. The New Work Plan which includes thematic studies that can inform new strategic areas and recommendations and way forward, which satisfies the TOR of the Consultants, is submitted and consulted with SOMCA 2. Summary Record of Meetings (online and offline) are circulated to participants 3. In-person Regional Validation Workshop is held	1. Submission of the New Work Plan; 2. Submission of the meeting reports; 3. Submission of the workshop design and facilitation of the workshop;

Main Activities:

1. Development of draft New Work Plan with thematic studies and analysis;
2. Ad-referendum consultations with SOMCA;
3. Regional Validation Workshop with SOMCA and representatives from ROK (in-person);
4. Revisions of the draft Work Plan based on inputs from SOMCA;
5. Ad-referendum consultations with SOMCA;
6. Finalisation of the New Work Plan based on the inputs from SOMCA;
7. SOMCA's adoption of the New Work Plan;
8. Printing of the New Work Plan and E-publication of the thematic studies;
9. Launch Event and Project Evaluation Meeting;
10. Development of Project Evaluation Report.

3.2 PROJECT REQUIREMENTS

Institutional Arrangement

The consultant/team of consultants will be working under the guidance of the SOMCA in consultation with the Culture and Information Division (CID) of the ASEAN Secretariat.

The consultant(s) shall report to CID who will then report the project's progress at relevant meetings.

Funding, Logistics and Administrative Arrangements

The funding for the project shall be obtained from the ASEAN-Korea Cooperation Fund (AKCF).

The payment will be based on the agreed quotation that is prepared by the Consultant and received by the ASEAN Secretariat, in USD (US Dollar) for international bidders and in IDR (Indonesian Rupiah) for local bidders.

The funds will be released based on the following schedule:

- 20 %** upon the submission of the inception meeting report;
- 40 %** upon the submission of the final draft of the Comprehensive Review Report of the Strategic Plan;
- 40 %** upon the submission of the final version of the new Work Plan.

The location of the assignment will be in the country of the consultant/team of consultants, with tentatively 3 trips to Jakarta, Indonesia for the in-person meetings, the expenses for which will be covered with the following regulations:

1. One (1) in-person Consultative Workshop in Jakarta: international return airfare to Jakarta, economy class, most direct route, not exceeding USD 800; per diem allowance (inclusive of accommodation) for two days based on applicable UN DSA Rate.¹

¹ In the event where the consultant is based in Jakarta, per diem and travel cost to the meeting venue will not be covered.

2. One (1) in-person Validation Workshop in Jakarta: international return airfare to Jakarta, economy class, most direct route, not exceeding USD 800; per diem allowance (inclusive of accommodation) for two days based on applicable UN DSA Rate.
3. One (1) in-person Launch Event and Project Evaluation Meeting in Jakarta; international return airfare to Jakarta, economy class, most direct route, not exceeding USD 800; per diem allowance (inclusive of accommodation) for two days based on applicable UN DSA Rate.

Travel arrangement covered by the Project is budgeted only for 1 (one) consultant/person from the team of consultants.

The payment of per diem (inclusive of accommodation) and reimbursement of airfare for the physical meetings will be paid by the ASEAN Secretariat upon the submission of original invoices and/or official receipts and other relevant documents.

The ASEAN Secretariat shall have the right to refuse any request for reimbursement by the consultant/s should the consultant/s fail to present the proper invoice, receipt or related documents as supporting materials in requesting for the reimbursable expenses.

Duration of Assignment

The assignment is expected to take place from acceptance of engagement through the delivery of the services as outlined in the ToR. The task is expected to be completed by December 2025. The consultant may wish to tabulate the duration of the assignment based on man hours of up to 90 days for the entire assignment.

3.3 VENDOR'S QUALIFICATION (PLEASE REFER TO APPENDIX 2)

The consultant(s) shall ideally be able to satisfy the following criteria:

- a. Demonstrated professional experience in research and consultancy, and in the conduct and development of systematic technical reviews, including producing reports **(Mandatory to provide CV and the best sample of relevant previous works)**;
- b. Relevant professional experience in research in the area of culture and arts, and/or related fields. Ideally, with demonstrated professional experience in research and/or practice in cultural heritage and creative economy/cultural creative industries **(Mandatory to provide a list of all related previous works and the best sample)**;
- c. Familiar with the work of ASEAN or similar intergovernmental organisations or has experience in collaborating with international and national experts and institutions **(Mandatory to provide all samples/proof or listing with summary/abstract of previous works undertaken with relevant organisations/institutions)**;
- d. Demonstrated a clear and comprehensive plan for addressing the project requirements and deliverables, including a systematic and well-defined approach for each project phase (e.g. review, consultation, plan development, validation workshop), a realistic timeline for each phase, and a clear description of the methodology and approach to be used to deliver the project outcomes **(Mandatory to provide proposed Methodology and Timeline)**;
- e. Availability to respond to urgent requests for assistance and coordination;
- f. Excellent command of spoken and written English;
- g. Excellent analytical abilities, writing, and presentation skills;
- h. Must be based in ASEAN countries or the ROK.

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 **Tuesday, 17 September 2024** by following options:

4.2.1. HARDCOPY (preferable)

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 and Administrative Rules and Procedures (AFARP), 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 – **Price**

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 IDR for local bidders***.

The ASEAN Secretariat may, after the closing date, request additional information or clarification of tenders in writing.

4.2.2. SOFTCOPY

The Technical and Financial proposals shall be sent separately to the following email address:

Chairman of Sub-Committee on Tender
Administration and General Affairs Division
Email: procurement@asean.org

Subject of the Email:

- **Technical Proposal_Title of Tender_Name of Vendor**
- **Financial Proposal_Title of Tender_Name of Vendor**

Compliance

The softcopy of Technical and Financial proposals must be sent **separately** protected by a **different password** for each proposal in encrypted format at PDF/ZIP file.

1. **Technical Proposals;**

a. **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. Financial Proposal:

Financial Proposal which shall consist of among others the bid amount; payments schedule; etc. duly filled Appendix 3 – **Price**.

All documents not submitted in English shall not be considered and quoted price in the softcopy submission shall be in **US Dollars for international bidders and IDR for local bidders**.

3. Do not mention the passwords in the body of the email.

4. Inform the password only when the procurement staff contacts you to request it.

4.3. RFP TERMS & CONDITIONS

4.3.1. Bid Expiration Date

*Received tender proposals shall be valid until **31 December 2024***

4.3.2. Implementation/Delivery Schedule

For e.g. 'as stated in Annex A – Term of Reference'

4.3.3 Pre-Bid Meeting

No prebid meeting is needed.

Participant's confirmation to the pre-bid meeting and questions can be shared 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

Consultant/Team of Consultants General Information

To be submitted together in the **Technical Proposal**

INDIVIDUAL/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	Demonstrated professional experience in research and consultancy, and in conduct and development of systematic technical reviews, including producing reports (Mandatory to provide CV and the best sample of relevant previous works)	CV and the best sample of relevant previous works	Vendor to comply
2	Relevant professional experience in research in the area of media and information, and/or related fields. Ideally, with demonstrated professional experience in research and/or practice in disinformation, media information and digital literacy, and information dissemination strategies (Mandatory to provide a list of all related previous works and the best sample)	List of all related previous works and submit the best sample	Vendor to comply
3	Familiar with the work of ASEAN or similar intergovernmental organisation or has experience in collaborating with international and national experts and institutions (Mandatory to provide all samples/proof or listing with summary/abstract of relevant previous works)	All samples/proof or listing with summary/abstract of previous works undertaken with relevant organisations/institutions	Vendor to comply

Comprehensive Review of the ASEAN Strategic Plan for Culture and Arts (2016-2025) and Development of a New Work Plan

4	Demonstrated clear and comprehensive plan for addressing the project requirements and deliverables, including a systematic and well-defined approach for each project phase (e.g. review, consultation, plan development, validation workshop), a realistic timeline for each phase, and a clear description of the methodology and approach to be used to deliver the project outcomes	Proposed Methodology and Timeline	Vendor to comply
5	Availability to respond to urgent requests for assistance and coordination		Vendor to comply
6	Excellent command of spoken and written English		Vendor to comply
7	Excellent analytical abilities, writing, and presentation skills		Vendor to comply
8	Must be based in ASEAN countries or ROK		Vendor to comply

APPENDIX 3
Price
To be submitted in the Financial Proposal

No.	Description	Quantity	Price /day (USD for International Vendor or IDR for Local Vendor)	Total (USD for International Vendor or IDR for Local Vendor)
1	Consultant/ Team Consultant Fee	Lumpsum		

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 (hardcopy)	
3	The envelope must be sealed and labeled accordingly. i. Technical Proposal ii. Financial Proposal	
4	Proposals are submitted in two different emails protected by different passwords. (softcopy)	
5	Title of the tender shall be put in each email as follows: - Technical Proposal_Title of Tender_Name of Vendor - Financial Proposal_Title of Tender_Name of Vendor	

II. Technical Proposal

No.	Description	Checklist
1	Technical Specifications of the service refer to the proposal	
2	All required information has been addressed accordingly	
3	Schedule of delivery	
4	Manpower/consultant requirement	
5	List of vendor's equipment (if any)	
6	Customer Reference (on 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	Authority of signatory	
10	Latest audited financial statements	
11	One original signed copy	
12	One copy of technical proposal duplicate	

III. Financial Proposal

No.	Description	Checklist
1	Offering is formulated in English	
2	Bid amount	
3	Payment schedule	
4	One original signed copy	
5	One copy of Financial Proposal 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**