



ASEAN SECRETARIAT

Request for Proposal

Consultant for Videos Production of the ASCC Strategic Plan

PROPOSAL MUST BE RECEIVED BY
Friday, 23 May 2025

DELIVER/MAIL PROPOSAL TO:

ASEAN Secretariat
Jl. Sisingamangaraja 70A
Jakarta 12110
Indonesia

Prepared by:	ASCC Monitoring Division
Date:	9 May 2025

1 EXECUTIVE SUMMARY

The ASEAN Secretariat, through the ASCC Monitoring Division and with support from the Government of Japan under Japan-ASEAN Integration Fund (JAIF 3.0), invites qualified media production companies or creative and communication agencies to submit proposals for video products to promote the ASEAN Socio-Cultural Community (ASCC) Strategic Plan.

The consultancy involves video production for the ASCC Strategic Plan consisting of one (1) documentary video and four (4) animation videos, consisting of one (1) long-form animation explainer video and three (3) short animation videos, each designed to cater to diverse stakeholders, from policymakers and implementing partners to youth and the general public across ASEAN Member States.

The documentary video aims to communicate the participatory and inclusive process behind the Strategic Plan's development. It will highlight regional, national and sectoral priorities and ASEAN flexibility and adaptability to respond to megatrends, such as digital transformation, urbanization, ageing populations, climate change, social protection, whilst delivering tangible benefits to its citizens. The videos will be showcased at the Regional Forum to Popularise the ASCC Strategic Plan scheduled in August 2025.

The selected consultant will be responsible for full-cycle video production, including storyboard development, scripting, animation, voice-over, translation and subtitling for the major ASEAN languages, and final delivery of high-quality videos. The engagement will be conducted from June to July 2025, under the supervision of the ASCC Monitoring Division of the ASEAN Secretariat.

2 BACKGROUND AND CURRENT STATUS

The ASEAN Socio-Cultural Community (ASCC) Pillar plays a vital role in realising a people-oriented, people-centred ASEAN by enhancing the quality of life, inclusivity, and resilience of its citizens. As the region moves towards 2045, the ASCC Strategic Plan charts a forward-looking vision that builds on past achievements while responding to emerging challenges and opportunities.

The ASCC Strategic Plan is comprised of 12 Strategic Goals, 16 Objectives, and 112 Strategic Measures across 20 Key Result Areas. It outlines ASCC priorities and goals for the next decade, focusing on advancing human and sustainable development to improve the quality of life and overall well-being of the people in the region. There is a need to translate these into communication materials that simplify and visually communicate the ASCC Strategic Plan to a broad range of stakeholders, from high-level policymakers to the general public.

To ensure that the ASCC Strategic Plan is not only understood but also embraced by a wide range of stakeholders – from policymakers and regional partners to youth, communities, and civil society – there is a need to develop compelling and accessible communication materials. These materials will translate the ASCC Strategic Plan's goals and objectives into narratives and human-interest stories that inspire engagement, ownership and support across all levels. This entails developing content that can further explain the Strategic Plan to ensure better understanding and appreciation of its significance and relevance.

In this regard, the Project on Supporting the Development of the ASCC Strategic Plan will develop five (5) videos (one documentary and 4 animation videos) that aim to present a clear and visually engaging overview of the Strategic Plan, highlighting its key components and explaining how the ASCC will continue to drive inclusive progress, resilience, and community well-being in the decades to come.

A documentary video will showcase the development process of the ASCC Strategic Plan that builds on the foundation of the ASCC Blueprint 2025 and integrates key insights and recommendations from the ASCC Survey, End-Term Review (ETR), Mid-Term Review (MTR), and extensive stakeholder consultations. These processes underscored the importance of inclusive policy implementation, strengthen mechanisms, and responsiveness to emerging regional and global challenges. Moreover, one (1) long-form animation video will feature an understanding of the strategic goals, objectives, measures of the ASCC Strategic Plan and its implementation and review mechanism, along with three (3) short animation, targeted videos for social media, focusing on (3) thematic clusters, namely a) People-Centred and Inclusive; b) Dynamic and Resilient; and c) Sustainable and Innovative. The animation videos will articulate the ASCC Strategic Plan's structure, strategic direction, implementation mechanism, and regional relevance.

3 SCOPE OF WORK

The Terms of Reference (TOR) for the video production companies or communication/ creative agencies to carry out the project is attached as Annex A.

3.1 PROJECT OVERVIEW

This video production is part of the activities under the 'Supporting the Development of the ASCC Strategic Plan' project, which includes a broad range of communication and outreach activities to increase awareness on the ASCC and its strategic plan, and support from ASCC stakeholders.

The video production aims to:

1. Raise awareness among ASCC stakeholders and the wider public about the strategic goals, objectives, key result areas, and measures of the ASCC Strategic Plan;
2. Promote engagement and facilitate better understanding of the ASCC's people-centred and people-focused approach by visually capturing highlights and envisioned milestones or outcomes of the ASCC Strategic Plan;
3. Increase support and stakeholder ownership for the implementation and sustainability of the ASCC Strategic Plan.

The vendor will be working closely with the ASCC Monitoring Division under the ASCC Analysis and Monitoring Directorate of the ASEAN Secretariat. The output is expected to be finalized by 1st week of August 2025, as outline in the indicative timeline below.

3.2 PAYMENT MILESTONE

No.	Task/Activities	Output	Payment Milestones
1.	<u>Inception/ kick-off meeting between the selected consultant and the ASEAN Secretariat</u> 1. The consultant must familiarise themselves with the ASCC Strategic Plan and relevant documents. 2. The consultant and the ASEAN Secretariat will discuss the overarching objectives and key messages of the documentary and animation videos. The consultant will present a preliminary concept to initiate brainstorming. The output from this meeting will include the details and outline of the storyline. <u>Concept /storyline, script and storyboard development</u> 3. The consultant will refine and elaborate on the storyline. This phase ensures narrative aligns with the ASEAN Secretariat's objectives on the documentary and animation videos.	Finalised script and storyboard approved by the ASEAN Secretariat, under the guidance of SOCA	40%

	4. The consultant will translate the storyline into detailed video scripts and storyboards, including define visual elements, transitions, and key details of each scene. 5. In collaboration with the ASEAN Secretariat, the consultant will ensure the adherence to branding guidelines. 6. The consultant submit draft script and storyboard to the ASEAN Secretariat for review, including circulation and review of the Ad Hoc Working Group to Develop the ASCC Strategic Plan (AHWG), and the Senior Officials Committee for the ASCC (SOCA), 7. The consultant will incorporate feedback from the review on the script and storyboard. The script and storyboard will require at least three revisions.		
2.	<u>Field production</u> 1. Conduct location scouting and filming logistics. 2. Coordinate and conduct interviews with stakeholders in selected AMS. The consultant will be in close coordination with the ASEAN Secretariat to schedule the interview with respective stakeholders. 3. Capture supporting visuals and footage in selected AMS. The AMS will be decided during the inception meeting, upon consultation with the AHWG. <u>First version of documentary video/ post-production</u> 4. Video editing into a cohesive 5–8-minute documentary. 5. Production of series of animation videos (long-form video and short videos) with engaging visuals. 6. Add subtitles, background music, motion graphics, and visual ASEAN and JAIF identifiers. For the subtitle translations in Bahasa, Myanmar, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese, the consultant will require to submit in Word version first to be reviewed by the ASEAN Secretariat and key stakeholders before embedding it to the videos in the first video draft. 7. Submit initial version of the videos for feedback to the ASEAN Secretariat. Subtitles must be embedded in the video to ensure syncing of the video and the subtitles.	First draft of the videos upon acceptance of the ASEAN Secretariat	30%

3.	<u>Revised versions</u> 1. ASEAN Secretariat will provide feedback, and the consultant will revise it as necessary to address any comments and suggestions. Revision of the videos, as required and without additional charge. This process ensures that the final videos meet the ASEAN Secretariat's expectations. 2. The engagement will require at least four video revisions. <u>Final version of the video</u> 3. Deliver final approved versions of all videos by the end of July 2025, in particular the documentary video will be presented during the Regional Forum to Popularise the ASCC Strategic Plan scheduled on 19 August 2025. 4. Submit production files, and associated assets in editable formats. This facilitates future updates or modifications and ensures the ASEAN Secretariat has full access to the content.	Final version of the videos approved by SOCA	30%
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3.3 PROJECT LOCATION

The meetings and coordination between the ASCC Monitoring Division and the consultant will take place mostly virtually through video conferencing and when necessary, at the ASEAN Secretariat in Jakarta. The vendor is also expected to be accessible through WhatsApp and email for easier communication and coordination.

3.4 INTELLECTUAL PROPERTY RIGHTS AND DATA PRIVACY

All outputs produced under this contract shall be the exclusive property of ASEAN.

The consultant agrees to protect the privacy and confidentiality of all organizational files and records, including usernames and passwords, which are made available or turned over by ASEAN to the consultant.

All communication (email, SMS, Whatsapp) containing confidential information shall not be shared by the Service Provider and shall be deleted or disposed upon project completion.

4 PROJECT REQUIREMENTS

This assignment will involve several activities in close coordination with the ASEAN Secretariat and the ASCC Monitoring Division. The proposed indicative timeline of the engagement is specified as follows

Timeline	Key Activity
1 st week of June	Inception meeting with the consultant
2 nd week of June 2025	Development of draft script for the documentary and animation videos
3 rd week of June 2025	Ad-referendum review by the AHWG for the script for the documentary and animation videos
3 rd week of June 2025	Ad-referendum review and endorsement of SOCA for the proposed script for the video and the animation
4 th week of June – 1 st week of July 2025	Development of the video, including in-country video production, and review process of the video by the ASEAN Secretariat and revision by the consultants
2 nd week of July	Consultation and review of the AHWG on the draft video documentary and animation
3 rd week of July 2025	Revision of the video documentation and animation video, including internal clearance at the ASEAN Secretariat
4 th week of July 2025	Final consultation and review of the video by the AHWG
1 st week of August 2025	Ad – referendum endorsement of SOCA on the video

The consultant can be an individual team or a team representing a firm, and should satisfy the following criteria:

- Video production, multi-media creative company or individual team with at least 10 years demonstrated experience in producing high-quality video documentaries and animated videos, particularly in the development, corporate, public policy, or social sector. Portfolio should include a minimum of three completed video production projects.
- Should be based in an ASEAN Member State
- Equipped with a team that is composed of a producer/creative director, scriptwriter, videographer, animator, and a video editor which satisfy the following criteria:

a. Producer / Creative Director – Please provide CV, portfolio and other evidence to satisfy the following:

- i. Bachelor's degree in film production, media arts, communication or a related field.
- ii. At least 10 years of experience in directing, managing and supervising video production and delivering end-to-end multimedia or video production projects, demonstrating strong creative and technical skills in cinematography, editing, and post-production processes
- iii. At least five years' experience in leading a production or multi-disciplinary team as well as coordinating all phases of video production from planning to completion or delivery.
- iv. Experience working with organisations and companies, including international organisations, that deal with multiple and various stakeholders and developing informational, promotional or developmental videos.

b. Scriptwriter - Please provide CV, portfolios and other evidence to satisfy the following:

- i. Bachelor's degree in communications, Journalism, or related field
 - ii. At least 5 years' experience in writing scripts for video productions, including documentary videos, short videos, development-focused content or corporate videos.
 - iii. Proven ability to translate technical or policy contents into stories, narratives, and visuals based on testimonials from previous clients.
- c. Videographer – Please provide CV, portfolios and other evidence to satisfy the following:
 - i. Bachelor's Degree or Diploma in Film, Video Production, Media Arts or related field.
 - ii. At least three years' experience in video production, including operating professional video cameras and equipment and handling location shoots.
 - iii. Proficiency and strong knowledge of visual composition, framing, lighting, blocking, and arranging video shoot set-ups based on testimonials from previous clients.
- d. Video Editor – Please provide CV, portfolios and other evidence to satisfy the following:
 - i. Bachelor's Degree or Diploma in Film, Video Production, Media Arts or related field.
 - ii. At least five years' experience in video editing, including audio and subtitle syncing, color correction and editing, timing, and ensuring visual flow and consistency.
 - iii. At least five years proficient experience in using animation software such as Adobe Premier Pro or similar software.
- e. Animator/ Animation Editor – Please provide CV, portfolios and other evidence to satisfy the following:
 - i. Bachelor's Degree or Diploma in Animation, Multimedia Design, Creative Design or related field.
 - ii. At least three years' experience producing 2D or 3D animations for informational, promotional or developmental videos.
 - iii. At least three years' proficient experience in using animation software such as Adobe After Effects or similar software.

5 RFP REQUIREMENTS PROCESS

5.1 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 **Friday, 23 May 2025** 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 Dollar for international bidders and IDR for local bidders**.

3. Do not mention the password in body email.

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

4.3. RFP TERMS & CONDITIONS

4.3.1. Bid Expiration Date

*Received tender proposals shall be valid until **31 August 2025**.*

4.3.2. Implementation/Delivery Schedule

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

4.3.3 Pre-Bid Meeting

No pre-bid meeting is required

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

Appendix 1

Individual Team / Company General Information
*To be submitted together in the **Technical Proposal***

Individual Team / 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	Duration of Implementation	10 weeks (June-September 2025)	Vendor to describe the duration
2	Outputs of project	1. Final storyboard and script for the documentary and animation videos approved. 2. A fully produced, high-quality approx. 5-8 minutes documentary video in English, including subtitled videos in Bahasa, Myanmar, English, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese. 3. One long-form animated video (approx. 4-7 minutes) produced in English, including subtitled videos in Bahasa, Myanmar, English, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese. 4. Three short animation videos (approx. 2 minutes each) produced in English, including subtitled videos in Bahasa, Myanmar, English, Filipino, Khmer, Laos, Malay, Thai, and Vietnamese. 5. Animation assets and elements, including motion graphics elements, icons, background and custom illustrations created for the videos. 6. Raw and edited footage, production files, and associated assets with full usage rights.	Vendor to comply
3	Qualification criteria	The consultant can be an individual team or a team representing a firm, and should satisfy the following criteria: • Video production, multi-media creative company or individual team with at least 10 years demonstrated experience in producing high-quality video	Vendor to comply

		documentaries and animated videos, particularly in the development, corporate, public policy, or social sector. Portfolio should include a minimum of three completed video production projects. • Should be based in an ASEAN Member State • Equipped with a team that is composed of a producer/creative director, scriptwriter, videographer, animator, and a video editor which satisfy the following criteria: a. <u>Producer / Creative Director – Please provide CV, portfolio and other evidence to satisfy the following:</u> i. Bachelor's degree in film production, media arts, communication or a related field. ii. At least 10 years of experience in directing, managing and supervising video production and delivering end-to-end multimedia or video production projects, demonstrating strong creative and technical skills in cinematography, editing, and post-production processes iii. At least five years' experience in leading a production or multi-disciplinary team as well as coordinating all phases of video production from planning to completion or delivery. iv. Experience working with organisations and companies, including international organisations, that deal with multiple and various stakeholders and developing informational, promotional or developmental videos. b. <u>Scriptwriter - Please provide CV, portfolios and other evidence to satisfy the following:</u>	
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		i. Bachelor's degree in communications, Journalism, or related field ii. At least 5 years' experience in writing scripts for video productions, including documentary videos, short videos, development-focused content or corporate videos. iii. Proven ability to translate technical or policy contents into stories, narratives, and visuals based on testimonials from previous clients. c. <u>Videographer – Please provide CV, portfolios and other evidence to satisfy the following:</u> i. Bachelor's Degree or Diploma in Film, Video Production, Media Arts or related field. ii. At least three years' experience in video production, including operating professional video cameras and equipment and handling location shoots. iii. Proficiency and strong knowledge of visual composition, framing, lighting, blocking, and arranging video shoot set-ups based on testimonials from previous clients. d. <u>Video Editor – Please provide CV, portfolios and other evidence to satisfy the following:</u> i. Bachelor's Degree or Diploma in Film, Video Production, Media Arts or related field. ii. At least five years' experience in video editing, including audio and subtitle syncing, color correction and editing, timing, and ensuring visual flow and consistency.	
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		iii. At least five years proficient experience in using animation software such as Adobe Premier Pro or similar software. e. <u>Animator/ Animation Editor – Please provide CV, portfolios and other evidence to satisfy the following:</u> i. Bachelor's Degree or Diploma in Animation, Multimedia Design, Creative Design or related field. ii. At least three years' experience producing 2D or 3D animations for informational, promotional or developmental videos. iii. At least three years' proficient experience in using animation software such as Adobe After Effects or similar software.	
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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	Video Production Consultant	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 have 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**