

TERMS OF REFERENCE (TOR)

Independent Foreign and Public Policy Organisation to Organise The Japan-ASEAN Integration Fund (JAIF) Symposium 2025

Background

ASEAN and Japan have enjoyed many years of solid and beneficial relations as “partners thinking together, acting together, and sharing a future vision”. As an enduring strategic partner of ASEAN, Japan has been one of the major Dialogue Partners and contributors for more than five decades to the political, economic, and social development of ASEAN.

The Japan-ASEAN Integration Fund (JAIF) was officially established in March 2006. Since then, JAIF has supported the integration and community development efforts of ASEAN by facilitating the implementation of the ASEAN 2025: Forging Ahead Together, which consists of the blueprints for the ASEAN Political-Security Community (APSC), ASEAN Economic Community (AEC), and ASEAN Socio-Cultural Community (ASCC), as well as the Initiative for ASEAN Integration (IAI) Work Plan IV and the Master Plan on ASEAN Connectivity (MPAC) 2025. JAIF also aims at promoting greater cooperation between Japan and ASEAN.

The support from the Government of Japan through JAIF and other funding and technical cooperation apparatuses, such as Economic Research Institute for ASEAN and East Asia (ERIA) and Japan International Cooperation Agency (JICA), has been instrumental in supporting the implementation of the Blueprints and providing financial and technical assistance to a wide range of projects and initiatives. JAIF alone funded more than 600 projects since 2016, undertaking critical interventions in areas across the aforementioned three pillars of the Blueprints, the IAI, and MPAC.

At this critical juncture when the blueprints come to an end in 2025 and is succeeded by the ASEAN Community Vision 2045 and its Strategic Plans, the Mission of Japan to ASEAN (MOJ) and the JAIF Management Team (JMT), partnered with an elected external organisation, will convene a symposium to strengthen ASEAN-Japan Friendship and Cooperation. The symposium will aim at the following:

- i) Showcase the key achievements of the Blueprints across their three pillars, the IAI, MPAC, and the ASEAN Outlook on the Indo-Pacific (AOIP), considering the crucial roles of Japan and highlighting Japan’s impactful contributions to the implementation of these strategic frameworks through JAIF as well as the Implementation Plan of the Joint Vision Statement on ASEAN-Japan Friendship and Cooperation;
- ii) Explore strategic interventions contributing to the implementation of the ASEAN Community Vision 2045 and its Strategic Plans and areas for reinforcing ASEAN-Japan Friendship and Cooperation, considering evolving regional and international landscapes; and
- iii) Foster dialogues and networking among key stakeholders, including government officials, policy makers, academics, civil society representatives, and private sector actors.

The symposium will bring together government officials, policymakers, researchers, and other key stakeholders to reflect on progress, identify remaining challenges, and explore innovative approaches to further strengthening the ASEAN Community in the future, in cooperate with the Government of Japan through JAIF.

Objective

The independent foreign, public, or development policy organisation – hereinafter referred to as JAIF Partner – is expected to adept at **delivering symposium support effectively and efficiently as per an agreed scope of work and deliverables in close coordination and collaboration with the MOJ and JMT**. Their contribution will be instrumental in ensuring seamless operations and smooth organisation. To amplify symposium's impact and extend its regional and global resonance, JAIF Partner is expected to demonstrate not only operational mastery but also professional technical competence in facilitating strategic and policy discussions as well as agilely eliciting strategic guidance and innovative approaches from symposium participants towards building a more resilient, sustainable, and peaceful ASEAN community and enduring ASEAN-Japan Friendship and Cooperation.

Scope of Work

The success of the event rests primarily on delivering on the following actions:

- A. Refine the symposium objectives and scope, based on this TOR, in coordination with the MOJ and JMT:
 - 1) Finalise symposium's overall concept, clear goals and structure of the symposium
 - 2) Identify symposium's target audience – e.g., policymakers, academics, sector leaders
 - 3) Also identify focused themes or policy issues to guide the agenda
- B. Develop a detailed event plan:
 - 1) Set a date, time, and duration, considering deliverables and the right timing not to coincide with other high-level conferences, such as the ASEAN-Japan Summit
 - 2) Identify a venue—preferably a hotel—with adequate capacity, accessibility, and technology to conduct in-person or hybrid
 - 3) Finalise a budget that covers all expenses for implementing this Scope of Work and producing deliverables
- C. Elaborate a robust agenda:
 - 1) Propose speakers, panellists, and moderators, as well as target audience
 - 2) Design an agenda of the symposium which includes keynote speeches, panel discussions, Q&A sessions, a coffee/tea break, lunch, etc.
 - 3) Ensure that all aspects of the event align with the goals and objectives of the symposium
- D. Secure prominent speakers and moderators:
 - 1) Invite credible, influential speakers with expertise in ASEAN and/or ASEAN-Japan policy areas – e.g. government officials, researchers, ASEC staff, NGOs, etc.
 - 2) Confirm moderators skilled in facilitating constructive dialogue and managing time
 - 3) Provide speakers and moderators with clear briefs on format, audience, and expectations
 - 4) Identity, select, and invite target onsite participants, apart from unspecified general audience
- E. Manage logistics and equipment:
 - 1) Secure the venue identified in Section B.2 above, ensuring efficient registration/reception, quality audio-visual equipment, stable Wi-Fi connection, reliable technical support for presentations and live streaming, and stage/conference room design appropriate for the symposium theme
 - 2) Arrange travels and accommodations for speakers and moderators arriving from outside Jakarta

F. Market, promote and communicate the event:

- 1) Develop a comprehensive marketing and communication plan for the symposium, including both traditional and digital channels (e.g., social media, email campaigns, website, media partnerships).
- 2) Support the creation of promotional materials such as flyers, press releases, banners, and event branding.
- 3) Leverage the collaborator's networks and industry connections to amplify the event's visibility and reach.

G. Engage in the Event

- 1) Administrative support for participant registration, session coordination and speaker liaison
- 2) Coordinating hybrid event logistics (e.g., A/V setup, livestreaming, virtual breakout rooms)
- 3) Use live polling if appropriate, Q&A tools, or apps to encourage audience participation
- 4) Monitor time to keep sessions on track and allow for breaks
- 5) Encourage social media engagement with a dedicated hashtag
- 6) Support the preparation and dissemination of session recordings and press release/social media postings summarising key takeaways, policy recommendations, and areas for future cooperation between ASEAN and Japan

H. Provide post-event reporting and evaluation.

- 1) Prepare i) a report including minutes on the symposium summarising discussion points and policy recommendations as well as ii) an evaluation report reflecting attendees' feedback, lessons learned from the event organisation, and recommendations and areas for improvement for future events.

Deliverables

- 1) An effectively organised the JAIF Symposium, successfully meeting the mutually agreed objectives, goals, and all the requirements defined in the Scope of Work section, which includes promotional items and materials;
- 2) A concise *symposium report* (in Scope of Work H - i) with an executive summary for policymakers, government officials, and stakeholders, embracing key findings, takeaways, recommendations on strategic interventions contributing to the implementation of the ASEAN Community Vision 2045 and its Strategic Plans, and areas for reinforcing ASEAN-Japan Friendship and Cooperation;
- 3) An *evaluation report* (in Scope of Work H - ii) compiling participants' responses/feedback, event's success factors and challenges, and suggestions for future events;
- 4) *Video and audio recordings* of keynotes, panels, and Q&A sessions;
- 5) A *dedicated online hub or webpage*;
- 6) *YouTube and social media posts* disseminating symposium's findings to a broader audience.

Number of Participants

The expected number of participants is approximately five hundred with two hundred (200) joining in person and three hundred (300) participating online.

Timeline

The symposium is tentatively scheduled in September or October 2025 for half a day with coffee/tea and lunch provided to the participants. The preparation for the event is expected to commence from July 2025 and can be completed by mid-September 2025 depending on the exact date of the symposium.

Budget Proposal

Submission of a proposal with a detailed budget – along with TORs for supporting staff if applicable – is required. A proposal should be submitted in IDR for local bidders or USD for international bidders and must include all costs associated with translating all elements defined in the Scope of Work into action and producing the required deliverables. If necessary, and in consultation with MOJ and JMT, the Scope of Work may be adjusted during the implementation of the Work. To this end, it is advised to develop and submit a budget proposal that is as detailed as possible, including cost breakdowns for each planned action.

Bidder's Qualifications and Experience

At a minimum, the bidder shall meet the following criteria and submit evidence to accommodate each criterion:

- 1) Demonstrated expertise in organising high-level symposiums or forums with international or regional organisations in facilitating strategic and policy discussions, strategic guidance, and innovative approaches. Institutions having an extensive network on a global scale, familiar with the work of ASEAN and the Government of Japan, experienced in partnerships with Japanese organisations, and proven record of engaging with international and national experts, will be considered on a priority basis. Submission of detailed past organising symposium records (including links to websites with similar scope developed) and the evidence of networks (for example, the number of followers and organisation's portfolio) will help assess the qualification. Previous collaborations, partnerships, or initiatives in the thematic area will be an added value.
- 2) Demonstrated ability to fulfil the scope of work through the submission of a detailed proposal, including symposium objectives and scope, event plan, agenda, potential speakers and moderators, logistics and equipment, marketing and communication plan, scope of engagement in event, and post-event reporting and evaluation.
- 3) Competency in organising symposiums in fluent English. Submission of English proficiency test results (e.g., IELTS) is required unless the organisers are native English speakers or hold a degree from an English-medium higher education institution. Experience working with Japanese organisations or companies will be an added advantage.
- 4) Proof of effective and timely symposium delivery, as demonstrated by participant assessments collected through post-symposium surveys, independent evaluations, third-party reviews, or beneficiary feedback. (Please submit a list of past symposiums evaluation reports/participant' feedback).
- 5) Evidence as a professional organisation holding a cadre of experts versed in Japanese policies and subject matters of the symposium, including those who can serve as resource persons, by submitting a list of proposed key personnels together with their CVs or bios including their publications, journals, articles, and/or videos concerning Japanese foreign policies and strategies in the context of ASEAN-Japan cooperation and friendship.

Notes

- Failure to provide required information and documentation – including past-experience in organising symposiums or high-level forms, a work plan in accord with the scope of work, English language proficiency certificates, post-symposium surveys and the evidence of experts – will result in disqualification.
- The Terms of Payment: the first payment – or 50% of the total costs for the symposium – shall be made upon the contract of agreement. The remaining 50% shall be disbursed after the submission of all deliverables 1-6 in the section of Deliverables.