

TOR of Celebration of Key Milestones of ASEAN-Japan Friendship and Cooperation (2026-2029)

This Terms of Reference (TOR) outlines the requirements for a consulting firm to execute a series of events and initiatives celebrating key milestones of ASEAN-Japan Friendship and Cooperation between 2026 and 2029. Key milestones include celebrations of the 20th JAIF Anniversary in 2026, the 50th Fukuda Doctrine in 2027, and the 55 years of cooperation in 2028. The activities aim to raise public awareness of the Japan-ASEAN Integration Fund (JAIF) contributions, showcase best practices, and strengthen the bond between Japan and ASEAN Member States (AMS).

Responsibilities and Scope of Work

The consulting firm must propose a team with designated personnel to manage the following key components of the assignment:

	Role	Key Responsibilities
1	Project Manager/Team Leader	Overall supervision, quality control, liaison with the JAIF Management Team (JMT) and the Mission of Japan to ASEAN, strategic guidance, and final approval of all outputs and reports.
2	Video Production Lead	Overseeing the production of up to three main videos featuring compelling testimonies from JAIF project beneficiaries and animation contents utilizing ASEAN-Japan Mascot, JABOT. Ensuring production of all four required versions per video (3-min short, 7-min long, English, and Japanese-subtitled).
3	Digital/Web Specialist	Designing and creating a dedicated JAIF webpage showcase. Implementing an attractive design with clear infographics that visually map JAIF projects to the 44 areas of the Implementation Plan.
4	Logistics/Events Manager	Planning and executing up to three public events in major shopping malls, hotel ballroom, or event venues, with a possible location in Jakarta, Indonesia (hybrid for other AMS) and/or Manila, Philippines (hybrid for other AMS). Managing the reusable panel exhibitions, Japanese cultural showcases (e.g., taiko drums, workshops, talk shows), and participation invitations for all AMS, Japan, and ASEC.
5	Marketing/Social Media Specialist	Developing and implementing the social media and Advertising Campaign across various platforms. Designing content featuring JABOT and KIBOT, JAIF projects, and culture.
6	Promotional Items Production Lead	Carrying out the design and production of a range of durable and practical promotional items featuring JABOT and KIBOT mascots.
7	Japanese-English translator	Translations of JAIF webpage contents from English to Japanese ¹ and development of Japanese subtitles for up to three videos.

The human resources who will engage in this project shall maintain strict confidentiality in all aspects of the work.

¹ Dedicated webpage as one of the project outputs (see next section).

Output(s) or Results to be produced by the Consultant/ Consulting Firm

The Consulting Firm is responsible for the timely and quality delivery of the following outputs and shall refer to Appendix-3 Specification Form and Price Breakdown for details and follow all the requirements:

1. **Video Content:** Up to **three main videos**, each delivered in four distinct versions: a 3-minute short version for social media, a 7-minute long version for detailed presentations/websites, an English version, and a Japanese-subtitled version.²
2. **Dedicated Webpage:** A **special, comprehensive webpage** integrated into the JAIF website, featuring an attractive design and clear infographics linking JAIF projects to the 44 areas³ of the [Implementation Plan of the Joint Vision Statement on ASEAN-Japan Friendship and Cooperation: Trusted Partners](#) under the three pillars of “Heart-to-Heart Partners across generations”, “Partners for Co-creation of Economy and Society of the Future”, and “Partners for Peace and Stability” in English and Japanese languages.
3. **Promotional Items:** Production of a range of durable items featuring [JABOT and KIBOT](#), including but not limited to **shopping bags, plushies, keychains**, and an **updated mascot costume**.
4. **Public Events:** Execution of up to **three public events** (in person in Jakarta and/or Manila and hybrid), featuring reusable panel exhibitions and Japanese cultural showcases.
5. **Media Campaign:** Implementation of a multi-platform media campaign, including social media content creation
6. **Final Report:** A comprehensive final report detailing all activities, deliverables, outcomes, media campaign performance metrics, and financial accounts.

Remarks

1. The languages to be used for milestone events and advertisement campaign are English and Japanese.
2. The core message of the events and advertisement campaign for the ASEAN-Japan key milestones should be consistent with the Government of Japan’s policy in supporting AOIP, and thus the consulting firm should consider it when planning the events and advertisement campaign.
3. All the information which is necessary for developing the communication/ outreach contents will be provided by the Mission of Japan to ASEAN and JMT. The consulting firm is welcome to provide feedback for further improvement such as necessary editing (e.g. how to highlight/take up information in various media) or additional information (e.g. attractive and easy-to-understand infographic/ design based on the figures provided by JMT).
4. All contents will be reviewed by JMT/ Mission of Japan and consulting firm is expected to accommodate their feedback to an extent possible before finalisation.

² Samples of past JAIF videos can be seen on JAIF YouTube channel: <https://www.youtube.com/@japan-aseanintegrationfund6522/videos>

³ The 44 main areas of ASEAN-Japan cooperation are available at: https://www.asean.emb-japan.go.jp/itpr_en/11_000001_00077.html

5. Consulting firm can propose useful systems from the viewpoint of SEO to enhance social media and website performance.

Required Qualifications of the Consulting Firm

The selected consulting firm should have human resource(s) who have the following qualifications, skills, and professional experience (consulting firm may outsource to third party if necessary):

A. Firm Qualifications and Experience

Requirement	Details	Evidence Required
Legal Status & Expertise	Shall be a reputable Public Relations (PR) or communication company with a deep understanding of the Japan and ASEAN region. Must be registered as a PR/communication or management consulting firm/agency.	Copy of business incorporation/legal registration certificate.
PR/Communication Experience	PR or communication consulting experience. Experience working with organisations or private companies in Japan is an added value.	Documentation/Portfolio showcasing relevant experience.
International Experience	Experience working with the ASEAN Secretariat or any international organizations.	Documentation/Portfolio showcasing relevant experience.
Client References	Three (3) references from previous clients that have engaged the firm in PR or communication-related services.	Contact details and project descriptions for three references.
Regional Operational Capacity	Operational capacity within Southeast Asia, with experience in coordinating hybrid events involving multiple Member States (AMS).	Documentation/Portfolio demonstrating regional and hybrid event capability.

B. Proposal and Key Personnel Submission Requirements

The Consulting Firm must submit a detailed proposal demonstrating its capacity, including:

1. Detailed Proposal Content

- Conceptual Design: Including visual images for the three anniversary events, social media campaign, and a 15-second reel for commemorative video.
- Quality Control: Mechanism for quality control in the firm for the delivery of goods and services.
- Methodology and Timeline: Detailed description of services, proposed methodology, and timeline for performing the assignment.

2. Key Personnel Qualifications (CVs Required)

- If an individual is assigned to multiple key personnel roles, clearly specify all covered positions in your proposal. The individual must meet the minimum qualifications required for each role they fulfill.

	Role	Required Qualifications, Skills, and Professional Experience
1	Project Manager/Team Leader	* Experience: Must have relevant professional communication experience to oversee and manage a project with multiple works, be involved in all works listed under Outputs, and ensure quality control of all work and deliverables. * Education: University degree (Master Preferable) in a relevant discipline (i.e. Public Relations, Communications, Business and Finance). * Language: Must have excellent English language proficiency (internationally recognized certificate i.e., IELTS 7.0 or equivalent, or a degree certificate from an English-speaking country's university).
2	Video Production Lead	* Experience: Expertise in multi-language video production, including experience with compelling human-story narratives. * Portfolio: Shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of compelling human-story video projects. * Asset: Award for vide production is an asset.
3	Digital/Web Specialist	* Experience: Experience in developing/managing websites, including event microsites. * Portfolio: Shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of microsite development/management projects.
4	Logistics/Events Manager	* Experience: Experience in organising events of International Organisations or major corporations. Experience organising an online/offline hybrid event will be an added value. * Portfolio: Shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of past events. * Asset: Award for PR/communication project is an asset.
5	Marketing/Social Media Specialist	* Experience: Demonstrated experience in implementing multi-platform advertising and social media campaigns across the ASEAN region. * Portfolio: Shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of multi-platform advertising and social media campaigns.
6	Promotional Items Production Lead	* Experience: Experience in the field of graphic design and product design. * Portfolio: Shall be able to demonstrate a successful track record of high-quality work by providing at least two portfolios of graphic/product design projects. * Asset: Award for good graphic/product design is an asset.
7	Japanese-English Translator	* Language: Must be a native Japanese speaker with experience in translation works who has competent English language proficiency (internationally recognized certificate i.e., IELTS 6.0 or equivalent) * Asset: Experience in translation works for international organization or major corporations.

Reporting

The consulting firm shall make progress reports on the assigned task to the ASEAN Secretariat as follows:

1. Inception Report due on fourth week following the commencement date;
2. Mid-project report due on fourth week of the sixth month of each year; and
3. Final Report due in two weeks upon completion of the project.

Duration and Dates of Assignment

The assignment will cover the period of the key milestone celebrations from 2026 to 2029. The specific duration and phasing of activities (20th JAIF Anniversary in 2026, 50th Fukuda Doctrine in 2027, 55 years of cooperation in 2028) must be clearly outlined in the firm's proposal. Services are expected to be performed from the first quarter of 2026 and should be completed by the end of 2029 for the duration of approximately 48 months - from acceptance of engagement through the delivery of the outcomes to submission of completion report and other materials as outlined in "Output(s) or results to be produced by the consulting firm"; covering all elements as specified in "Specifications".

Activity	2026				2027				2028				2029			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
A Kick-off meeting	■															
B Preparatory & Launch of 20th JAIF Anniversary		■	■	■												
C Promotion of 20 th JAIF Anniversary			■	■	■	■	■	■								
D Preparatory & Launch of 50th Anniversary of the Fukuda Doctrine					■	■	■	■								
E Promotion of 50th Anniversary of the Fukuda Doctrine						■	■	■	■	■	■	■				
F Preparatory & Launch of 55 Years of ASEAN-Japan Friendship and Cooperation									■	■	■	■				
G Promotion of 55 Years of ASEAN-Japan Friendship and Cooperation										■	■	■	■	■	■	■
H Development and Distribution of Promotional Items		■	■	■	■	■	■	■	■	■	■	■	■	■	■	■
I Submission of Completion Report															■	■

Important Points to Note

- The copyright of the development of the any outputs is with the JMT.
- It is expected that the assignment be completed in approximately 48 months period by December 2029. As the deliverables are subject to approval from the relevant authorities other than JMT, it may take longer time.
- Terms of payment shall be milestone basis (No advance payment is accepted).
- Above-mentioned activities and dates of assignment are subject to change and may be cancelled due to the Mission of Japan's decision. In this case, breakdown cost for an event will be deducted from the total payment to the consulting firm. Therefore, price breakdown of each item shall be clearly indicated in the Appendix-3.
- In case of cancellation, the information shall be shared well in advance by the Mission of Japan.
- The successful consulting firm shall meet with the JMT/ Mission of Japan to discuss concepts, the JMT/ Mission of Japan's requirements, and schedule. These meetings will take place either online via video conference or at the JMT's office at a date and time to be agreed by the relevant parties.
- The format and content of the video production may be subject to adjustment in consultation with Japan.
- The public events may be held in combination with the JAIF Symposium, which is planned and implemented under a separate contract.