



## **TERMS OF REFERENCE**

### **Communication Consultant for ASEAN Economic Community (AEC) Post-2025 Agenda Phase II**

The ASEAN Secretariat and the Australian Government, through the Australia for ASEAN Futures Initiative, invite applications from firms or organisations, for the above-referenced project. All proposals will be assessed based on their technical quality and value for money.

#### **I. Background**

2025 marks a crucial year for ASEAN as the region transitions from concluding the implementation of the *ASEAN Community Blueprint 2025* to charting pathways towards a resilient, innovative, dynamic, and people-centred ASEAN by 2045 as envisioned in the *ASEAN Community Vision 2045*. To attain the Vision, the development of Strategic Plan(s) for all pillar(s) is underway, including for the ASEAN Economic Community (AEC), with expected adoption of the Strategic Plan(s) by the 46<sup>th</sup> ASEAN Summit in May 2025. In this context, through *ASEAN Leaders' Declaration on the Development of Strategic Plans to Implement the ASEAN Community Vision 2045* adopted in 2024 under Lao PDR's ASEAN Chairmanship, ASEAN Leaders reaffirmed the importance of ensuring the development of the Strategic Plans of all ASEAN Community Pillars and ASEAN Connectivity is inclusive, participatory and holistic through engagement and consultations with relevant ASEAN organs and bodies, and other stakeholders, to ensure ownership of the respective Strategic Plans, whilst meeting the expectation of the peoples of the ASEAN.

An inclusive approach was implemented in the development of AEC Strategic Plan by engaging key external stakeholders throughout the process. This not only ensures their involvement in shaping the post-2025 strategy, but also keeps them informed of the progress, achievements, and lessons learned from the implementation of the AEC Blueprint 2025. Moreover, ensuring inclusivity in the development process also includes ensuring effective strategies set in place to communicate the impacts of ASEAN's economic integration to the businesses and public communities. In this regard, throughout 2024, a communication consultancy programme for the AEC, titled *Communication Consultant for ASEAN Economic Community (AEC) Post-2025 Agenda*, was implemented within October 2023 – October 2024 to assess AEC's approach in conducting outreach programme to AEC's key stakeholders. The consultancy programme also identified contextual approaches to enhance AEC's visibility for the key stakeholders, notably for businesses communities, through the development of Communication Strategy of AEC. Built upon the recommendations identified in the Strategy, series of activities engaging Key Opinion Leaders (KOLs) in a prominent podcast and the video series of *Why AEC Matters* were also launched as part of this consultancy programme to inform the outcomes of the implementation of the AEC Blueprint 2025, delivered through contextualised language and visuals for businesses and the public.

Moving forward, as ASEAN steps into the next bound of efforts to deepen its integration in the post-2025 context, it is imperative to implement the recommendations from the Communication Strategy, particularly to ensure effective outreach strategies are deployed in launching the AEC Strategic Plan 2026 – 2030, as well as showcasing the impacts of the AEC Blueprint 2025. Effective outreach strategies in these areas will ensure that businesses and other AEC's stakeholders are well-informed on future priorities and initiatives that could positively contribute to their activities, whilst at the same time provide channels for key stakeholders to engage in constructive discussion to enhance the implementation of AEC's initiatives.

In this regard, Aus4ASEAN Futures partners with ASEAN wish to procure communication consultant throughout 2025 – 2026 to implement the identified public outreach strategy and conduct socialisation activities to ensure the public is well informed on future priorities outlined in the AEC Strategic Plan of the *ASEAN Community Vision 2045* and the impacts from the implementation of AEC Blueprint 2025. This project is part of outreach undertakings overseen by the AEC Post-2025 Unit under the ASEAN Integration Monitoring Directorate (AIMD) of the ASEAN Secretariat, aiming to enhance AEC capacities in preparing and launching the AEC Post-2025 Agenda, which includes implementing relevant and contextual public outreach strategy.

## **Relationship to Other Activities**

### **II. Needs and Objectives**

This undertaking will contribute in supporting the needs of having a structured, targeted, and relevant outreach deliverables to launch the AEC Strategic Plan 2026 – 2030 and amplify the impacts of the implementation of AEC Blueprint 2025. In this context, ASEC and Aus4ASEAN Futures are seeking the services of a part-time communications' consultant(s) throughout 2025 – 2026.

The communications consultant(s) will be responsible for designing and producing effective, visually appealing, and engaging outreach products that clearly communicate the key messages of the AEC Strategic Plan 2026-2030, namely to amplify that the region will realise an integration driven by aspects such as action-oriented, sustainable, enterprising, adaptable, nimble, and inclusive by 2045. These products should align with the ASEAN Secretariat (ASEC) and Aus4ASEAN Futures requirements. The consultant will also be responsible for producing public-facing materials on the achievements of the AEC Blueprint 2025, supporting ongoing promotional efforts for AEC initiatives, and executing content strategies across various communication platforms, which includes in ASEAN website, ASEAN's social media channels (i.e., the term '*ASEAN Social Media Channels*' included in the ToR will refer to ASEAN's official platforms on Facebook, LinkedIn, Twitter, Instagram, and TikTok among others), as well as news outlets across the region

The consultant(s) will perform the following tasks, but not limited to:

#### **1. Design and Production of Outreach Products for the AEC Strategic Plan 2026-2030**

- Identify and develop overall key messages of the AEC Strategic Plan 2026-2030 as well as create tailored messaging and narratives for outreach

products, including on the infographics, flyers, and other promotional materials, to effectively communicate the future priorities of the AEC beyond 2025.

- Identify and engage key opinion leaders (KOLs) to support the launch of the AEC Strategic Plan, ensuring strategic and impactful outreach. Identify targeted communities' groups, such as representatives from MSMEs, disability groups, among others, to participate in the launching of the AEC Strategic Plan.
- Develop op-eds for the publication in prominent media outlets to raise awareness of and stimulate dialogue around the AEC's future priorities and initiatives.
- Produce short videos that highlight the future directions of the AEC, emphasising its key initiatives and priorities beyond 2025.
- Create a comprehensive content strategy for podcasts, featuring thought leaders and experts from across the region to introduce and discuss AEC's future priorities.
- Design and produce communication materials for the launch and any subsequent events, ensuring accessibility for all and consistency in messaging and visual identity.

## **2. Production of Public Reports and Outreach Materials on the Achievements of the AEC Blueprint 2025**

- Design and develop outreach products including reports and infographics, that highlight key findings and outcomes of the End-Term Review and Impact Assessment of the AEC Blueprint 2025.
- Showcase success stories which highlight the impact of the AEC Blueprint 2025's implementation through compelling visual formats such as videos and infographics.
- Create other materials that clearly communicate the impact of AEC Blueprint 2025 initiatives to various stakeholders, ensuring the content is accessible and engaging for public consumption.

## **3. Development of Additional Outreach Products to Promote AEC's Key Initiatives**

- Work closely with the ASEAN Secretariat to design, develop, and deliver additional outreach materials that promote key AEC initiatives and priorities as required. This may include brochures, case studies, digital content, or other products that align with evolving communication needs, as mutually agreed in accordance with the stipulated timeline.

The key audience for outreach and/or advocacy products is ASEAN's key stakeholders including, the private sector, such as micro, small, and medium enterprises (MSMEs), academe, external partners, international organisations, ASEAN Member States (AMS), ASEAN Sectoral Bodies, and the general public / ASEAN peoples.

### III. Outputs and Deliverables

The expected outputs are herewith listed as the following:

No.	Expected Outreach Deliverables	Expected Timeline	Estimated Number of Outputs
1.	<p style="text-align: center;">Outreach Products Post 46<sup>th</sup> ASEAN Summit Launching AEC Strategic Plan 2026 – 2030 and Outcomes from End-Term Review &amp; Impact Assessment of AEC Strategic Plan 2026 – 2030 <i>(number of deliverables to be decided between ASEAN Secretariat and the Consultant)</i></p>		
	Finalised key narratives, outreach schedule and KOLs for the launching of AEC Strategic Plan 2026 – 2030	W1 April 2025	N/A
	Finalised infographics/flyers	Ahead of the launching event, approximately by W2 April 2025	2 Infographics <i>Posted Across ASEAN's Social Media Channels</i>
	Finalised editorial (op-ed) pieces Impact Assessment of the AEC Blueprint 2025, AEC Strategic Plan 2026 – 2030, selection of key measures under the AEC Strategic Plan 2026 – 2030 and/or other key initiatives under AEC, as agreed upon	W2 May 2025 W2 August 2025 W4 November 2025 W3 January 2026	4 op-eds <i>Posted in Media Outlets</i>
	Finalised video series End Term Review, Impact Assessment, and AEC Strategic Plan 2026 – 2030	W4 April/May 2025 and September 2025 (in time for October 2025 Summit)	4 video series (up to 180 seconds for each video);  (i.e., 2 videos focus on the outcomes of ETR and Impact Assessment, other 2 videos focus on the launching of AEC Strategic Plans
	Finalised podcast participation End Term Review, Impact Assessment, and AEC Strategic Plan 2026 – 2030	<b>Post-launching:</b> Pre-AEM: August 2025 Post-47 <sup>th</sup> Summit: November 2025	Preparation of 2 scripts for ASEC podcast participation. Topics can be found in the list of tasks below.
2.	<p style="text-align: center;">Public Reports End-Term Review and Impact Assessment of the AEC Blueprint 2025</p>		
	First draft Public Report <sup>1</sup> AEC Blueprint 2025 Review and PPT	March 2025 Report will be in the form of collateral material (e.g. booklet, brochure type, magazine etc)	A maximum of 60 pages with an initial print run of approximately 100 copies, and provisions for reprints if required.
	Final draft Public Report on AEC Blueprint 2025; revised PPT and other materials enumerated in pt 1	Publication ready for release by May (ASEAN Summit)	Aproximately 80-100 pages, with an initial print run of 100 copies and provisions for additional reprints if required.
	Public Report on Compliance Monitoring with relevant info from Public Report of	January 2026	Aproximately 80-100 pages

<sup>1</sup> We hope to discuss the output with the Consultants to see what fits best (platform / form / format) and how it will fit in the over-all comms strategy of the Consultant. We bank on the premise that the Comms Consultant have expertise on Integrated Communication and that they are on a better position to advise us what will best work.

ETR and Outcome and Impact Studies (similar to the Mid-Term Review)			
3.	Consolidated Narrative Updated Slideshow Narrative and Design on AEC Post-2025 Agenda in ASEAN Website		
	Finalised narrative and digital slideshow/content AEC Post-2025 Agenda ASEAN Website	December 2025	1 slideshow landing page to be embedded under ASEAN.org with hyperlinks to AEC’s initiatives

The abovementioned expected outreach deliverables, along with the topics attached to the deliverables are **indicative**, subject to further discussion between ASEAN Secretariat and the procured communication consultant. The consultant is expected to take into account the aspects of gender, disability, and social inclusion in the development of outreach products aimed at promoting the outcomes of AEC initiatives.

In addition, other outreach products for other Aus4ASEAN Futures projects may potentially be developed and produced, as mutually agreed between the ASEC, Aus4ASEAN Futures and the Consultant.

**IV. Deliverables and Activities**

The following outputs and activities will need to be undertaken to achieve the outputs and deliverables presented above. The bidder should provide details on its approach to each activity in its bid and is free to recommend additional activities. The following activities will be undertaken to achieve the outputs presented above. The bidder should provide details on its approach to each activity in its bid and is free to recommend additional activities.

- Inception/kick-off meeting to align the objectives, key messages, and target audience for the outreach programme, as well as schedule of the output production for 2025 – 2026
- Development of the outreach products post-46<sup>th</sup> ASEAN Summit Launching to showcase the AEC Strategic Plan 2026 – 2030 and outcomes from the End-Term Review and Impact Assessment of the Strategic Plan;
- Development of the Public Reports for the End-Term Review and Impact Assessment of the AEC Blueprint 2025;
- Development of the narrative/slideshow content design to encapsulate the AEC Strategic Plan 2026 – 2030 to be featured in ASEAN’s website.

Indicative time completion	Deliverables	Timeline (Days) and Indicative Person Working Day	Responsible Entity
	Kick-Off Meeting	March 2025	A4AF, ASEC & the Consultant
<p align="center"><b>Output 1</b></p> <p align="center">Indicative Completion month of Output 1 May 2025</p>	<p>First Draft Public Report and Power Point of the AEC Blueprint 2025 Review</p> <p><i>Report will be in the form of either video / presentation material)</i></p> <p><i>(launch at the sideline of the AEM retreat)</i></p>	March 2025 (10 days)	ASEC & the Consultant
	<p>Finalised Outreach Narrative, Schedule, and KOLs to be engaged during the launching event</p>	W1 April 2025 (10 days)	
	<p>Finalised infographics/flyers, inclusive to the development of the draft and iteration with the ASEAN Secretariat for the launching event</p>	Ahead of the launching event, approximately by W2 April 2025 (10 days)	

	<p>Finalised one (1) editorial op-ed piece</p> <p><b>Topics:</b></p> <p>Impact Assessment of AEC Blueprint 2025 &amp; the Launching of AEC Strategic Plan 2026 – 2030</p>	<p>W2 May 2025 (5 days)</p>	
	<p>Brainstorming for video series with ASEAN Secretariat</p> <p><i>Topics:</i></p> <p>1. A Shared Journey from the AEC Blueprint 2025: How interconnected are we now?</p> <p>2. New Era for the AEC: What’s in it for you?</p> <p><i>(i.e., 2 videos focus on the outcomes of ETR and Impact Assessment, other 2 videos focus on the launching of AEC Strategic Plans – each video spans up to 180 seconds)</i></p>	<p>W4 April – W4 May 2025 (40 days)</p>	

	Iteration with ASEC Desk Officers (DOs) for the video series		
	Final Draft Public Report and Power Point of the AEC Blueprint 2025 Review	May 2025 (10 days)	
<b>Approval of the Output 1 by ASEAN Integration Monitoring Directorate (AIMD) of the ASEAN Secretariat as the approving body (10 working days)</b>			
<b>Output 2</b>  Indicative Completion month of Output 2 <b>August 2025</b>	Finalised one (1) editorial op-ed piece from selected key measures under the AEC Strategic Plan 2026 – 2030	W2 August 2025 (5 days)	ASEC & the Consultant
	Preparation script for the <b>first podcast</b> on launching of the AEC Strategic Plan 2026 – 2030	August 2025 (5 days)	
	Liaise with KOL for <b>the first podcast</b> on the launching of the AEC Strategic Plan 2026 - 2030	August 2025 (2.5 days)	
<b>ASEAN Integration Monitoring Directorate (AIMD) of the ASEAN Secretariat as the approving body (10 working days)</b>			
<b>Output 3</b>	Finalised one (1) editorial (op-ed) piece on select key	W4 November 2025 (5 days)	ASEC & the Consultant



Indicative Completion month of Output 3 <b>November 2025</b>	measures under the AEC Strategic Plan 2026 – 2030		
	Preparation for script on <b>second podcast</b> for key measures under the AEC Strategic Plan, as agreed upon	November 2025 (5 days)	
	Liaison with the KOL for the <b>second podcast</b>	November 2025 (2.5 days)	
<b>ASEAN Integration Monitoring Directorate (AIMD) of the ASEAN Secretariat as the approving body (10 working days)</b>			
<b>Output 4</b> Indicative Completion month of Output 4 <b>March 2026</b>	Finalised narrative and digital slideshow/content on AEC Post-2025 Agenda, inclusive with the brainstorming and iterative process with the ASEAN Secretariat	December 2025 (10 days)	ASEC & the Consultant
	Public Report on Compliance Monitoring with relevant information from public report of ETR and Outcome and Impact Studies	January 2026 (10 days)	
	Finalised one (1) editorial op-ed piece on select key	W3 January 2026 (5 days)	

	measures under AEC Strategic Plan 2026 – 2030		
	Project Completion Report (PCR)	5 days	
<b>ASEAN Integration Monitoring Directorate (AIMD) of the ASEAN Secretariat as the approving body (10 working days)</b>			

\* The number of person work days is intended to indicate the amount of relative effort required to deliver the corresponding outputs/deliverables. The calculation assumes of five (5) person days per week. The actual time will be agreed upon in negotiation with the successful bidder.

## V. Project Management

The project will be funded by the Australia for ASEAN Futures (Aus4ASEAN Futures) Initiative and managed by the AEC Post-2025 Agenda Unit. The consultant will also provide regular (weekly, bi-monthly, or as agreed with the ASEAN Secretariat) summation of activities undertaken and issues that have arisen. These will be submitted to AEC Post-2025 Agenda Unit and Aus4ASEAN Futures by email. The consultant/implementing agency should be responsible to achieving the outputs and deliverables, including organising and conducting scheduled activities, in close consultation with the ASEAN Secretariat.

## VI. Scope of Services

This is a remote-based, part-time position and is expected to run from **March 2025 to March 2026** with approximately up to **140 working days of various professional services**. Work will commence immediately after contract signing.

## VII. Qualifications

The bidder/applicant must demonstrate capacity and experience to undertake the specified tasks and deliver the identified outputs including:

- a. A communication firm and/or individual consultant(s) holding expertise in Communication and public outreach, Visual Design, Graphic Design or related fields, with at least five years experience of handling communication/outreach projects for reputable firms/organisations/institutions;
- b. Demonstrated skills, knowledge and experience in experience in crafting tailored and accessible messages to showcase technical findings from studies, academic reports, etc for business communities and the public;
- c. Experienced in drafting public narrative for media and news publications (i.e., op-eds, articles, columns, comments);
- d. Demonstrated knowledge in videography and graphic design software to be used for simple animation;
- e. Familiarity with maximising the use of social media platforms and knowledge of creating digital content including reels and other animated visual clips;
- f. Extensive network with key opinion leaders (KOLs) across the region, including but not limited to, prominent business leaders and academe, well-versed in ASEAN's economic initiatives;
- g. Good communication and writing skills in English;
- h. Ability to plan, prioritise and produce quality results on time;
- i. Adaptability to engage with different stakeholders in a multi-cultural environment; and
- j. Ability to work under pressure while maintaining a high degree of accuracy.
- k. Experience in working with the ASEAN Secretariat or Australia/ DFAT is considered an advantage.

## VIII. Bidding

Interested firms or organisations are invited to submit a proposal in response to these Terms of Reference. This proposal should be divided into two parts: **Technical** and **Financial components**; and submitted in two separate emails.

The **Technical component** should present the following information:

- › A brief statement indicating the tenderer's understanding of the needs of the project.
- › A brief analysis of key issues.
- › A methodological approach of how the tenderer proposes to address those needs including assessment of key issues, analytical strategies that will underlie the project, specific techniques to be utilised, and practical discussion of possible limitations in carrying out the project.
- › A detailed work plan that specifies activities to be undertaken, expected outputs and deliverables, resources to be utilised and timing.
- › Staffing and management plan.
- › A suggestion on how measures will be taken to ensure the future sustainability of the outcomes of the project.
- › Brief account of the firm/JVCA's past experience in undertaking similar work and brief summaries of all projects undertaken.
- › Cover Letter for Technical Proposal (see **Form A** annexed to this document).
- › Tenderer Information and Completed Tenderer Registration Form (see **Form B** of this document), including a set of the following documents if applicable: company profile; business name registration issued by an appropriate government agency; authority of signatory; valid business permit and other appropriate licenses; taxpayer identification number; latest audited financial statements.
- › Tenderer Declaration (see **Form C** of this document).
- › Tenderers should use the Technical Proposal Format (see **Form D** annexed to this document). Examples of previous work and a list of referees should be included in the Technical Proposal.
- › CVs of all proposed experts (see **Form E** of this document).

**The Technical Proposal shall not include any price or financial information. A technical proposal containing material with financial information may be declared non-responsive.**

The **Financial Proposal** should specifically include:

1. Cover Letter for Financial Proposal (see **Form F** annexed to this document).
2. Professional fees of expert(s).
3. Management and/or operational fees (if any), which include all costs incurred by the person/entity/company for internal coordination, communication, travel, and any other associated project management costs.
4. Applicable taxes such as value-added tax (VAT), good and services tax (GST), Pajak Pertambahan Nilai (PPN), and income tax. The total amount quoted in the financial component must include all applicable taxes. Additional amounts not specified in the financial component will not be included in the contract. See Section XI point 5 for an additional note on tax liability.

5. Tenderers should use the Financial Proposal Format (see Form G of this document).

The quoted price in the Financial Proposal shall only be in US dollars.

Activity costs for experts and participants, such as reimbursable expenses for airfare, other travel costs, and daily subsistence allowance for workshops, meetings, and all other agreed activities, do not need to be included in the Financial Component. These items will be discussed with the preferred contractor during the finalisation of the scope of services. Costs will be based on prevailing ASEC rates.

The proposal should be valid for at least one hundred eighty (180) days starting on the closing date of this tender announcement.

All documents submitted shall be in English. Otherwise, it will not be considered.

## **IX. Submission of Bid**

Tenderers shall send their Technical Proposal and Financial Proposal via two separate emails, attaching the respective cover letters and materials specified in Section VIII above and other supporting documents to [tender@aus4aseanfutures.org](mailto:tender@aus4aseanfutures.org), no later than **Monday, 20 January 2025 at 23:59 pm Jakarta time (GMT +7)**. Large documents (>5MB) can be submitted in parts through several emails. **Late submissions will be disqualified.**

Tenderers shall use the following email subjects when separately submitting their technical and financial proposals:

- › Technical Proposal\_"AEC Communication Consultant Phase II"\_Name of Vendor
- › Financial Proposal\_"AEC Communication Consultant Phase II"\_Name of Vendor

For Frequently Asked Questions (FAQ), please visit <https://www.aus4aseanfutures.org/tender-frequently-asked-question/>.

Any queries on the TOR should be sent by email to [query@aus4aseanfutures.org](mailto:query@aus4aseanfutures.org) before **15 January 2025 (Tbc)**. Please use the subject line: **"AEC Communication Consultant Phase II.**

Response to received queries will be published at Aus4ASEAN Futures' website (<https://www.aus4aseanfutures.org/>). No individual responses or replies will be provided for queries. Please check the page regularly for updates.

## **X. Additional Notes on Terms and Conditions of the Project**

1. Any future studies/reports/analysis in any form of intellectual property rights (including but not limited to patents, copyright, and any related rights)

submitted by the Contractor to ASEAN arising out of or in connection to the services performed by the Contractor to ASEAN shall belong to ASEC under the name of **ASEAN** only.

2. Successful tenderers shall agree to be bound and sign the Special Services Agreement (SSA) with all requirements under the terms and conditions provided therein, including but not limited to the Australia for ASEAN Futures Guidelines for the Contractors attached to the SSA.
3. SSA can only be signed with the registered tenderers as stated in Form A (see Annex). It is not possible for other entities or subsidiaries of the registered tenderers to sign the SSA on behalf of the registered tenderer.
4. Tenderers shall not initiate or engage in any work under this project before the SSA is duly signed.
5. As an intergovernmental organisation, ASEAN shall not be responsible for any tax(es), levy, tax claim, or any tax liability that may be imposed by any law in relation to any amount payable by the ASEAN Secretariat. This means that the ASEAN Secretariat has no tax identification, is tax-exempt (including withholding tax) and is a non-tax withholding entity. ASEAN Secretariat will provide proof of tax-exemption status to the contractor, as needed.

## **PROPOSAL FORMS**

Form A. Cover Letter for Technical Proposal

Form B. Tenderer Information

Form C. Tenderer's Declaration

Form D. Technical Proposal (of up to 50 pages on an A4-sized page)

Form E. Specified Personnel's Curriculum Vitae (of up to four pages for each CV)

Form F. Cover Letter for Financial Proposal

Form G. Financial Proposal

**PROPOSAL CHECKLIST FOR THE COMPLETENESS OF DOCUMENTS SUBMITTED**

Checklists must be used to ensure that all tender documentation has been provided. Checklists must be included in both emails of proposals.

**Technical Proposal**

No	Description	Checklist
1	Proposals are submitted in two separate emails (softcopy)	
2	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	
3	<b>Technical Proposal:</b>	
	> <b>Form A.</b> Cover Letter for Technical Proposal	
	> <b>Form B.</b> Tenderer Information and other supporting documents, such as:	
	o Scanned Copy of Company Legal Documents (if applicable), i.e. <ul style="list-style-type: none"> <li>▪ Business Name Registration (Trade Register)</li> <li>▪ Valid Business Permit</li> <li>▪ Tax Identification Number</li> <li>▪ Latest audited financial statements (for the company)</li> </ul>	
	> Company Profile	
	> Authority of signatory	
	> <b>Form C.</b> Tenderer’s Declaration	
	> <b>Form D.</b> Technical Proposal (of up to 50 pages on an A4-sized page, including a list of references)	
	> <b>Form E.</b> Specified Personnel’s CV (with each CV up to four pages)	
4	<b>Financial Proposal:</b>	
	> <b>Form F.</b> Cover Letter for Financial Proposal	
	> <b>Form G.</b> Financial Proposal:	
	o Bid Amount	
	o Payment Schedules	



## **Form A: Cover Letter for Technical Proposal**

**[On company letterhead]**

[Location, Date]

To:  
Procurement Team  
Australia for ASEAN Futures Initiative  
ASEAN Secretariat  
Jl. Sisingamangaraja 70a, Jakarta Selatan  
Indonesia 12110

Dear Sir/ Madam,

We, the undersigned, offer to provide the Services for *(Insert RFP Title)* dated *(Insert Date)*. We are hereby submitting our proposal, which includes this Technical Proposal, and a Financial Proposal sent in a separate password-protected file through electronic submission.

Our proposal shall be valid and remain binding upon us for the period of time specified in the RFP Documents and subject to the modifications resulting from Contract negotiations. We acknowledge and accept your right to inspect and audit all records relating to our proposal irrespective of whether we enter into a contract with ASEAN as a result of this proposal or not.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorised Signature  
Name and Title of Signatory:  
Date:  
Name of Firm:  
Address:  
*(Stamp with the official stamp of the Tenderer)*

**Form B: Tenderer Information**

<b>Tenderer's legal name</b>	
<b>In the case of a Joint Venture, Consortium, or Association - The legal name of each party</b>	
<b>Tenderer's type of organisation</b>	<i>(For example, sole trader / public limited company/ private company)</i>
<b>Tenderer's Country of Registration, Constitution, or Incorporation</b>	
<b>Tenderer's Year of Registration, Constitution, or Incorporation</b>	
<b>Tenderer's legal address in the Country of Registration, Constitution, or Incorporation</b>	
<b>Registration no./Deed of organisation: (if applicable)</b>	
<b>Tenderer's authorised representative information:</b>	<b>Name:</b> <b>Address:</b> <b>Telephone:</b> <b>Email Address:</b>
<b>Organisation chart</b>	Attach the organisation chart to this form as an option.
<b>List of management names and position</b>	

Please attach:

- › Articles of Incorporation or Registration of the designated firm and information on its capital structure (Trade Register).
- › In the case of a Joint Venture (JV), the letter of intent to form a legally enforceable JV, including a draft agreement or JV agreement (see Form C).
- › Organisation chart of the company and list of current staff
- › Latest audited financial statements (if applicable)

**Form C: Tenderer’s Declaration**

<b>Name of Tenderer</b>	Click or tap here to enter text.	<b>Date</b>	Click or tap to enter a date.
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On behalf of our firm, its affiliates, subsidiaries and employees, including any JV / Consortium / Association (JVCA) members or subcontractors or suppliers for any part of the contract.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Requirements and Terms and Conditions:</b> I/We have read and fully understand the RFP. I/We confirm that the Tenderer has the necessary capacity, capability and necessary licenses to fully meet or exceed the requirements and will be available to deliver throughout the relevant contract period.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ethics:</b> In submitting this proposal, I/we warrant that the Tenderer has not entered into any improper, illegal, collusive or anti-competitive arrangements with any competitor; has not directly or indirectly approached any representative of ASEAN Entities, ASEAN Secretariat, Aus4ASEAN Futures (other than the point of contact) to lobby or solicit information in relation to the RFP; has not attempted to influence, or provide any form of personal inducement, reward or benefit to any representative of the buyer.
<input type="checkbox"/>	<input type="checkbox"/>	I/We confirm to not engage in proscribed practices, or any other unethical practice, with the ASEAN Secretariat or any other party and to conduct business in a manner that averts any financial, operational, reputational or other undue risk to the ASEAN Secretariat and the Australian Government.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Child Protection and the Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH):</b> I/We confirm that we have read DFAT policies on child protection <a href="http://dfat.gov.au/about-us/publications/Pages/child-protection-policy.aspx">http://dfat.gov.au/about-us/publications/Pages/child-protection-policy.aspx</a> and Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH) <a href="https://www.dfat.gov.au/international-relations/themes/preventing-sexual-exploitation-abuse-and-harassment/Pages/default">https://www.dfat.gov.au/international-relations/themes/preventing-sexual-exploitation-abuse-and-harassment/Pages/default</a> and will adhere to them.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Conflict of interest:</b> I/We warrant that the Tenderer has no actual, potential or perceived conflict of Interest in submitting this proposal or entering into a contract to deliver the requirements. Where a conflict of interest arises during the RFP process, the Tenderer will report it immediately to the Procuring Organisation's Point of Contact.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Collusive Tendering:</b> I/We declare that our firm, its affiliates or subsidiaries or employees, including any JVCA members or subcontractors or suppliers for any part of the contract, have no knowledge of the technical or financial tender of any other tenderer when they submit their tender. We also declare that we have not and will not

Yes	No	
		disclose any of the details of our tender submission to any other person or organisation prior to the closing date for the RFP.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Prohibitions, Sanctions:</b> I/We hereby declare that our firm, its affiliates or subsidiaries or employees, including any JVCA members or subcontractors or suppliers for any part of the contract not on any list of sanctioned parties issued by any Australian Government institution, World Bank, ASEAN Development Bank, UN agencies, European Union and others, and not blacklisted by any local/ international organisation, Government/ semi-government department, NGO or any other company/ organisation.
<input type="checkbox"/>	<input type="checkbox"/>	I/We do not employ, or anticipate employing, any person(s) who is, or has been convicted for an offence concerning professional conduct or guilty of grave professional misconduct (proven by any means which the contracting authorities can justify) or have been convicted of an offence of, or relating to bribery of a public official, nor are they subject to any proceedings which could lead to such a conviction.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Bankruptcy:</b> I/We have not declared bankruptcy, are not involved in bankruptcy or receivership proceedings, and there is no judgment or pending legal action against us that could impair our operations in the foreseeable future.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Proposal Validity Period:</b> I/We confirm that this proposal, including the price, remains open for acceptance for the proposal validity period.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognise that you are not bound to accept any proposal you receive.
<input type="checkbox"/>	<input type="checkbox"/>	By signing this declaration, the signatory below represents, warrants and agrees that he/she has been authorised by the Organisation/s to make this declaration on its/their behalf.

Authorised Signature

Name and Title of Signatory:

Date:

Name of Firm:

Address:

*(Stamp with the official stamp of the Tenderer)*

## **Form D: Technical Proposal**

Consultant's general information - to be submitted together in the Technical Proposal

**Name of Assignment**

**Tenderer's Organisation or Person**

**Address**

**Contact Person and Title/Position**

**Email**

**Telephone**

**Mobile Phone**

**Business Name Registration**

**Tax Registration Number**

**Indicate the number of years involved in similar business/work**

**Date**

### **I. Consultant's Organisation and Experience**

1.1. Organisational capability

Outline general organisational capability that is likely to affect the performance of the TOR, such as size of the organisation, in-house expertise, strength of project management support, networks, etc.

1.2. Relevant experience

Include a description of past and present experiences and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts in which the organisation may have participated. Detail any specialised knowledge that may be applied to the performance of the TOR. Include experience working with the ASEAN Member States and/or the ASEAN Secretariat.

1.3. Quality assurance procedures

Describe the potential risks for the performance of the TOR that may impact the achievement and timely completion of expected results as well as their quality. Describe measures that will be put in place to mitigate these risks. Provide certificate (s) for accreditation of processes and policies, e.g., ISO.

1.4. Extent to which the work will be subcontracted.

Explain whether any work would be subcontracted, to whom, how much percentage of the work, the rationale for such, and the roles of the proposed sub-contractors. Special attention should be given to providing a clear picture of the roles, responsibilities, reporting lines, and accountability.

1.5. Customer/Previous Work Reference

*Please list references of three (3) clients/ customers for whom the Tenderer has provided similar service.*

<b>Customer/Previous Work Details</b>	
Company name	
Company address	
Telephone number	
Contact person and Position/Title	
Email address	
Project title and brief description	

<b>Customer/Previous Work Details</b>	
Company name	
Company address	
Telephone number	
Contact person and Position/Title	
Email address	
Project title and brief description	

<b>Customer/Previous Work Details</b>	
Company name	
Company address	
Telephone number	
Contact person and Position/Title	
Email address	
Project title and brief description	

**II. Comments and/or Suggestions on the Terms of Reference**

Please feel free to present and justify any modifications to the Terms of Reference your firm/organisation would like to propose in order to perform the assignment more effectively. If there are such suggestions, they should be incorporated into your proposal.

### III. Description of Approach and Methodology

Provide a description of the organisation's approach, methodology, and timeline for how the organisation will achieve the TOR, including:

- › The assessment criteria the Assessment will use, the questions the Assessment should answer, and how the criteria and questions relate. These will include any additional issues identified by the assessor with regard to those mentioned in the ToR.
- › For each criterion, methods of collecting data/information and specific sources of data.
- › If appropriate to the Assessment, the proposed criteria for sampling and rational, and the proposed sample.
- › Describe in detail the ways data will be collected, including instruments.

### IV. Work Plan

A work plan for data collection, analysis, reporting, and their milestones. **The timelines mentioned in the ToR may be confirmed.** Please detail the proposed quality assurance method, including who will do the quality assurance for the products of the Assessment and which instrument will be linked (e.g., Assessment proposal, inception report, data collected and analysed, draft report). It should also include a description of how comments and corrections received from main stakeholders will be handled. Please provide a brief description of each team member and a statement of how team members complement each other to meet the knowledge and skills needs of the assignment.

### V. Quality Assurance

Please detail the proposed quality assurance method, including who will do the quality assurance for the products of the Assessment and which instrument will be linked (e.g., Assessment proposal, inception report, data collected and analysed, draft report). It should also include a description of how comments and corrections received from main stakeholders will be handled.

### VI. Team Composition and Task Assignments

Please provide a brief description of each team member and a statement of how team members complement each other to meet the knowledge and skills needs of the assignment. Additionally, please provide the information requested in the table below.

**VII. Work Schedule and Planning**

No	Deliverables <sup>1</sup>	Months												
		1	2	3	4	5	6	7	8	9	....	n	TOTAL	
<b>D-1</b>	{e.g., Deliverable #1: Report A													
	1) data collection													
	2) drafting													
	3) inception report													
	4) incorporating comments													
	5) delivery of the final report to ASEAN through ASEC}													
<b>D-2</b>	{e.g., Deliverable #2:.....}													

1. List the deliverables with the breakdown for activities required to produce them and other benchmarks such as ASEAN’s approvals. For phased assignments, indicate the activities, delivery of reports, and benchmarks separately for each phase.
2. The duration of activities shall be indicated in the form of a bar chart.
3. Include a legend, if necessary, to help read the chart.



**VIII. Team Composition, Assignment, and Inputs**

No.	Name	Expert's input in person weeks for each deliverable							Total time-input (in person week)		
		Position		D1	D2	D3	D4	D5	Home	Field	Total
<b>Key Experts</b>											
1.	Mr/Ms. Example	Team Leader	Home	2.0 w	0.5 w	1.0 w	1.0 w	0.5 w	5 weeks	7 weeks	12 weeks
			Field	3.0 w	1.0 w	1.0 w	1.0 w	1.0 w			
2.											
3.											
<b>Sub Total</b>											
<b>Non-Key Experts</b>											
1.			Home								
			Field								
2.											
3.											
<b>Sub Total (days)</b>											
<b>Total (days)</b>											

1. For Key Experts, the input should be indicated individually for the same positions as required.
2. Weeks are counted from the start of the assignment/mobilisation. One (1) week equals five (5) working (billable) days. One working (billable) day shall be not less than eight (8) working (billable) hours.
3. "Home" means work in an office in the expert's country of residence.  
"Field" work means work carried out in any other country outside the expert's country of residence.

**Form E. Specified Personnel’s Curriculum Vitae**

**CURRICULUM VITAE (CV)**

<b>Position Title</b>	{e.g., TEAM LEADER}
<b>Name of Expert:</b>	{Insert full name}
<b>Date of Birth:</b>	{day/month/year}
<b>Country of Citizenship/Residence</b>	

**Education:**

List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained

**Employment record relevant to the assignment:**

Starting with the present position, list in reverse order. Please provide dates, the name of the employing organization, the titles of positions held, the types of activities performed, the location of the assignment, and the contact information of previous clients and employing organization(s) who can be contacted for references. Past employment that is not relevant to the assignment does not need to be included.

<b>Period</b>	<b>Employing organization and your title/position. Contact information for references</b>	<b>Country</b>	<b>Summary of activities performed relevant to the Assignment</b>
[e.g., May 2005-present]	[e.g., Ministry of ....., advisor/consultant to...  For references: Tel...../e-mail.....; Mr. Hbbbbb, deputy minister]		

**Membership in Professional Associations and Publications:**

**Language Skills (indicate only languages in which you can work):**

**Adequacy for the Assignment:**

<b>Detailed Tasks Assigned on Consultant’s Team of Experts:</b> <i>List all deliverables/tasks in which the Expert will be involved</i>	<b>Reference to Prior Work/Assignments that Best Illustrate Capability to Handle the Assigned Tasks</b>

**Expert's contact information:** (e-mail ....., phone.....)

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification or dismissal by ASEAN.

---

Name of Expert  
Date

Signature

---

Name of authorized  
Date

Signature

Representative of the Consultant  
(the same who signs the Proposal)

**Form F: Cover Letter for Financial Proposal [On company letterhead]**

[Location, Date]

To:  
Procurement Team  
Australia for ASEAN Futures Initiative  
ASEAN Secretariat  
Jl. Sisingamangaraja 70a, Jakarta Selatan  
Indonesia 12110

Dear Sir/ Madam,

We, the undersigned, offer to provide the Services for *(Insert RFP Title)* dated *(Insert Date)*. We are hereby submitting our proposal, which includes a Technical Proposal sent in a separate file, and this Financial Proposal through electronic submission. The password for this financial proposal (\*\*\*\*)

Our attached Financial Proposal is for the sum of *[Insert amount in words and figures]*.

Our proposal shall be valid and remain binding upon us for the period of time specified in the RFP Documents and subject to the modifications resulting from Contract negotiations. We confirm that the amount stated above is inclusive of GST/ VAT and other applicable taxes. We acknowledge and accept your right to inspect and audit all records relating to our proposal irrespective of whether we enter into a contract with ASEAN as a result of this proposal or not.

We understand you are not bound to accept any Proposal you receive.

Yours sincerely,

Authorised Signature  
Name and Title of Signatory:  
Date:  
Name of Firm:  
Address:  
*(Stamp with an official stamp of the Tenderer)*

**Form G: Financial Proposal**

**I. Cost Breakdown by Professional Fee**

#	Team Member	Role in project	Daily Rate	# of days	Total professional fees
1	Name 1				
2	Name 2				
3	Name 3				
4	...				
<b>A</b>	<b>Total Professional Fees</b>				
#	Other Expenses (if applicable)	Description	Item Cost	# of items	Total Other Expenses
1	Name 1				
2	Name 2				
3	Name 3				
4	...				
<b>B</b>	<b>Total Other Expenses</b>				
<b>GRAND TOTAL (A+B)</b>					

**II. Cost Breakdown by Deliverables**

#	Deliverable	Description	# of days	Total professional Fees	Total Other Expenses	Total Cost
1	Deliverable 1					
2	Deliverable 2					
3	Deliverable 3					
4	...					
<b>GRAND TOTAL</b>						

Tenderers may include the Payment Schedule in the Financial Proposal.

**III. Additional Notes (if any)**