



**REQUEST FOR QUOTATION**

**GRAPHIC DESIGNER  
ASCC RESEARCH AND DEVELOPMENT  
PLATFORM ON CARE ECONOMY**

**I. SUMMARY**

<b>Title</b>	<b>Aus4ASEAN Futures</b>
<b>Quotation Submission Date</b>	12 November 2025
<b>Sample Submission</b>	12 November 2025
<b>Supplier/Vendor Type</b>	Graphic Designer
<b>Completion Date</b>	31 March 2026
<b>Terms of Payment</b>	3 Tranches: 1. First payment upon final approval of the first flagship report (30%) 2. Second payment upon final approval of 3 policy briefs (30%) 3. Third payment upon final approval of the second flagship reports (40%)
<b>Reporting Line</b>	OFR Ratnawati Kusuma Jaya, SPO Patnarin Sutthirak

**Scope of work Summary:**

The ASEAN Secretariat (ASEC) and the Australian Government, through the Australia for ASEAN Futures (Aus4ASEAN Futures) Initiative, solicit a quotation for the following:

A graphic design vendor which will be responsible for creating an engaging design and layout for the ASCC R&D Platforms Programme publications. All software and devices required for the delivery of tasks are expected to be provided by the vendor. The responsibilities of the vendor are as follows:

- 1) Design the overall layout of the publications
- 2) Develop design concepts of the covers for each publication including the front and back cover in consultation with the ASCC Analysis Division.
- 3) Design the overall layout Develop and/or provide appropriate illustrations, images, tables, charts and infographics for the outputs.
- 4) Provide individual raw files of all design elements used in the outputs. All materials should be extractable and submitted in individual files (e.g. artfiles, figures, infographics, etc. preferably in vector format) to ASEAN after each publication.
- 5) Create a web-ready version of the digital file to be uploaded to ASEAN Secretariat's website.
- 6) Prepare up to 5 social media contents of each output for dissemination to the ASEAN Secretariat's social media. This social media content is a concise, go-to information which allows reader to digest information of the outputs. This content also can be a simple static graphic, carousel, or simple motion graphic.

The following outputs are expected from the selected vendor:



- 1) Number of design: :
  - a. 2 Flagship Reports: total up to 140 pages maximum, inclusive with cover
  - b. 3 Policy Briefs: total up to 18 pages maximum
  - c. Design templates for the Flagship Report and Policy Brief
  - d. Social media content design: Up to 5 contents for each Flagship Report and Policy Brief
- 2) Unlimited number of stock photos
- 3) Unlimited number of revisions
- 4) Final size (width x depth in mm): A4 layout (210x297 mm)
- 5) Colour: 4/4 all in color
- 6) Output file type: PDF, InDesign/Illustrator and Word

## II. BACKGROUND

The ASCC Research and Development Platforms Project was established to enable the ASEAN Socio-Cultural Community to engage with research and industry insights to develop and implement holistic solutions against the backdrop of fast-changing and emerging trends and challenges facing the region. It aims to: (i) develop a robust body of research output; and (ii) engage with experts and specialists who are sensitized to the ASEAN regional context to develop knowledge through forums, research work, and to level up expertise of those involved on these platforms.

External advisors from the universities and research institutions are already becoming advisors on various platforms. These platforms will result in written deliverables such as flagship reports and policy briefs, and other activities to contribute to more impactful and informed decisions that ASCC sectoral bodies can take in developing and implementing their activities and initiatives. Prospective editors are invited to undertake copyediting and proofreading of a series of flagship reports and policy briefs. For this purpose, the ASEAN Secretariat invites applications for the assignment of Graphic Designer for Flagship Reports and Policy Briefs of the ASCC Research and Development Platform on Care Economy.

## III. Product Specifications

Indicative Timeline	Expected Tasks	Expected Deliverables
15 November 2025 – 31 March 2026	Undertake graphic design service for 2 flagship reports and 3 policy briefs	2 flagship reports 3 policy briefs

The graphic designer will be provided with the flagship reports and policy briefs as soon as they become available. A turnaround of 3 weeks for every flagship report and 2 weeks for every policy brief is expected. A number of rounds of editing should be expected for every publication, as the graphic designer will accommodate an unlimited number of revisions.

## IV. Qualifications/Selection Criteria

The vendor can be an individual(s) or representative of a firm, who ideally satisfy the following criteria:

- 1) Dedicated layout artist(s) or graphic designer(s) with experience in graphic design, including report layout and production, data visualisation and other communication products, especially in the area of socio-economic development backgrounds. Experience in ASEAN or international organisation reports and publications are preferred.
- 2) Ability to work methodically and meet tight deadlines, with quick turnaround time.
- 3) Demonstrate design style that is minimalist and visually engaging, with ability to incorporate suitable illustration or stock photos as necessary in the design, allowing readers to focus on the content.



- 4) Demonstrate ability in designing infographics and social media contents that is informative, easy to read, and visually engaging, which would allow the readers to quickly digest the information.

## V. Instruction for Submission and Settlement

### Technical Proposal

- 1) The graphic designer shall provide the following for The ASCC R&D Platforms Programme Publication(s):

**a. Proposed front cover for flagship report**

- Provide a proposed cover sample for the flagship report.
- The vendor may refer to these publications as reference: <https://asean.org/serialparent/asean-socio-cultural-community-trend-report/>
- The cover is expected to be a balance between a minimalist approach to allow readers to focus on the content, yet be visually engaging. Please use suitable stock photos, vector graphics, and/or illustration as necessary to illustrate the cover. The vendor is required to provide only a **sample of the cover**.

**b. Proposed sample page with infographic/chart/table for flagship report**

- The proposed sample page contains of relevant sample of articles with appropriate layout for charts/tables/infographics. The proposed sample should have a visually engaging and informative design to allow readers to quickly digest the information while ensuring accuracy of information.
- The vendor may refer to these publications as reference:
  - <https://www.unwomen.org/en/digital-library/publications/2024/03/are-we-getting-there-a-synthesis-of-un-system-evaluations-of-sdg-5> (Page 17,23)
  - <https://www.adb.org/sites/default/files/publication/964571/asian-development-policy-report-2024.pdf> (Page 5)
- The vendor is required to provide only a **proposed sample of a page showing layout of text with infographic/chart/table**.

**c. Proposed layout of header and front page for policy brief**

- The front page of policy brief contains customised header (in thematic graphic) and the content of the policy brief. The front-page layout for policy brief is expected to have visually engaging layout, including informative design on executive summary and recommendations with the appropriate thematic design for the header.
- The vendor may refer to these publications as reference: <https://www.unwomen.org/en/digital-library/publications/2015/12/un-women-policy-brief-series>
- The vendor required to provide only **proposed layout of page one/front page of policy brief**.

- 2) The vendor shall be able to provide graphic design and layout services, including report layout and production, data visualisation and development of social media content design. Please provide **CV for all personnel(s)** involved in the project in the proposal stating their experience and **provide outstanding sample** of past projects completed which showcase experience in designing publications and social media contents. Familiarity and understanding of ASEAN or international organisation publication is preferred.

### Financial Proposal

Provide bid amount in IDR (for local bidder) or USD (for international bidder) covering all the requirements as elaborated in the ToR. Please provide breakdown of costs and lump-sum amount in the quotation.

### Settlement

Payment will be made in three (3) tranches with the amount determined by the actual total word count of each output, in accordance with the following limit:



1. The first flagship report will have a maximum of 50 pages
2. Each policy brief will have a maximum of 6 pages
3. The second flagship report will have a maximum of 100 pages

The payment will be made upon approval by ASEAN Secretariat of the following deliverables:

4. First payment upon final approval of the first flagship report (30%)
5. Second payment upon final approval of 3 policy briefs (30%)
6. Third payment upon final approval of the second flagship reports (40%)

## **VI. Submission of Quotations**

Participating vendors shall send their Technical Proposal and Financial Proposal via two separate emails, attaching the respective cover letters and materials specified in Section VIII and other supporting documents to Aus4ASEAN Futures at [tender@aus4aseanfutures.org](mailto:tender@aus4aseanfutures.org), and [aus4aseanfutures@asean.org](mailto:aus4aseanfutures@asean.org), **no later than 12 November 2025 at 23:59 Jakarta time (GMT +7). Late and/or incomplete submissions will be disqualified.**

Please use the following email subjects when separately submitting the technical and financial proposals:

- Technical Proposal\_”Graphic Designer\_Care Economy”\_Name of Vendor
- Financial Proposal\_”Graphic Designer\_Care Economy”\_Name of Vendor

For inquiries, please email [query@aus4aseanfutures.org](mailto:query@aus4aseanfutures.org) with subject “**Graphic Designer for ASCC R&D Platform on Care Economy – Query**” at the latest by **5 November 2025 at 23:59 Jakarta time (GMT+7).**

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.

## **VII. Additional Notes on Terms and Conditions of the RFQ**

1. Any future designs/products in any form of intellectual property rights (including but not limited to patents, copyright, and any related rights) submitted by the Vendor to ASEAN arising out of or in connection to the services performed by the Vendor to ASEAN shall belong to ASEC under the name of ASEAN only.
2. 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.

## **VIII. PROPOSAL FORMS**

Form A. Supplier/Vendor Information and other supporting documents, such as:

1. Company Profile
2. Trade Register (Company Business License Number (SIUP/TDP/NIB), if applicable)
3. Tax Identification Number

Form B. Vendor/Supplier’s Declaration

Form C. Specification Form and Quotation

Form D. Work Schedule and Planning



**Form A: Supplier/Vendor Information**

**Company Name**

**Address**

**Contact Person and Title/Position**

**Email**

**Telephone**

**Mobile Phone**

**Company Business License Number (SIUP/TDP/NIB)**

**Tax Registration Number**

**Year of Registration**

**Type of business/services provided by the vendor**

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

**Date**

Please attach:

- › Company Profile
- › Trade Register (Company Business License Number (SIUP/TDP/NIB), if applicable)



**Form B: Vendor/Supplier's Declaration**

<b>Name of Vendor/Supplier</b>	Click or tap here to enter text.	<b>Date</b>	Click or tap to enter a date.
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This declaration is made in our capacity as a potential Vendor/Supplier of goods, works or services to ASEC/Aus4ASEAN Futures, 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 agreement.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	<b>Requirements and Terms and Conditions:</b> I/We have read and fully understand the TOR/RFQ. I/We confirm that the Vendor/Supplier has the necessary capacity, capability and necessary licenses to fully meet or exceed the requirements and will be available to deliver throughout the agreed period.
<input type="checkbox"/>	<input type="checkbox"/>	<b>Ethics:</b> In submitting this quotation, I/we warrant that the vendor/supplier 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 RFQ; 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 Vendor/Supplier 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 RFQ process, the Vendor/Supplier 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 agreement, have no knowledge of the RFQ of any other vendor/supplier when they submit their quotation. We also declare that we have not and will not disclose any of the details of our quotation submission to any other person or organisation prior to the closing date for the RFQ.
<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 agreement 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.



Yes	No	
<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 quotation, including the price, remains open for acceptance for the quotation validity period.
<input type="checkbox"/>	<input type="checkbox"/>	I/We understand and recognise that you are not bound to accept any quotation 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.

We make this declaration in good faith and the knowledge that any subsequent discovery of breaches of this Declaration may result in the termination of this and other contracts with ASEAN, and our company/myself and relevant subsidiaries/sub-contractors being debarred from supplying or servicing Aus4ASEAN Futures/ASEC in the future.

Authorised Signature

Name and Title of Signatory:

Date:

Name of Firm:

Address:

*(Stamp with the official stamp of the vendor/supplier)*





**Form D. Work Schedule and Planning**

No	Deliverables <sup>1</sup>	Weeks											
		1	2	3	4	5	6	7	8	9	.....	n	TOTAL
1	Deliverable 1												
2	Deliverable 2												
3	Deliverable 3												

1. List the deliverables with the breakdown for activities required to produce them and other benchmarks such as Futures' approvals.