



Aus4ASEAN
FUTURES

**REVISED TERMS OF REFERENCE
FOR
DEVELOPMENT OF COMPREHENSIVE COMMUNICATION STRATEGY
FRAMEWORK FOR INCLUSIVE BUSINESS**

Tender submission deadline extended to 25 February 2024

The ASEAN Secretariat and the Australian Government, through Australia for ASEAN Futures Initiative, invite proposals for the above-referenced project.

I. Background

Project Context

Micro-, small- and medium-sized enterprises (MSMEs) account for over 97% of all firms, 85% of the labour force, about 45% of the gross domestic product (GDP) and between 10% and 30% of the total exports of ASEAN economies. These numbers show the importance of MSMEs as economic actors across ASEAN Member States. However, ASEAN MSMEs mainly focus on domestic markets and their level of entrepreneurship remains suboptimal. Supporting the development of MSMEs, particularly in technology adoption and participation in global supply chains, will contribute to inclusive growth and aid in recovery efforts from coronavirus disease-19 (COVID-19) pandemic.

Since 2017, ASEAN has mainstreamed the agenda of Inclusive Business (IB), calling AMS to build an enabling environment to grow inclusive practices by businesses in the region by endorsing the [ASEAN Inclusive Business Framework](#). In ASEAN, IB is defined as businesses that provide goods, services, and livelihoods on a commercially viable basis, either at scale or scalable, to people at the Base of the economic Pyramid (BoP), making them part of the value chain of companies' core business as suppliers, distributors, retailers, or customers. IBs are triple win for the poor, the government, and the businesses. Besides improving the lives of the poor through improved income or services, they contribute to inclusive economic growth and a reduction in poverty, and at the same time the company can make profit and is therefore also a sustainable business.

ASEAN has strengthened its efforts to encourage businesses and firms to transition towards IB practices in ASEAN through annual ASEAN Inclusive Business Summit and Awards, the [Guidelines for the Promotion of Inclusive Business in ASEAN](#) endorsed at the 52nd ASEAN Economic Ministers' (AEM) Meeting in August 2020, [Plan of Action for the Promotion of Inclusive Business in ASEAN \(2023-2027\)](#) endorsed by the 55th AEM in August 2023, and [Joint Ministerial Statement "Declaration on Promoting Inclusive Business Models: Empowering Micro, Small and Medium Enterprises for Equitable Growth"](#) which was adopted by the Ministers responsible for MSME Development on the occasion of the Sixth ASEAN Inclusive Business Summit in August 2023.

While IB ecosystems have already begun to develop in ASEAN Member States, IB is still far from reaching its full potential, and requires greater and strategic support by governments, businesses, and other business development actors. Awareness raising and stakeholders buy-in for IB have been identified as key challenges.

Introducing effective outreach programmes to raise awareness about IB models and their benefits to large enterprises was identified as one of key challenges governments of Cambodia, Lao PDR, Myanmar and Viet Nam (CLMV) face in their efforts to advancing IB in their respective countries. During the consultations held as part of development of the IAI Work Plan IV (2021-2025), CLMV officials shared that many large enterprises have a limited understanding of the potential benefits of using IB models. While there have been some outreach programmes (e.g. seminars, business roundtables) by government agencies, these programmes have not been successful at encouraging enterprises to adopt IB business models. A commonly cited problem is that the outreach programmes did not include local, sector-specific examples on how IB models would work, which could be better addressed by developing promotion materials on IB (e.g. IB documentary) and developing thematic strategies to promote IB.

The government of Cambodia, through the Ministry of Industry, Science, Technology and Innovation (MISTI), endorsed the Strategy for creating a better enabling environment for IB in Cambodia (IBeeC) in March 2021, and prioritises the promotion of IB in the construction, agriculture, and technology sectors. The European Union is supporting the country to set up a business coaching facility, which would provide enterprises with technical assistance to introduce IB models into their business operations. However, government officials shared that awareness of IB models and their benefits among enterprises remain low. IB awareness building and knowledge is one of the eight strategic areas of IBeeC Strategy.

Lao PDR is creating an inter-ministerial coordinating committee for IB promotion to draft a national IB strategy. Government officials shared that they are studying approaches to promote IB models and will require additional technical assistance to strengthen capacity to design and implement programmes to increase awareness about IB and incentivise enterprises to practice such models. The Briefing Note for Lao PDR, published on 20 October 2022, on the Guidelines for the Promotion of IB in ASEAN noted that while there is some reference to NGO-driven social enterprises and corporate social responsibility as well as interest for more responsible business in Lao PDR, there have been no specific public initiatives to promote IB. Awareness on IB is also nascent, and impact investors find the market very small to engage in a bigger scale.

Myanmar has developed its national IB strategy since 2018, with the Directorate of Investment and Company Administration (DICA) as the lead agency in charge of its implementation. Myanmar is receiving assistance from the United Kingdom to conduct online awareness programmes to socialise IB models amongst government agencies. However, additional technical assistance is required to increase the private sector's awareness of IB and develop thematic strategies to promote IB, both of which are not covered under the current assistance provided by the United Kingdom.

One of the policy recommendations put forward by the Landscape study of Inclusive Business in Viet Nam, conducted by the United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), and Inclusive Business Action Network (IBAN) in late 2019, is promoting IB awareness through business associations. Subsequently in 2022, the Government of Viet Nam approved a programme to support private enterprises on sustainable business, which includes inclusive business models. During the Country Presentation at the Expert Group Meeting: Promoting IB Across Asia and the Pacific, organized by UN ESCAP on 22 February 2023, Viet Nam noted that challenges to promote IB in Viet Nam include limited experience (in public and private sector) in IB, and the lack of an IB accreditation system and of financial incentives.

Agriculture plays an important role for the economies of ASEAN Member States and is considered as a crucial sector for ensuring the long-term food security of the region, as well as in promoting intra-and extra-regional trade¹. IB Models can connect small producers to agricultural value chains. These include traders, agrifood processors, retailers, and large buyers. Supporting IB and strengthening the linkages that connect smallholders to markets can improve the overall competitiveness of a value chain and reduce poverty².

Against the above backdrop, this project aims to establish and/or enhance IB awareness programs among relevant government agencies, private sector/enterprises and people at the BoP in agriculture and agribusiness sectors through the development of Comprehensive Communication Strategy Framework for IB in CLMV.

The project will prioritize a socially inclusive and gender-sensitive approach during the formulation of the Comprehensive Communication Strategy Framework for IB. This ensures that all farmers, irrespective of scale (small and large holders), gender (male, female), or abilities, are effectively reached when their respective governments initiate public awareness campaigns for IB. It is expected that all farmers will have equal opportunities to actively participate in the IB models introduced during these campaigns.

II. Needs and Objectives

The ultimate goal of this project is to support CLMV Governments in accelerating IB opportunities at the national, regional and international level.

The outcome of this project will assist CLMV Governments in their efforts to promote and institutionalise IB in their respective countries. As the result of this project, CLMV governments, private sector and BoP in agriculture and agribusiness sectors will have better understanding on IB models, its benefits, risks, challenges, and opportunities and may decide to fully participate in the IB models.

III. Outputs and Deliverables

The main outputs of the project are the **Comprehensive Communication Strategy Framework for IB in CLMV**, which will be developed based on country

¹ Fina Astriana, Agustha Lumban Tobing, Alexander C. Chandra, “Agriculture in ASEAN: Trade and Investment Guidebook” (2017).

² Food and Agriculture Organization, “Inclusive Business Models – Training Modules” (2017).

assessment for each CLMV country, and insights from the target audience. The Comprehensive Communication Strategy Framework for IB (for each CLMV country) should, at least, include the following components: objective, target audience insights, strategy (design of core messages, channels including through social media and Op Eds, approaches), implementation plan (including stakeholders involved, timeline, and milestones), budget and resource allocation, evaluation measures, and risk assessment and mitigation.

In addition, the project will produce the following reports/deliverables:

- **Inception Report** outlining overall approach to the development of comprehensive IB Communication and Awareness Raising Strategy and Action Plan for CLMV, including CLMV country assessment and target audience analysis, work plan, resource management plan and budget.
- **CLMV Country Assessment Report(s) on IB**, providing context analysis of IB (particularly in agricultural and agribusiness), mapping of IB initiatives, identifying of opportunities, challenges and risks, gap analysis, target audience insights (including male and female farmers, as well as farmers with disabilities, small and local entrepreneurs, etc.).
- **Project Completion Report** which records the project achievements against the project's original intended purpose, work plan, and outputs. It should assist in drawing out conclusions and lessons learnt that may be valuable in designing new related initiatives, and follow-on -projects.

IV. Deliverables and Activities

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

No	Deliverable	Activity	Person working days*	Completion Date	Person(s) responsible
1	Inception Report	Initial literature review and research activities	5 working days	2 weeks after signing of the Special Services Agreement (SSA)	Contractor
		Development of overall approach, detailed conceptual framework, work plan, management plan and budget			Contractor
		Preparation of Inception Report			Contractor
		Circulation of Inception Report to the CLMV MSMEs Focal Points for comment			ASEC
		Finalisation of Inception Report, incorporating input from CLVM MSMEs Focal Points, ASEAN Coordinating Committee on Micro Small and Medium Enterprises (ACCMSME) and ASEAN Secretariat (ASEC)			Contractor
<i>Approval of the Inception Report by ACCMSME/ASEC (two (2) working weeks)</i>					
2	CLMV Country Assessment Reports	Data collection, which may include desk review, survey/ questionnaire, focus group discussion, interviews, etc.	90 working days	Week 7	Contractor – with inputs from and facilitation by Cambodia and ASEC
		Preparation and submission of initial draft CLMV assessment reports		Week 12	Contractor
		Finalisation of Country Assessment Reports based on Feedback from CLMV countries, sector experts, and ASEC		Week 16	Contractor – with inputs from and facilitation by Cambodia and ASEC
<i>Approval of CLMV Country Assessment Reports by ACCMSME/ASEC (three (3) working weeks)</i>					

No	Deliverable	Activity	Person working days*	Completion Date	Person(s) responsible
3	CLMV Comprehensive Communication Strategy Framework for IB	Preparation of draft comprehensive communication strategy framework for IB in CLMV	40 working days	Week 24	Contractor – with inputs from and facilitation by Cambodia and ASEC
		Preparation and conduct of regional workshop to verify assessment and validate communication strategy framework for IB	20 working days	Week 28	Contractor – with inputs from and facilitation by Cambodia and ASEC
		Finalisation of comprehensive communication framework for IB	10 working days	Week 32	Contractor – with inputs from and facilitation by Cambodia and ASEC
<i>Approval of CLMV Comprehensive Communication Strategy Framework for IB by ACCMSME/ASEC (three (3) working weeks)</i>					
4	Project Completion Report	Preparation and finalisation of the Project Completion Report, which records the project achievements against the project's original intended purpose, work plans, outputs, and activities. It should assist in assessing impact, drawing conclusions and lessons learned that may be valuable in designing follow-on projects.	3 working days	Week 36	Contractor – with inputs from and facilitation by Cambodia and ASEAN Secretariat
<i>Approval of the Project Completion Report by ACCMSME/ASEC (two (2) working weeks)</i>					

* The number of person-working days is intended to indicate the amount of relative effort required to deliver the corresponding deliverables. The actual time will be agreed upon in negotiation with the successful bidder.

V. Project Management

The project will be funded through the Aus4ASEAN Futures – Economic and Connectivity (ECON) program and managed by the Ministry of Industry, Science, Technology and Innovation (MISTI) of Cambodia and Initiative for ASEAN Integration and Narrowing the Development Gap (IAI & NDG) Division of the ASEAN Secretariat. The contractor should be responsible for achieving the outputs and deliverables, including preparing and organising the scheduled activities, in close consultation and collaboration with the host country(s) and the ASEAN Secretariat.

All reporting will be prepared and submitted based on Australia for ASEAN Futures (Aus4ASEAN Futures) Guidelines for Contractors as mentioned in **Section III (Output)** above.

VI. Scope of Services

The consultancy will be undertaken over a **continuous effective period of nine (9) calendar months** or approximately **168 person working days** of professional services. Work will commence immediately after contract signing.

VII. Qualifications

This project seeks a firm/organisation or a joint venture/consortium/ association (JCVA) with combined proven expertise in high-level strategic planning, project development and monitoring and evaluation. Interested firms/JCVAs should demonstrate the following in the submitted technical component:

- i. Demonstrated understanding of IB concepts, particularly in the context of agriculture and agribusiness sectors;
- ii. Previous experience working on projects related to inclusive economic development;
- iii. Proven track record in developing comprehensive communication strategies, preferably in the field of inclusive business or related sectors;
- iv. Familiarity with designing strategies that are socially inclusive and gender-sensitive;
- v. Ability to integrate gender-sensitive approaches into communication strategies and demonstrate a commitment to promoting gender equality;
- vi. Experience in engaging with diverse stakeholders, including government agencies, private enterprises, and individuals;
- vii. Proven capability in designing evaluation measures and risk assessment/mitigation strategies for communication projects;
- viii. Experience in monitoring and evaluating the effectiveness of communication campaigns;
- ix. Proficiency in utilizing social media channels for communication purposes;
- x. Experience in designing and implementing outreach strategies for diverse target audiences;
- xi. Ability to incorporate capacity-building elements in the communication strategy to empower local stakeholders in executing and sustaining IB initiatives;
- xii. In-depth knowledge of the CLMV or extensive experience in working with similar socio-economic contexts;
- xiii. Strong teamwork and coordination skills to work collaboratively with various stakeholders and partners involved in the project; and
- xiv. A thorough understanding of and experience working on ASEAN and/or Aus4ASEAN Futures procedures will be considered an added value.

VIII. Bidding

Interested firms/JVCA are invited to submit a proposal in response to these Terms of Reference. This proposal should be in two parts: **Technical** and **Financial components**.

The Technical component should present the following information:

- A brief discussion indicating the bidder's understanding of the needs of the project.
- A short analysis of critical issues.
- A methodological discussion of how the bidder proposes to address those needs, including assessment of critical 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 discussion on how measures to ensure the future sustainability of the outcomes of the project will be addressed.
- Curricula vitae of all proposed experts.
- A brief discussion on the expertise and experience of the firm/JVCA members in undertaking similar work and concise summaries of all projects undertaken.
- Examples of previous work as Annexes to the proposal.
- Completed Bidder Registration Form – see **Annex A** of this document.
- Joint Venture/Consortium/Association Information (only if the proposal is submitted as such) – see **Annex B** of this document.
- Bidder Declaration – see **Annex C** 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 component should specifically include the following:

- Professional fees of experts.
- 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 cost.
- 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 tax. Additional amounts not specified in the financial component will not be included in the contract. See Section X point 5 for an additional note on tax liability.

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 from the closing date of this tender.

IX. Submission of Bid

Development of Comprehensive Communication Strategy Framework for Inclusive Business

Bidders should send their proposal with a cover letter, materials specified in Section VIII above and other supporting documents with "**Comprehensive Communication Strategy Framework for IB**" as the subject via email to tender@aus4aseanfutures.org, no later than **25 February 2024 at 23:59 Jakarta time (GMT+7)**. Large documents (>5MB) can be submitted in parts through several emails. Late submissions will be disqualified.

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

Any queries on the TOR should be sent to query@aus4aseanfutures.org before **20 February 2024 at 23:59 Jakarta time (GMT+7)**. Please use the subject line: "**Query: Comprehensive Communication Strategy Framework for IB**". There will be no individual responses/replies 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) The successful bidder shall agree to be bound and sign the SSA with all requirements under the terms and conditions provided therein, including but not limited to Australia for ASEAN Futures Guidelines for the Contractors attached to the SSA.
- 3) SSA can only be signed by the registered bidder. It is not possible for other entities or subsidiaries of the registered bidder to sign the SSA on behalf of the registered bidder.
- 4) The bidder 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 which may be imposed by any law in relation to any amount payable by the ASEAN Secretariat. This means that 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.

Form A.1: Proposer Information

Proposer's legal name	
In the case of a Joint Venture, Consortium, or Association - Legal name of each party	
Proposer's type of organisation	(For example, sole trader / public limited company/ private company)
Proposer's Country of Registration, Constitution, or Incorporation	
Proposer's Year of Registration, Constitution, or Incorporation	
Proposer's legal address in the Country of Registration, Constitution, or Incorporation	
Registration no./Deed of organisation: (if applicable)	
Proposer's authorised representative information:	Name: Address: Telephone: Email Address:

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 B).
- Organisation chart of the company and list of current staff.

Form A.2: Joint Venture/ Consortium/ Association (JVCA) Information (if applicable)

Name of Proposer:	Click or tap here to enter text.	Date:	Click or tap to enter a date.
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To be completed and returned with your proposal if the proposal is submitted as a Joint Venture/ Consortium/ Association.

No	Name of Partner and contact information (address, telephone numbers, fax numbers, email address)	Proposed proportion of responsibilities (in %) and type of services to be performed
1	Click or tap here to enter text.	Click or tap here to enter text.
2	Click or tap here to enter text.	Click or tap here to enter text.
3	Click or tap here to enter text.	Click or tap here to enter text.

Name of leading partner (With authority to bind the JVCA during the RFP process and, in the event a Contract is awarded, during contract execution)	Click or tap here to enter text.
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We have attached a copy of the below-referenced document signed by every partner, which details the likely legal structure of and the confirmation of joint and severable liability of the members of the said joint venture:

Letter of intent to form a JVCA OR JVCA agreement

We hereby confirm that if the contract is awarded, all parties of the JVCA shall be jointly and severally liable to _____ for the fulfilment of the provisions of the contract.

Name of partner:

Name of partner:

Signature_____

Signature_____

Date: _____

Date: _____

Name of partner:

Name of partner:

Signature_____

Signature_____

Date: _____

Date: _____

Form B – 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,

Authorized Signature

Name and Title of Signatory :

Date :

Name of Firm :

Address :

(Stamp with official stamp of the Tenderer)

Form C - Tenderer Declaration

Name of Tenderer	Click or tap here to enter text.	Date	Click or tap to enter a date.
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Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Requirements and Terms and Conditions: 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"/>	Ethics: 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 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"/>	Child protection and Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH): I/We confirm that we have read DFAT policies on child protection http://dfat.gov.au/about-us/publications/Pages/child-protection-policy.aspx and Prevention of Sexual Exploitation, Abuse and Harassment (PSEAH) https://www.dfat.gov.au/international-relations/themes/preventing-sexual-exploitation-abuse-and-harassment/Pages/default and will adhere to them.
<input type="checkbox"/>	<input type="checkbox"/>	Conflict of interest: 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"/>	Collusive Tendering: 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 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"/>	Prohibitions, Sanctions: 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 is 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 offense 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"/>	Bankruptcy: 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.

Yes	No	
<input type="checkbox"/>	<input type="checkbox"/>	Proposal Validity Period: 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 recognize 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.

Authorized Signature

Name and Title of Signatory :

Date :

Name of Firm :

Address :

(Stamp with official stamp of the Tenderer)

Form D – TECHNICAL PROPOSAL FORMAT

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 (if applicable)	
Tax Registration Number (if applicable)	
Indicate number of years involved in similar business/work	
Date	

I. Consultant's Organization and Experience

1.1. Organisational capability

Outline general organisational capability which is likely to affect 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 experience and relationships that have a direct relationship to the performance of the TOR. Include relevant collaborative efforts the organisation may have participated in. Detail any specialized knowledge that may be applied to performance of the TOR. Include experience working with ASEAN Member States and/or ASEAN Secretariat.

1.3. Quality assurance procedures

Describe the potential risks for the performance of the TOR that may impact 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, policy e.g. ISO etc.

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 role of roles, responsibilities, reporting lines and accountability.

1.5. Customer/Previous Work Reference

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

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

Customer/Previous Work Details	
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/organization would like to propose in order to perform the assignment more effectively. If there are such suggestions, they should be incorporated in your proposal.

III. Description of Approach and Methodology

Provide a description of the organization's approach, methodology, and timeline for how the organization 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 regards 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 rationale, 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 linked to which instrument (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.

Form E. 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 tax. 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,

Authorized Signature

Name and Title of Signatory :

Date :

Name of Firm :

Address :

(Stamp with official stamp of the Tenderer)

Form F. 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	...				
A	Total Professional Fees				
#	Other Expenses (if applicable)	Description	Item Cost	# of items	Total Other Expenses
1	Name 1				
2	Name 2				
3	Name 3				
4	...				
B	Total Other Expenses				
GRAND TOTAL (A+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	...					
GRAND TOTAL						

The vendor may include Payment Schedule in the Financial Proposal.

III. Additional Notes (if any)

IV. Checklist for the Completeness of Documents Submitted

Checklists must be used to ensure that all tender documentations have 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	Technical Specifications of the required services	
4	All required information has been addressed accordingly	
5	Schedule of delivery	
6	Customer/Employment Reference (on similar project)	
7	Consultant profile	
8	Copy Company Legal Documents (if applicable), i.e. i. Business Name Registration ii. Valid Business Permit iii. Tax Identification Number	
9	Authority of signatory (If applicable)	
10	Latest audited financial statements (for company)	

Financial Proposal

No	Description	Checklist
1	Bid amount	
2	Payment Schedule	