



**Request for Proposal (RFP)  
Market Survey on Rooftop Solar Adoption  
in Central Java and Bali**

**Institute for Essential Services Reform**

Tebet Barat Dalam VIII No. 20A-B

Jakarta Selatan

Indonesia

23 March 2020



## OVERVIEW AND BACKGROUND

Institute for Essential Services Reform (IESR), a think tank based in Jakarta, Indonesia, has been working intensively to promote the acceleration of low carbon energy transition in Indonesia, through evidence-based policy advocacy. For the past 4 years, IESR also has been contributing significantly to mainstream solar energy issues in Indonesia, working with national and local governments, associations, and civil society organizations.

Indonesia has kicked off its renewable energy development in accordance with National Energy Policy and Planning (*Kebijakan Energi Nasional/KEN* and *Rencana Umum Energi Nasional/RUEN*). According to the policy framework, Indonesia must achieve 23% renewable energy share in 2025 (from total energy mix). Local governments are also mandated to arrange their own RUED.

IESR is now working with several local governments in Indonesia to implement their Regional Energy Planning (*Rencana Umum Energi Daerah/RUED*). One of the workstreams would be providing data and analysis on current state of rooftop solar interest and adaptation from multiple sectors: homeowners, commercial/business, and small and medium-sized enterprises (SMEs). To serve this purpose, IESR will conduct market survey for several regions in Indonesia, focusing on Central Java and Bali, Indonesia.

### 1. PROJECT SUMMARY

This specific project will look into market perception and interest to adopt renewable energy, in this case rooftop solar, in order to provide comprehensive data and analysis for IESR and its counterparts. IESR intends to use the data and analysis to further accelerate the adoption of rooftop solar for multiple sectors, including but not limited to develop better-suited policy framework and design strategic communications.

With this RFP, IESR is soliciting proposal from market research firms or institution with extensive experience and portfolio, capable of conducting primary research to meet the project's goal through quantitative research. IESR will evaluate all the proposals submitted. Following review of all proposals, IESR will select the firms/institutions that brings suitable expertise, most closely aligns with project objectives, and articulates a clear, achievable research plan to meet those objectives within the required timeframe.

### 2. PROPOSAL GUIDELINES

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+0700) on Tuesday, 31 March 2020. Any proposals received after this date and time will be regarded inadmissible. All proposals must be signed by an official agent or representative of the company submitting the proposal.

Proposals should not be more than 10 pages in length.

If the organization submitting a proposal must outsource or contract any work to meet the requirements, this must be clearly stated in the proposal. Additionally, costs included in proposals must include any outsourced or contracted work. Any outsourcing or contracting organization must be named and described in the proposal.



Please itemize all costs and include a description of associated services. Contract terms and conditions will be negotiated upon selection of the winning bidder for this RFP.

### **3. PROJECT PURPOSE AND DESCRIPTION**

IESR would like to assess perception and interest from homeowners, commercial/business owners, and SMEs on rooftop solar adoption, including their intention to adopt and purchase preference. The surveys should cover:

- Central Java: homeowners, commercial/business, and SMEs in Semarang City and Semarang Regency, Surakarta, Cilacap, Klaten, Kudus, and Tegal
- Bali: homeowners and SMEs in Denpasar and at least 2 other regency capitals

For homeowners category, number of respondents chosen must reflect a representative sample size with over 95% confidence interval and margin of error below 4.5%. For commercial/business and SMEs, bidders can propose statistically-sound methodology for this project. Precise data and information to be collected would be discussed with IESR prior to the commencement of the surveys.

Minimum data scope to be collected during the surveys are:

- basic information on respondents (economic background, house properties including installed load and generic consumption),
- their understanding on renewable energy and specifically rooftop solar,
- their intention to install rooftop solar,
- their purchase preference, and
- their perspective on available policies and information.

The results will be used to support IESR's work with national and local governments, covering policy framework design, financing scheme evaluation, and public communication strategies.

The chosen partner will create, field, and analyze a quantitative, one-on-one survey based on project purpose(s). The chosen partner will develop the survey questions based on discussion with IESR team and partner's expertise in designing similar surveys. Data to be collected can also be adjusted based on local context and/or timely necessities.

### **4. REQUEST FOR PROPOSAL AND PROJECT TIMELINE**

#### **Proposal Timeline:**

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+0700), 31 March 2020. Kindly address Program Manager Sustainable Energy Access IESR at [citra@iesr.or.id](mailto:citra@iesr.or.id) for inquiries.

Evaluation of proposals will be conducted from 1 April through 10 April 2020. Follow up with the top three candidates will be conducted within this window to obtain any necessary clarification on items described within proposals.

The selection decision for the winning bidder will be made by 12 April 2020.

Upon notification, the contract negotiation with the winning bidder will begin immediately and must proceed extremely quickly to meet the project timeline.

## Project Timeline:

The results of the project must be finalized no later than 15 June 2020.

A draft timeline is presented below. Internal changes may be made if mutually agreed.

Market Survey	
<i>Questions prepared and approved</i>	15 – 30 April 2020
<i>Survey fielded</i>	1 – 20 May 2020
<i>Results analyzed</i>	21 May – 6 June 2020
<i>Preliminary survey analysis presented and discussed with IESR</i>	8 – 12 June 2020
<i>Survey results presented to IESR</i>	15 June 2020

*Unless otherwise noted, work will be completed by the end of month identified above.*

## 5. BUDGET

All proposals must include proposed costs (in Indonesian Rupiah/IDR) to complete the tasks described in the project scope. Costs should be stated as one-time or non-recurring costs (NRC).

Pricing should be listed at least these items:

- Development of surveys,
- Field survey operation costs,
- Data compilation and analysis,
- Teleconference and third-party technology costs, and
- Suggested participant incentive (if recommended).

NOTE: All costs and fees must be clearly described in each proposal.

## 6. BIDDER QUALIFICATIONS

Bidders should provide the following items as part of their proposal:

- Description of experience in market surveys and quantitative research,
- Examples of three or more similar surveys/projects conducted by your organization
- Testimonials from past clients on research projects conducted by your organization
- Anticipated resources you will assign to this project (total number, role, title, experience)
- Confirmation of timeframe for completion of the project
- Brief description on surveys and management methodology

Bidders must submit a digital copy of their proposal via email to Program Manager Sustainable Energy Access IESR at [citra@iesr.or.id](mailto:citra@iesr.or.id) by 10:00 p.m. Indonesian Western Standard Time (WIB, GMT +0700) on 31 March 2020. Please include "Research RFP Response – Central Java and Bali" in the subject line.