



On behalf of



Federal Ministry  
for the Environment, Nature Conservation  
and Nuclear Safety

of the Federal Republic of Germany

## **Request for Proposal (RFP)**

# **VIDEO PRODUCTION SERVICES**

**What If Indonesia's Energy System Transitioning into A Low-Carbon Emission,  
Leaving Coal Behind?**

**Institute for Essential Services Reform**

Tebet Barat Dalam VIII No. 20A-B

Jakarta Selatan

Indonesia

27 July 2021

## **1. Background**

IESR is currently implementing a project, funded by the International Climate Initiative (IKI) of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU), called "Clean, Affordable, and Secure Energy (CASE) for Southeast Asia (SEA)". This project aims to shift the narrative of the energy sector in SEA, particularly in Indonesia, Vietnam, Philippines, and Thailand towards an evidence-based energy transition, aiming to increase political ambition to comply with the Paris Agreement. CASE Project prospective respondents: individual, organization, or creative production house to submit proposals to shoot, edit and finalize video content for campaign use, and spread awareness on the benefits of energy transition in Indonesia. Proposals must be submitted in accordance with the conditions outlined in this Request for Proposals (RFP).

## **2. Summary**

Video showcasing unique potentials of Indonesia's renewable energy resources. Through a combination of 2D Animation Illustration (80%) and real image style (20%) time travel to the future storytelling, high-resolution footage, and high-quality audio effects. Approximate number of events or scenes and locations is 10 scenes.

## **3. Detail**

IESR is seeking a video production company to shoot, edit and finalize video content which may include, but is not limited to the following: Production minimum of a 120 second to 3 minutes commercial video uncovering the unique mix of renewable energy in Indonesia, emphasizing the urgency of transitioning from the fossil fuel-based electricity generation to a variety of more sustainable sources (100% renewable energy system). This transition will produce a low carbon emissions (and even zero carbon emission), reduce pollution to the environment while also bringing more economy benefits and other kind of benefits. We would like to present these benefits by showcasing what would happen in the future and what does this translates to the livelihood of general people/public. We also might want to insert several scenes showcasing the potential advantage that could be provided (technically, diplomatically, or from national economic point of view) in a more easy-to-understand scenes.

We would like to shift the perception and current narrative of the unreliability of renewable energy, the investment that its required, the cost of coal that is cheaper, reimagine the industrial strength, sustainably-mindedness, and creative part of the future. The fossil fuel based, "Coal power-plant" is part of our history, but we would like to modernize that in this effort. We believe that in the global trend on energy sources, fossil fuel is no longer reliable and will be a stranded assets which will burden the country's financial budget in the long run. Fossil fuels consumption will also jeopardize our planet. With many available methods, ways and option to make sure our energy sources is secured by using the renewables, now is a great time to transitioning.

## **4. Premise**

Editing will emphasize juxtapositions between seemingly contrasting topics. Four main topics explored with one another: Industry meets natural beauty; rich history meets culture, events, contemporary nightlife, and economy activity daily. Three pillars of energy: Energy security, Just Energy Transition, and Sustainable Energy will be the focus of this video. Describing future condition through time travel.

**NATURAL BEAUTY:** Highlighting the renewable energy sources of sun, wind, water, and geothermal that already provided abundantly in the natural landscape of Indonesia. The Sunrise rays from Sabang to Merauke, 24/7, 365 days a year, emphasizing the futuristic scene of future condition if Indonesia reaching zero emission integrated into the energy system.

**CULTURE & LIFESTYLE:** Interior shots of houses, people activities at outdoor establishments, showing electricity vehicles transportation, and/or other day-to-day activities that are consuming energy or electricity/power.

**INDUSTRY:** Wide shots and/or aerial footage of downtown district, customers and small business owners interacting as seen through shop windows, interior shots of small retail stores, business runs through energy sources.

**RICH HISTORY:** Localized content, celebrating the diversity of Indonesia's historical background on its energy sources development and how transitioning will make impact to all aspects of its people. The video may also be highlighting the inclusivity aspects on gender, race, religion, or beliefs.

## **5. Requirements**

1. Shoots - ability to execute vision stated in brief. Please note that all necessary lighting, equipment, travel, materials, talent, and time should be accounted for in bids submitted. Animation based video or illustration may be adjusted to the needs.
2. Editing - Music bed selection, cost included in production, and copyrights.
3. Talent sourcing – coordination of persons needed to capture the desired shots.
4. Language of Instruction: Bahasa Indonesia

### **Target Audience**

This video is specially dedicated but not limited to:

1. Climate and energy enthusiast
2. Energy Consumers groups – productive age, and a decision maker on what to buy, consumed and lifestyle they follow or to influence their significant others
3. Digital/Technology savvy audience
4. Urban people with avid social media users, and actively engage with video or audio-visual content
5. Mid to high economy income
6. Reasonable average citizen of Indonesia and well educated with at least bachelor degree (priority) or high school diploma (secondary)
7. Government of Indonesia (Regional and National government)

### **Postproduction Promotion (Digital Campaign)**

The Postproduction experience on marketing and campaign effort to amplify the final product of the video into the targeted audience should also be offered by the service provider. The form of campaign can be in digital, social media (YouTube/Reels/TikTok), or event based/activation campaign, a sub-contractor collaboration is allowed and need to be stated clearly within the proposal.

## 6. Proposal

In no more than two pages, describe professional experience in video production and editing, demonstrating your company's ability to meet the requirements stated above. Proposals should include: Name, address, phone number, and email for a point of contact for the vendor, previous work samples (or links to online content), a description of the equipment such as the hardware and software to be used.

Proposals should also include: a fixed pricing quote for the project as outlined above, plus an hourly rate for any additional work to be added to the scope of work and a delivery date not to exceed (1) one month from the date of a contract award. Interested parties should submit their response via email no later than 5:00pm GMT+7 on Friday, July 30, 2021. Questions or requests for clarification should be directed to: Gandabhaskara, Outreach and Engagement Adviser, Email: [ganda@iesr.or.id](mailto:ganda@iesr.or.id)

Submission of the proposal should be addressed to: Agus Tampubolon, Project Manager CASE, Email: [agus@iesr.or.id](mailto:agus@iesr.or.id) and copy to Gandabhaskara, Email: [ganda@iesr.or.id](mailto:ganda@iesr.or.id)

## 7. RFP Timeline

- July 30 - Send RFP
- Aug 04 - Due date for responses
- Aug 06 - Selected partner announced

## 8. Other Considerations

Proposals will be reviewed and vetted by the CASE Project Committee and Energy Transformation Program of IESR. Once selected, the respondent must be prepared to begin work with IESR immediately. Evaluation of the proposals will be under the jurisdiction of IESR. IESR will evaluate all proposals submitted and engage in interviews and/or discussions with the respondents deemed most qualified. After the completion of the RFP process, IESR will select the respondent that best represents itself as capable of meeting the needs of IESR, CASE Project. IESR reserves the rights to reject any or all submittals or to waive any minor defects or irregularities in any submittal. IESR further reserves the rights, without prior notice, to supplement, amend or otherwise modify this request for proposals otherwise request additional information from any or all applicants.