

# Terms of reference – Request for Proposal Social media management and strategic planning agency

**CLEAN, AFFORDABLE, AND SECURE ENERGY FOR SOUTHEAST ASIA – Indonesia Country Team**

## I. Project Description

Content creation and full-service management of the CASE Project Indonesia Country Team Digital Creative Communication on social media to further strengthen the Indonesia's Energy Transition Narrative presence especially in the power sector based on new evidence and/or repackaging existing evidence.

Southeast Asia (SEA) is one of the fastest developing regions in the world, with an energy demand which is projected to grow by 70% by 2040. However, fossil fuels will be used to meet most of this demand. Despite huge renewable potential in the region, political and economic interests in the region continue to favour fossil fuels. The main barriers to renewable development are similar throughout the region, such as inconsistent energy planning, inappropriate consideration of renewable energy and energy efficiency potential, concerns over grid capacities and stability, lack of cross-border integration of power systems in the region, etc.

Against this background, Clean, Affordable and Secure Energy for Southeast Asia (CASE) programme intends to change the narrative in the power sector in SEA towards an evidence-based energy transition, aiming to increase ambition to meet the goal of the Paris Agreement. It is a regional programme that focuses on four countries: Indonesia, Philippines, Thailand and Vietnam, which represent around 80% of the total energy share in SEA; therefore, the energy development of those countries will have a major impact on the ability of the region to meet its goals.

CASE is being implemented by a consortium, composed of a wide range of organisations and its secretariat will be based in Bangkok, Thailand. The bulk of activities will be implemented by country teams composed of GIZ and local expert organisations while regional activities will be implemented directly by the secretariat managed by GIZ. Two international expert organisations (Agora Energiewende and New Climate Institute) will be supporting the implementation of the programme across the four countries with their expertise and experience.

CASE programme aims to create evidence and tools that support the energy transition in the region as well as to communicate these outputs to relevant stakeholders and the general public to establish a public discourse about energy transition challenges and benefits. The outputs of CASE are as shown below.

Output I: Research and Evidence

- 1.1) The evidence base for an energy transition in SEA is improved.
- 1.2) Research gaps and missing evidence for an energy transition in SEA are identified and addressed
- 1.3) Existing evidence is repackaged and new evidence provided.

Output II: Transparency and Mapping

- 2.1) Transparency and coordination of activities related to energy transition is strengthened to maximize synergies.
- 2.2) Stakeholders are mapped
- 2.3) A knowledge platform is established

Output III: Dialogue (non-energy sector)

- 3.1) The dialogue on energy transition within government (and public) bodies is improved.
- 3.2) Relevant non-energy issues and public stakeholders particularly impacted by energy transition related issues are identified.
- 3.3) Non-energy stakeholders are empowered and brought together.

Output IV: Technical Assistance (energy sector)

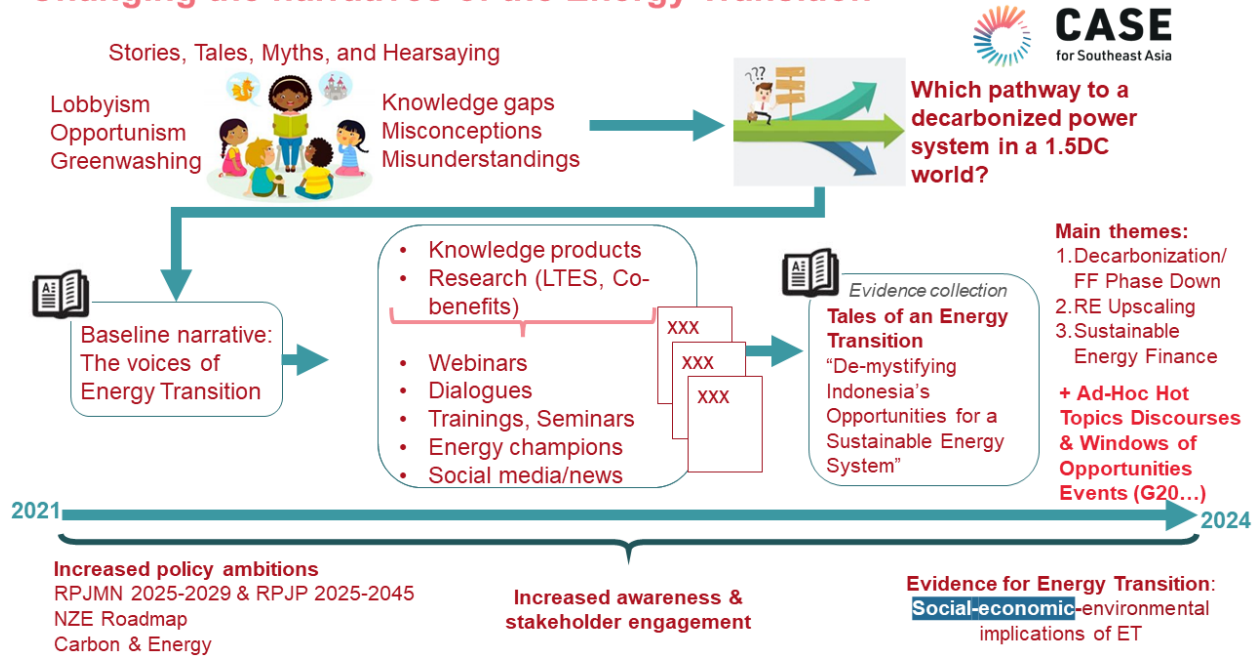
- 4.1) Capacities of key energy sector stakeholder
- 4.1) Capacities of key energy sector stakeholders on energy transition are strengthened.
- 4.2) Key energy institutions and decision makers on energy transition related (technical and regulatory) issues are trained.
- 4.3) Quality data and information is provided to drive dialogue on energy transition among energy stakeholders and support change.
- 4.4) Knowledge exchange among key energy stakeholders is supported.
- 4.5) A sustainable network of energy think tanks in SEA is set up.

Output V: Promoting public discourse

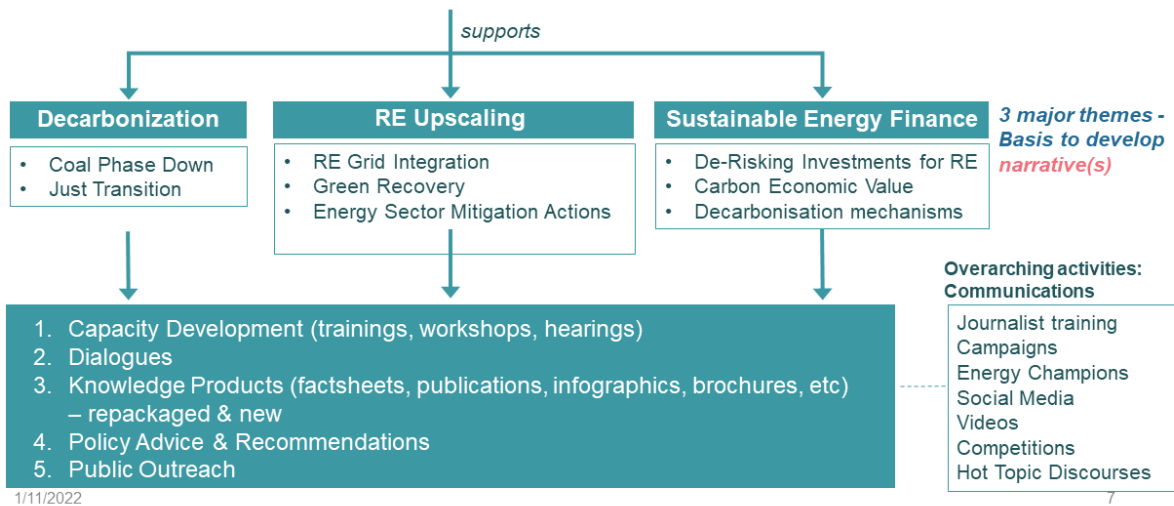
- 5.1) A public discourse on energy transition is established.
- 5.2) A communication strategy and infrastructure about energy transition in SEA is developed, implemented, and maintained to inform the general public about energy transition challenges, issues and benefits.

CASE Indonesia wants to change the narratives of the energy transition in Indonesia through its various activities

## Changing the narratives of the Energy Transition



## Flagship Activities: Long Term Energy Scenarios & Co-Benefits



## II. Background

Since the kick-off launch of [CASE Project](#), Indonesia team have also focused on social media platforms ecosystem – focusing on our knowledge product combined with crowdsourced materials and creating content that would increase subscribers, generate engagement, and promote greater reach.

When the pandemic hit globally in 2020, the social media behaviour and usage dramatically shifted – social media became a much more vital aspect to every individual as it becomes the source of news, entertainment, business, and a way to find connection to others.

As of fourth quarter of 2021, here are the numbers of followers of CASE for SEA social media platforms:

2021 Average			
	Twitter	Facebook	LinkedIn
<b>Reach</b>	902	297,666	n/a
<b># of Posts</b>	11	12	n/a
<b># of followers (AO December 2021)</b>	35	107	257

Apart of the capacity building, and on-site events/campaign is mostly restricted due to the pandemic since the project commenced, the vision of the Indonesia Country Team (ID CT) to ensure visibility and information on all evidenced-based narrative of energy transition on power sector in the country should be still discussed online while comprehensively mapping these out in various platforms will prove beneficial to the energy transition progress. The overall digital communication activities or campaign ideally should also amplifying any events hold by CASE Indonesia and/or Regional, i.e. Publication launch, seminars, training or public dialogue in a public spaces.

With regards to this, the CASE ID CT through Institute for Essential Services Reform (IESR) will hire an experienced social media agency to help the ID CT maintain and further enhance online activities and to deliver up to date and relevant messages across the target market nationwide and regionally in Southeast Asia from Indonesia.

### III. Scope of Work and Deliverables

The objectives of the procurement of the services of an experienced social media agency will be as follows:

#### Scope of Work Deliverables

Together with the Indonesia Communications focal points, developing, creating and seeding content (creatives) to all Social Media accounts/digital communication (strategy, engagement, and community management)

#### Facebook

- Community management of FB pages (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)
- Generate awareness for FB pages (CASE for SEA) as the credible platforms for Clean, Affordable, and Secure Energy information especially in power sector and energy transition narrative
- Increase by at least 50% the current (from date of notice to proceed) followers/subscribers of FB CASE Page.
- Creation of weekly content calendar
- Creation of campaign to generate engagement and trust among social media users
- Creation of inclusive content and materials that do not objectify and discriminate specific community/political option
- Creation of materials that will improve representation and/or portrayals of renewable energy technology and energy transition process to achieve decarbonization
- To capture active social media communities that can augment current campaigns of CASE Project

- To provide moment and seasonal marketing content as much as needed

#### *Twitter*

- Community management of CASE for SEA Twitter page (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)
- Generate awareness of CASE for SEA Twitter account (@CASEforSEA); as a credible platform for Clean, Affordable, and Secure Energy information especially in power sector and energy transition narrative
- Creation of twitter campaign to increase visibility, and engagement
- Creation of inclusive content and materials that do not objectify and discriminate specific community or political option
- Creation of materials that will improve representation and/or portrayals of renewable energy technology and energy transition process to achieve decarbonization
  - Increase by at least 30% the current (from date of notice to proceed) followers of the page
  - Creation of weekly content calendar
- Provide moment and seasonal marketing content as much as needed

#### *LinkedIn*

- Community management of CASE for SEA LinkedIn Company page (answering queries, filtering spam comments, editing copies, and other necessary tasks related to community management)
- Increase by 50% the current (from date of notice to proceed) followers of the page
- Creation of weekly content calendar
- Creation of campaign to generate engagement and trust among professionals and job seekers communities
- Creation of inclusive content and materials that do not objectify and discriminate specific community or political option
- Creation of materials that will improve representation and/or portrayals of renewable energy technology and energy transition process to achieve decarbonization
- Curation of Newsworthy campaign for the newsfeed and short stories
- To provide moment and seasonal marketing content as much as needed

#### *TikTok*

- Creation of tiktok campaign to engage GenZ and TikTok users
- Creation of inclusive content and materials that do not objectify and discriminate specific community or political option
- Creation of materials that will improve representation and/or portrayals of renewable energy technology and energy transition process to achieve decarbonization
- To propose a social media campaign (subject for approval) that includes KOLs (Key Opinion Leaders) who can effectively communicate CASE Indonesia campaigns/ projects

#### *In addition*

- Propose content creators that can effectively communicate CASE for SEA and Indonesia campaigns and projects
- Explore and propose other social media platforms to maximize online presence

#### **Purchasing and Monitoring Paid social media**

- To propose materials that are suited for social ads/ paid ads

- To craft paid campaigns that may yield to returns (e.g., increased traffic, increased visibility, public discourse, dialogues)

#### *Providing Social Media Analytics*

- Monitor the performance and progress of all the official social media accounts of CASE for SEA using credible listening and social media tools
- Present from time-to-time different social media trends and new social media platforms that can help CASE Indonesia Country Team to maximize its digital presence
- Provide monthly comprehensive performance reports for CASE Indonesia Country Team review and evaluation

#### IV. Scope of Price Proposal and Schedule of Payment

1. The campaign shall be for a period of twelve (12) months, to commence upon the receipt of Consultant of the Notice to Proceed (NTP).
2. The Bidder should propose Budget of Contract Proposal for the project inclusive of all applicable taxes, agency service fees, bank charges, and other fees as may be incurred in the process.
3. The proposed payment scheme\* for the campaign will be billed progressively upon completion of the following milestones:

MILESTONES	% OF PAYMENT
Submission of Approved Social Media Strategy upon acceptance of end-user	20%
Submission of rollout report of implemented social media communications plan and strategy on the 1st month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 2nd month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 3rd month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 4th month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 5th month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 6th month upon signed approval of end-user	10%
Submission of rollout report of implemented social media communications plan and strategy on the 10th month upon signed approval of end-user	5%
Submission of rollout report of implemented social media communications plan and strategy on the 11th month upon signed approval of end-user	5%
Submission of Terminal Report for the whole campaign upon signed approval of end-user	10%
<b>Total</b>	<b>100%</b>



\*This scheme of payment is subject to discuss with the winning bidders upon legitimate justification

## V. Qualifications

1. The agency must be an experienced social media agency or a creative/media/PR agency that has a dedicated team for social media management with the required manpower/personnel and staff that is duly established in Indonesia.
2. The agency must have been in existence for at least three (3) years, and must have handled social media accounts of at least one multinational brand during its existence
3. Other qualifications of the required media agency for this project are stated in the Bid Data Sheet (BDS).

## VI. Minimum Required Personnel

Required Personnel Minimum Years of Experience in handling related campaign/s required by CASE Indonesia Country Team (IESR) under this project

A DEDICATED TEAM FOR CASE THAT CONSISTS OF THE FOLLOWING:	
1. <b>Account Manager</b>	5 years experiences
2. <b>Digital Marketing Manager/Social Media manager</b>	5 years experiences
3. <b>Content manager</b>	3 years experiences
4. <b>Community managers</b>	3 years experiences
5. <b>Digital strategist/planner</b>	2 years experiences
6. <b>Graphic Artist/Designer</b>	2 years experiences
7. <b>Videographer/Photographer/Animator</b>	2 years experiences
8. <b>Senior Copywriter</b>	3 years experiences
9. <b>Junior Copywriter</b>	2 years experiences

Note:  
Bidders are encouraged to employ additional personnel deemed fit for the team

## VII. Criteria for Rating

**Stage 1-** Submission of eligibility documents

**Stage 2-** For short-listed bidders, submit brief credentials and the proposed media plan

1. Short listed bidders who will be declared compliant with the technical requirements on the opening of bids will be required to present their proposed campaign to the members of the Communication focal points, and other CASE Indonesia personnel involved in the project.
2. A pitch presentation is required, and bidders are given a maximum of thirty minutes (30 minutes) will be given for each agency excluding the question, and answer portion with CASE Members and such other individuals to be invited by the IESR.
3. Pitch presentation will be rated by CASE ID members individually, and ratings will be averaged to arrive at a final score per agency. Rating will be done based on the scores.

**A. Eligibility Check and Shortlisting Criteria and Rating (80% passing score)**

Criteria	Rating
<b>I APPLICABLE EXPERIENCE OF THE CONSULTANT</b>	60%
<b>A. Appropriateness of the agency for the assignment</b>	15%
Social Media Agency	15%
Creative agency/ Media Agency that has a dedicated team for Social Media Management	10%
Public Relations Agency that has a dedicated team for Social Media Management	5%
<b>B. Extent of network of the agency</b>	15%
Has international offices, sister companies or digital media partners as well as national digital media partners	15%
Has national digital media partners only	10%
<b>C. Similar Projects Completed in the last 3 years</b>	10%
Social Media Agency targeting global market	10%
Social Media Agency targeting a domestic market only	5%
<b>D. Years in Existence as social media Agency or Creative/Media/ Public Relations</b>	
Agency that has a dedicated team for Social Media Management 10 years & above	10%
Agency that has a dedicated team for Social Media Management 5-9 Years	5%
<b>E. Contract cost of Completed Projects in the last 3 years</b>	10%
At least 3 of the social media campaigns had a contract cost equal or greater than IDR 300 million	10%
Less than 3 of the social media campaigns had a contract cost equal or greater than IDR 300 million	5%
<b>II QUALIFICATION OF PERSONNEL WHO MAY BE ASSIGNED TO THE JOB</b>	20%

Required number and positions of personnel with minimum years of experience is exceeded by an additional 6 personnel following any of the profiles of the identified minimum required personnel.	20%
Required number and positions of personnel with minimum years of experience is met	15%
<b>III CURRENT WORKLOAD RELATIVE TO CAPACITY</b>	
Number of on-going similar and related projects relative to capacity	20%
1-4 projects with contract cost equal or greater than IDR 300 million	20%
5 or more projects with contract cost equal or greater than IDR 300 million	15%
No projects with contract cost equal or greater than IDR 300 million	10%

**B. Technical Bid/Proposal Criteria and Rating (70% passing score)**

Criteria	Rating
<b>A. Quality of Personnel to be assigned to the project</b>	20%
I. For Account Manager, Social Media Manager, Content Manager, Community manager, and Senior copywriter – Handled at least 8 major social media accounts during their entire career	10%
II. For digital strategist/ planner, graphic artist, photographer, video editor, and junior copywriter - launched at least 3 social media campaigns	10%
<b>B. Expertise and Capability of the Firm</b>	30%
I. Services rendered in completed projects in the past three (3) years social <b>media</b> /Community Management	5%
Digital Strategic Management	5%
Content Production (Graphics and Video)	5%
Copywriting	5%
<b>II. Experience and Credentials</b>	
At least three (3) successful campaigns related to Social Media Management, validated by previous clients, the agency has launched within three (3) years	10%
<b>C. Social Media Campaign Strategy</b>	50%
<b>I. Social Media Content Plan</b>	
Relevance of proposed materials and social media content during the new normal	15%
Soundness of strategy in maximizing social media activities to drive engagement and create awareness and credibility	10%
<b>II. Content Creation</b>	
Consistency and Frequency of content Strategy	15%
Quality of proposed key visual designs (must be contemporary, relatable, fun, and educational)	10%

## VIII. Terms and Conditions

1. Segment(s) or phase(s) of the campaign not implemented for whatever reason shall be revised/modified by the agency at no cost on the part of CASE ID CT for the purpose of translating said segment(s) or phase(s) for future implementation.
2. All advertising and creative concepts and original materials (raw and edited) formulated and designed in conjunction with this campaign shall be owned by IESR and CASE ID CT, with full and exclusive rights, relative to the future use thereof both in Indonesia and internationally. This should be submitted to IESR – CASE ID CT in a sturdy hard drive/s;
3. The selected agency shall be subject to assessment of the IESR, CASE Indonesia Country Team as to the effectiveness of any phase of the digital management project.
4. The firm shall submit regular reports detailing work progress, issues, and concerns, and recommend next steps in relation to the project as part of the deliverables.
5. Agency should submit a monthly roll-out report of the implemented social media communications plan and strategy to be signed by the end-user, including original invoice for payment.
6. The CASE ID CT or IESR reserves the right to change, suspend, or discontinue temporarily or permanently the contract at any time should the CASE ID CT deemed the agency incapable of the project
7. Any excess remuneration or compensation in the form of rebate from the agency, shall be negotiated with IESR CASE ID CT in the form of additional promotional materials and/or extended social media management, to maximize the effect and benefit of the campaign.

## IX. Contact Person

Gandabhaskara Saputra, 081235563224  
[ganda@iesr.or.id](mailto:ganda@iesr.or.id)

## X. Proposal Submission

Bidders must submit a digital copy of their 1<sup>st</sup> stage proposal via email to Project Manager CASE IESR at [agus@iesr.or.id](mailto:agus@iesr.or.id) and [ganda@iesr.or.id](mailto:ganda@iesr.or.id) and put [iqbal@iesr.or.id](mailto:iqbal@iesr.or.id) in the CC the latest by 23:59 p.m. Indonesian Western Standard Time (WIB, GMT +0700) on 23 January 2022.

END



