

Full-Time Consultant for

Preparing & Managing Campaign Material and Event for Promoting IESR Carbon Calculator Tool

A. Background

To strengthen its public policy advocacy effort, IESR aims to raise awareness and public support in energy-related issues including greenhouse gas emissions. Almost a decade ago, IESR launched its carbon calculator footprint tool to educate the public on the importance of reducing their personal greenhouse gas emission.

Today, the tool remains the primary Indonesian language platform for calculating the individual carbon footprint. This was reflected in the number of visitors each month and top placement in search engine results on the related queries. Hence the tool holds some importance in the public discourse on carbon emission reduction. From an institutional communication perspective, the carbon calculator also plays a significant role as its popularity directly reflects IESR's credibility. It remains the top referral pager for IESR's main website hence the prime gateway to introduce new visitors to the site.

Institute for Essential Services Reform (IESR) is revamping its carbon calculator tool to have more updated data, results, and recommendations, as well as adding a fun and engaging element for the tool user. The tool revamping process should be finished by the end of June in a web-based and mobile version. As follow up IESR would like to communicate and promote the updated tool and strengthen public awareness of individual GHG emissions as part of IESR's advocacy works.

B. The Scope of Tasks

The consultant is expected to design and carry out a campaign strategy, event (competition), and engagement with the key targets as part of a series of work for promoting and introducing the carbon calculator tool called jejakkarbonku.id. The consultant shall propose a work plan that will be subject to IESR input and conduct work based on the agreed work plan. The main target for the campaign strategy would be young professionals, office workers, and students.

The overall tasks are as follows:

- a. Propose a work plan encompassing the schedule for delivering (at the very least) the activities listed in the scope of tasks.
- b. Design and manage a competition event on using the tool and applying its recommendation in two phases. Phase 1 (July-August) for pre-competition to select champions candidate, and phase 2 (August-September) for main competition focusing on the actual implementation of recommendations and sharing of success story
- c. Exhibition (three times) for increasing awareness of the tool (collaboration with KoL, campus, hang-out places near business districts, etc.). Consider suitable exhibition material for each place and audience target accordingly.
- d. Capacity building event (one or two times) for champions candidate (from competition) or beyond to educate the use of the tool.

- e. Design concept and produce the subsequent creative contents (videos, graphics, microblogging) to be uploaded to jejakkarbonku.id, IESR & collaborators social media, or other platform.
- f. Media, blogger, and community engagements plan and events
- g. Update IESR carbon-wheel visualization and calculations.
- h. Tool launching event (could be in the form of a webinar and/or hybrid event)

C. Budget Requirements and CVs

- Budget and CVs, including relevant design and campaign portfolios, will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+0700), **Sunday, 26 June 2022**. Kindly address the Energy Transformation Program Manager at deon@iesr.or.id and the Project Lead at irwan@iesr.or.id for submission and further inquiries. Any proposals received after this date and time will be regarded as inadmissible. All proposals must be signed by the proposing service provider.
- Evaluation of proposals will be conducted from the submission deadline until the 29th of June 2022.
- The selection decision for the winning bidder will be made by the 30th of June 2022.
- Starting date in early July with a contract period of three months i.e. till the end of September.
- Upon notification, the contract negotiation with the winning bidder will begin immediately and must proceed quickly to meet the project timeline.
- Proposals should include the proposed budget, working timeline, and initial idea to cover the scope of the task and/or beyond. The document should not be longer than ten (10) pages. Selection will be based on the candidate's application, budget, and initial idea for the work plan.
- IESR intends to contract 1 (one) individual consultant for this project. The final rate offer amount will be contingent on the submission of a detailed and reasonable proposal to be approved by IESR. Expected consultancy rates range from IDR 5 to IDR 8 million per month.
- Costs should be stated as one-time or non-recurring costs. We consider a full-time consultant for this work therefore, the budget proposed would be in the form of **man-hours and rate in Indonesian Rupiah (the rate shall cover the hours, travel within the Jabodetabek area, and meal of the consultants)**. Timeframe of the work would be from the beginning of July until the end of September.
- **Any other cost outside the manhour should also be estimated and mentioned in the proposal. IESR would cover the actual cost of the campaign material, MICE, and other related costs** for executing the agreed work plan.