



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

# **Hybrid Conference Organizer, Production, and Web Development Indonesia Sustainable Energy Week (ISEW) 2022**

### **Institute for Essential Services Reform**

Tebet Barat Dalam VIII No. 20A-B

Jakarta Selatan 12810

Indonesia

10 June 2022



## **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. In 2018, IESR initiated the establishment of the Indonesia Clean Energy Forum (ICEF). ICEF is a platform of a constructive and fact-based dialogue to enhance understanding of energy transition and sharing best practices on policy, regulatory, and institutional frameworks to support a just energy transition in the Indonesian power sector. ICEF's core member comprises 25 prominent individuals from various backgrounds: government institutions, businesses, utilities, NGOs, and energy experts. Prof. Dr. Kuntoro Mangkusubroto, former minister of Energy and Mineral Resources of Indonesia and Head of Presidential Delivery Unit (UKP4), is the Chairman of the Advisory Board of ICEF. This group meets regularly to discuss policy issues under the Chatham House rule and offer recommendations to key policymakers.

ICEF was launched in November 2018 by the minister of Energy and Mineral Resources, H.E. Ignasius Jonan. The launch was held with the first Indonesia Energy Transition Dialogue (IETD). As part of ICEF's activities, IETD is designed to be an annual event to share ideas and knowledge of energy transition and to build an understanding of energy transition for extended stakeholders. This event also aims to develop an epistemic community and champion that supports the agenda of the energy transition towards a low-carbon power system in Indonesia.

This year, the fifth IETD will be joined with CASE Days for a week-long conference named Indonesia Sustainable Energy Week (ISEW). The focus would be on promoting a decarbonization pathway of the energy system to strengthen Indonesia's climate mitigation action by facilitating discussions on the coal exit strategy for Indonesia, and the relevant policy framework, technologies, and investments required to encourage decarbonization of the energy system. Through this year's event, IESR aims to increase awareness of the importance of implementing the commitment to the coal exit strategy and building the policy framework for advancing the energy transition. This year's ISEW will be hosted under a hybrid model, bringing speakers and/or attendees both physically and virtually.

### **1. EVENT SUMMARY**

Through this process, IESR is looking for available platforms, technology, and event organizers that can conduct ISEW 2022 under a hybrid model. Learning from four previous events, the number of daily participants was hundreds of people and throughout the event, private/groups networking and discussion were frequent. Therefore, ISEW 2022 should also be able to accommodate hundreds of active participants both on-site and virtually in a convenient manner.

With this Request for Proposal (RFP), IESR is soliciting proposals from event organizers or institutions based in Indonesia with extensive experiences and portfolios, capable of hosting, producing, and conducting hybrid conferences (a combination of both offline and online seamlessly together). IESR will evaluate all the proposals submitted. Following a review of all submissions, IESR will select the



firms/institutions that present the most suitable expertise according to the qualifications outlined below, that most closely align with project objectives, and articulate a detailed, clear, and achievable 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+07) on Friday, 24 June 2022. Any submissions received after this date and time will be regarded as inadmissible.

All proposals must be signed by an official agent or representative of the company submitting the proposal.

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

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 consist of any outsourced or contracted work. Any outsourcing or contracting organization must be named and described in the proposal.

## **3. EVENT PURPOSE AND DESCRIPTION**

ISEW 2022 will bring forward a discussion on the coal exit strategy for Indonesia, and the relevant policy framework, technologies, and investments required to encourage decarbonization of the energy system. There will be high-level speakers and participants, from both international and domestic.

ISEW 2022 will be conducted in hybrid for five consecutive working days (Monday to Friday) from 19 to 23 September 2022. On the first day, there will be a joint opening session with IETD and CASE days, followed by a series of discussions. The second day would start with a keynote presentation followed by parallel workshops (a total of four workshops). From the third to the fifth day, a series of dialogue sessions are set up in the morning and afternoon (a total of 11 sessions), with each session running between 1-1.5 hours. There will not be a parallel session conducted during these three days. Lastly, a joint closing session will be held to close the ISEW this year. Below is the snapshot of the ISEW 2022 rundown as a reference.

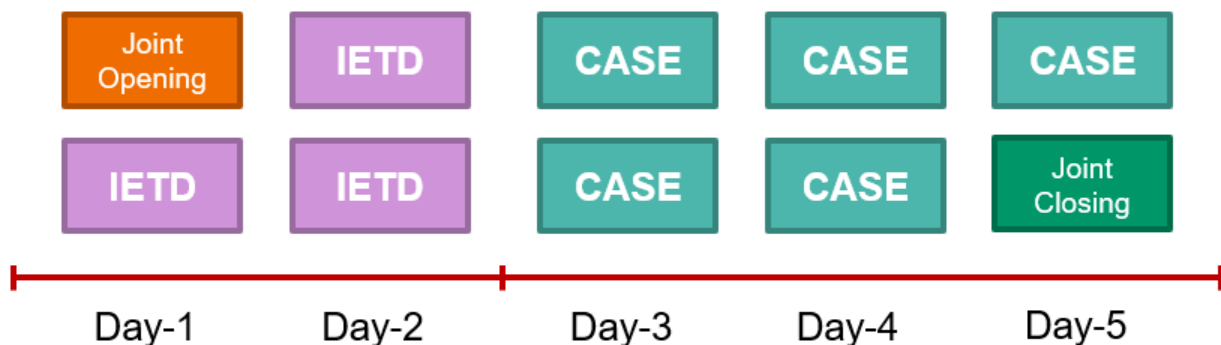


Figure 1. IETD and CASE days session in ISEW 2022

DAY 1 (19 Sept. 2022)		DAY 2 (20 Sept. 2022)	
Time	Session	Time	Session
09.30-10.45	<b>Joint Opening</b> : Opening Remarks and Short Discussion	09.00-10.00	<b>Seminar Keynote presentation:</b> The future of coal in energy transition (political economy) <i>IEA (author of Coal in the Global Net Zero Transition: Strategies for Rapid, Secure and People-Centered Change)</i>
10.45-12.15	<b>High-level panel-moderated discussion:</b> Sharing from developing countries experience in energy transition	10.15-12.15	<b>Workshop ROOM-1</b> How to retire coal early
			<b>Workshop ROOM-2</b> Managing the CFPP in ET: learning from global experiences
<i>Lunch break</i>			
14.00-16.00	<b>High-level panel-moderated discussion:</b> Early retirement of coal power plants in achieving net-zero emissions	14.00-16.00	<b>Workshop ROOM-1</b> Just and fair energy transition
			<b>Workshop ROOM-2</b> Role of local government in coal phase-out/ economic transition in coal regions
			<b>Workshop ROOM-2 (option-B)</b> Exit strategy for coal power business on the ET challenges

Figure 2. Joint opening session and IETD sessions on day 1 and 2

Time	DAY 3 (21 Sept. 2022)	DAY 4 (22 Sept. 2022)	DAY 5 (23 Sept. 2022)
09.00-10.00	<b>Scene-setting</b> - CASE w/ GIZ, IESR, <a href="#">Bappenas</a> - Narrative – now and tomorrow; G20	<b>Scene setting</b> - Green recovery/ G20 Agenda	<b>Scene setting</b> - Focus on private sector or RE application
10.30-12.00	<b>Energy in 'Diversity'</b> : inclusive round table discussion between interfaith organization, woman, youth, press and the last miles community	<b>Dialogue</b> Just Transition: Discussion with coal regions (e.g <a href="#">JET programme</a> )	<b>Energy Transition Narrative</b> : best practice on communicating your climate commitments
<i>Lunch break</i>			
13.30-14.45	<b>Deep Dive:</b> Long-term Energy Scenario + Co benefit Results	<b>Financing the ET:</b> Current situation and how to optimize; <a href="#">OR</a>  De-risking Facilities to support the NZE	<i>Slot for session with CASE Regional</i>
15.00-16.15	<b>Dialogue:</b> Indonesia's NZE: Target and Roadmap	<b>Dialogue on the Sustainable Energy Finance (SEF):</b> The status of fund mobilized and further actions	<b>ISEW Closing</b>

Figure 3. Joint closing session and CASE days sessions on day 3, 4 and 5

Each of the sessions will be designed in a specific format that best suits the theme, speakers, and key messages of the session with a fluid transition between the sessions. Some of the session formats will be

- a. Panel Discussion: one or two speakers will present focused topics and then a moderator will run the discussion with a number of panelists (up to five people).
- b. Workshop: a number of speakers (3-4 people) will present a topic that would later be discussed in a session led by a moderator.
- c. Dialogue/Talkshow: a number of speakers (2-3 people) will have a conversation about one topic that is guided by the moderator's questions. There will be no presentation in this session.
- d. Keynote presentation: a speaker will share information and followed by a short discussion with the moderator.

Sessions formats are not final, changes may be made regarding the dynamics of the situation ahead.

As part of the event promotion, information dissemination, and a registration platform, the ISEW web should be developed in parallel and be ready at least two months before the event. The ISEW web would also be linked and integrated with each of the IETD and CASE days website (should there be any).

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

##### Proposal Timeline:

Proposals will be accepted until 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+07) on Friday, 24 June 2022. Kindly address Deon Arinaldo at [deon@iesr.or.id](mailto:deon@iesr.or.id) and/or Agus Tampubolon at



[agus@iesr.or.id](mailto:agus@iesr.or.id), for inquiries.

Evaluation of proposals will be conducted from 27 June to 5 July 2022. Top qualified service providers from the proposed document and quotation will be shortlisted and a follow-up session will be conducted within this time window to obtain any necessary clarification on items described in the proposals.

The selection decision for the winning bidder will be made by 8 July 2022.

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

### **Project Timeline:**

The report of the event must be finalized no later than 7 October 2022.

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

<b>Indonesia Sustainable Energy Week (ISEW) 2022</b>	
<b>Description</b>	<b>Date</b>
Event concept and design development	11 July - 22 July 2022
Initial website for promotion launched and ready	11 July - 22 July 2022
Website and platform development and completion	25 July - 19 August 2022
Branding and promotions	11 July - 16 September 2022
Open registration	22 July - 16 September 2022
Pre-recorded session (if any) and media briefing/launching	30 August - 10 September 2022
Live event	19 September - 23 September 2022
Post-event production	26 September - 5 October 2022
Event report submission	7 October 2022

*\*Early work will be done by IESR*

Unless otherwise noted, work will be completed by the end of the 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 for these items:

- Audio-video (AV) production
- Website and streaming platform/online conference
- Branding, marketing, promotions
- Meetings, Incentives, Conferences, Exhibitions (MICE)
- Press and media handling
- Post-event production

NOTE: All costs and fees must be clearly described in each proposal. Details of the pricing items should refer to bidder qualifications outlined in the next section below.

## 6. BIDDER QUALIFICATIONS

Bidders should provide a comprehensive and detailed proposal comprising all of the following items:

### **Profiling**

- Company/organization profile description of experience in hybrid event organizer
- Examples of three or more similar events conducted by your organization
- Testimonials from past clients on events conducted by your organization
- Anticipated resources you will assign to this project (total number, role, title, experience)

### **AV Production**

- Stage and its properties
- Green screen/LED P 2.9 (3m x 7m) = 21 m
- Supporting tools (camera, jimmy jib camera, lighting, audio, and broadcast system/tools with specification detailed in the proposal/quotation)
- Crew, their roles, and technology to support the overall agenda
- Operation of the session
- Confirmation of time frame for completion of the project
- Brief description on hybrid event and event organizer methodology

### **Registration and streaming Platform/Online Conference**

- Seamless registration process
- Registration system with customized data leads
- Online conference platform e.g. Zoom capacity of up to 500 participants
- Simultaneous two conferences (refer to day 2 agenda)
- Online Platform should be developed in Wix and integrated with IETD.info
- Accessibility of platform through mobile and/or desktop/PC



- Live features, including but not limited to live broadcasting, live polling and Q&A, Live Chat; live translation, and multi speaker session
- Availability to provide pre-recorded content up to six months after the event
- Security of the online platform
- Maintenance of the online platform minimum 6 months after the event
- Mitigation plan for other potential disruptions (electricity, internet cut-off etc)
- Integration to IETD and CASE days official page (if any)
- Integration to social media platforms
- Online platform should be bilingual
- Consecutive/Simultaneous bilingual streaming each session
- Google Analytics and search console integration
- Official mailing address to respective domain for branding purposes

### **Branding, Marketing and Promotions**

- Promotion strategy and services to various channels (digital and/or conventional media platform) covering Indonesia audience including but not limited to Southeast Asia, Asia, USA, and European market
- 24/7 marketing support
- Strong skills of copywriter both in Indonesian and English
- Overarching theme, visibility, and deliverables that align with the events topic and agenda
- On-screen overlay
- Video bumper
- Pre-events/50 pack production promotions materials (carousels, videos, flyers, posters) (add-on)
- Automation for reminder through timely email and calendar integration (participants)
- On-demand content (video, presentation materials, agenda)
- Event coverage (creative writing and video coverage)

### **MICE**

- 5 star hotel or venue with comparable quality for live event and broadcasting production and allowing up to 150-200 invited participants. For the event, full-day meeting packages should be booked.
- Symbolic opening ceremony, reflecting Indonesia's aspiration for decarbonization
- Holding room for VVIP (for day 1 and day 3)
- Press conference room (day 1, 13.00-14.00 WIB)
- Internet bandwidth of minimum 100mbps per day
- Note-taking services with relevant experiences in energy sectors
- Eng – Ind VV Interpreter services with relevant experiences in energy sectors
- Master of ceremony

### **Press Conference & Media handling**

- Invitation plan to top tier national and regional journalists to attend organized press conferences





(one time) and media briefing before the event (one time), target: 30 journalists (25 national, 5 international) attend the press conference.

- Access or pass for media center
- Daily and thematic press releases/media advisory writing
- Media release/session
- Media monitoring and report

#### **Post-event Production**

- Reporting formats
- Data archiving: record all audio and visual data of the events, attendance reports, etc
- After-event documentation – raw file and video editing formats
- E-Certificate for participants and thank you notes for panelist
- Event souvenirs for VVIP (at the level of minister ambassador) up to 10 VVIP.
- Performances tracking: number of engagements, feedback collection, and post-event analytics (participants data, attendance, and others including in editable format i.e. docs, spreadsheet)

#### **Pricing**

- Detailed budget with a competitive price

We will evaluate the proposal based on the comprehensive items' qualifications. Thus, we encourage the bidders to provide a complete and detailed proposal taking into account all of the items listed above. Bidders must submit a digital copy of their proposal via email to Deon Arinaldo at [deon@iesr.or.id](mailto:deon@iesr.or.id) and Agus Tampubolon at [agus@iesr.or.id](mailto:agus@iesr.or.id) by 10:00 p.m. Indonesian Western Standard Time (WIB, GMT+07) on Friday, 24 June 2022. Please include "Hybrid Event ISEW 2022" in the subject line.