



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

# **Strategic Communication and Advocacy Plan in Promoting Low Carbon Solutions Adoption for Indonesia's Large Industries & Small-Medium Industries**

**Institute for Essential Services Reform**

Tebet Timur Raya No. 48b

Jakarta Selatan

Indonesia

04 April 202

## 1. BACKGROUND AND PROJECT SUMMARY

Achieving the national economic development targets in 2045 would drive capacity expansion in several key industries in Indonesia, such as iron and steel, cement, ammonia, pulp and paper, and textile industries. According to the latest IESR study, the five industries are responsible for about one-third of the national industry emissions in 2020 or about 102 MtCO<sub>2</sub><sup>1</sup>. This is because many of those industry players use outdated production technologies that work inefficiently and consume fossil fuels either as feedstock or fuel sources. In other cases, the industry plan its capacity expansion utilizing the carbon-intensive technology which could create emission lock-in for decades to come. Also, the currently low adoption of sustainable raw feedstock materials in cement, iron and steel, and papermaking industries drive the emissions to increase its emission by an additional 50 MtCO<sub>2</sub> per year by 2050, and collectively with other industry subsectors, will increase the sector emissions to double in the same year<sup>2</sup>.

Other than that, with the industry and commercial sectors' landscape in Indonesia are dominated by smaller businesses of about 99%, it is also imperative to consider these smaller businesses' role in Indonesia's emissions portfolio. From the IESR study, it has been revealed that with the number of MSMEs reaching 65 million businesses in 2021, the least approximation of total estimated energy-related emissions could reach up to 216 MtCO<sub>2</sub> per year in 2023, or about half of the industry sector's emissions, including emissions generated from burning fuel, industry processes, and waste. Such high CO<sub>2</sub> emissions are caused largely due to the very low understanding of MSME actors on how to implement energy efficiency measures as well as the lack of financial and technical capacities to tap into renewable fuel and electricity to support their businesses.

Understanding the timely urgency of decarbonizing industries of all sizes, Institute for Essential Services Reform (IESR) intends to formulate a strategic communication and advocacy plan to increase public awareness on the topic and drive the industry's transformational change and increase the adoption of lower carbon technology and sustainable practices among large industries and SMEs. It is expected that the consultant develops the communication and advocacy plan following the Specific, Measurable, Achievable, Relevant, and Time-Bound (SMART) principle with at least a one-year timeframe. The successful consultant will provide input on methods, content, and implementation strategies. The strategy must include the use of online tools and new media outlets, including IESR's existing social media accounts and website.

With this RFP, IESR solicits proposals from experts or institutions with extensive experience and portfolios in developing communication strategies for similar issues and familiarity with the industry landscape in Indonesia. IESR will evaluate all the proposals submitted.

Following the review of all proposals, IESR will select the experts/institutions that bring suitable expertise, most closely align with project objectives, and articulate a clear, achievable plan to meet those objectives within the required timeframe.

---

<sup>1</sup> Industry Decarbonization Roadmap for Indonesia, 2024

<sup>2</sup> Ministry of Environment and Forestry, 2021

## 2. REQUIRED DOCUMENTS

All the bidding participants will expect to propose their proposals and required documents as part of IESR's commitment to encouraging openness and accountability in the bidding process, as follows:

### A. Proposal

The Main proposals should not be more than 10 pages in length. The annex of the proposal should include the following item:

1. Brief expert/company/institution profile,
2. The latest Curriculum Vitae (CV) of the team leader. CV of other team members with relevant experience is optional,
3. Relevant portfolio in conducting similar work or in a similar field

Terms and conditions:

- If the individual/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 describe the limitations and assumptions potentially used in the work.
- 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.

### B. Mandatory required documents

- a. Statement Letter of Compliance with Pre-Qualification Provisions
- b. Statement Letter of Not Involvement in Prohibited Organizations
- c. Statement Letter of Not Claiming Compensation
- d. Business Entity Qualification Form
- e. Statement Letter Not Under Court Supervision
- f. Expression of Interest
- g. Statement of Willingness to Deploy Personnel and Equipment
- h. Statement of Overall Commitment
- i. Field Capability Statement Letter
- j. Statement of Authenticity of the Document
- k. Integrity Pact

All required documents can be downloaded through this link ([s.id/documentsrfpcommsiesr](https://s.id/documentsrfpcommsiesr)), and expected to be received to IESR until **10:00 p.m. Indonesian Western Standard Time** (WIB, GMT+0700) on **Friday, 19 April 2024**. Any proposals received after this date and time will be regarded as inadmissible. All proposals must be signed by an expert, official agent, or company representative submitting the proposal.

## 3. PROJECT DELIVERABLES AND DESCRIPTION

This project is critical in communicating the urgent need to transform the existing business practices of Indonesia's industry to be more sustainable and deliver the formulated science-based solutions that can minimize the industry's emissions whilst still promoting its further business development. The work will help Indonesia's compliance in meeting the emission reduction target of the industry sector on the submitted Enhanced Nationally Determined Contribution 2022 as well as in reaching the carbon neutrality target by 2060 or faster. Any negligence made by relevant stakeholders will result in a higher adaptation cost that the country must invest in to minimize the impacts caused by poorer health and environmental conditions.



The following section describes the expected minimum output for each of the project deliverables:

#### **A. Mapping of media reporting baseline on the industry trend toward sustainability**

Under this work package, IESR expects the selected consultant to provide a baseline of media reporting (analysis of news coverage) related to Indonesia's industry effort for energy transition and/or decarbonization strategy & implementation from March 2023 to March 2024.

The activity will include providing qualitative and quantitative analysis of media reporting of all tiers on industry transition. Expected deliverables include,

1. Number of news coverage related to industry transition (year-on-year data), the energy transition scope of the news should include transitioning to renewable fuel/electricity, implementing low carbon technology, policy, sustainable energy finance for industry, etc.;
2. Classification of the source of media coverage (media tier classification/national or localized content focus, as well as international news coverage within or from the Indonesia context);
3. Classification of the media coverage by industry sector, government institution, financial institution, public etc.
4. Media analysis of the collected current news coverage (year-on-year data, incl. i.e. top keywords, geo, and gender distribution, list of stakeholders, etc.);
5. Sentiment analysis of the collected current news coverage (year-on-year data).

#### **B. Developing a one-year strategic communication and advocacy plan to promote the uptake of science-based solutions to decarbonize specific industries.**

This work package aims to build a one-year strategic communication and advocacy plan in promoting decarbonization measures in selected industries, either it is small to medium industries or large corporations, based on the formulated scientific solutions and the existing industry efforts and appetite formulated in the work package A.

The objective of the communication activities is to raise awareness across different stakeholder groups around the question of the necessity of greening the industry sector, how to do it, and how the action will help ensure dynamic economic growth while being compatible with increased ambitions for climate change. It is also expected that the communication activities will gather like-minded stakeholders to strengthen its actions and ambitions as well as to convince industry and financial actors to agree to take necessary actions and build a shared climate commitment around it.

The key activities include developing a new dynamic national communication strategy that is specific, measurable, achievable, relevant, and time-bound (SMART) and formulating IESR communication and outreach activities for one year. One month of support in executing communication and advocacy initiatives is deemed essential to mitigate potential misinterpretations of the devised strategy, thereby enhancing the probability of achieving favorable outcomes in communication and advocacy endeavors.



#### 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) on Friday, 19 April 2024. Kindly address the Program Manager Energy Transformation IESR at [deon@iesr.or.id](mailto:deon@iesr.or.id) and the Coordinator of Industrial Decarbonization Project at [faricha@iesr.or.id](mailto:faricha@iesr.or.id) for inquiries.

Evaluation of proposals will be conducted from 22-24 April 2024. Follow-up with the top three candidates will be conducted within this time window to obtain any necessary clarification on items described within proposals.

The selection decision for the winning bidder will be made by 25 April 2024, at the latest.

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 project must commence on 29 April 2024 and the results of the project must be finalized no later than 21 June 2024.

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

Deliverables	Timeline
<i>Media reporting baseline on the industry trend toward sustainability</i>	29 April – 17 May 2024
<i>A one-year strategic communication and advocacy plan to promote the uptake of science-based solutions to decarbonize specific industries</i>	20 May – 14 June 2024
<i>Preliminary report presented and discussed with IESR</i>	19 June 2024
<i>Final results presented to IESR</i>	21 June 2024

A regular biweekly coordination and report meeting would be conducted between IESR and the selected consultant. Unless otherwise noted, work should be completed by the date 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). A more detailed proposal cost is encouraged to ease the selection process.

All costs and fees must be clearly described in each proposal and should be separated into each industrial sector's scope of work.

#### 6. BIDDER QUALIFICATIONS

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

- Description of experience in building media reporting baseline and developing communication and advocacy strategies for similar issues
- Examples of three or more similar projects conducted by you/your organization,



- Anticipated resources you will assign to this project (total number, role, title, experience),
- Confirmation of the timeframe for completion of the project, and
- Brief description of methodology and assumptions used.

Bidders must submit a digital copy of their proposal via email to Program Manager Energy Transformation IESR at [deon@iesr.or.id](mailto:deon@iesr.or.id) and Coordinator of Industry Decarbonization Project at [faricha@iesr.or.id](mailto:faricha@iesr.or.id) by 10:00 p.m. Indonesian Western Standard Time (WIB, GMT +0700) on 19 April 2024. Please include "RFP Response – Strategic Communication and Advocacy Plan in Promoting Low Carbon Solutions Adoption for Indonesia's Large Industries & Small-Medium Industries" in the subject line.