



Request for Proposal Video Production for 'KIARA Campaign'

Institute for Essential Services Reform

Tebet Timur Raya No.48B, Tebet

Jakarta Selatan

Indonesia

19 June 2024

I. Background and Objectives

I.1. Background

Climate change and energy transition are getting more spotlight from the media and public especially since energy transition can improve the livelihoods of the people, from a health and economic perspective. Inclusive implementation and active participation from all, including civil society organizations, indigenous people and local communities, business, industry, women, youth and religious groups are important to ensure energy transition is just.

The Ministry of National Development Planning/Bappenas is currently finalizing the Long-term and developing the Mid-term National Development Plan (RPJPN and RPJMN) for 2025 and onwards. In these new development plans, Bappenas is thriving to boost Indonesia's economic growth through sustainable development and to achieve the status of high-income country by 2045.

One way to achieve this goal is through the energy transition. The Indonesian government should focus on phasing out coal-fired power plants and replacing them with renewable energy as the main source of energy. Nevertheless, the knowledge and awareness of renewable energy, including the availability of the technology to support it haven't been inclusive enough, especially in regions outside of Java and Bali. One of the strategies to raise knowledge and awareness is through digital campaigns in social media platforms with products such as movies, posters, infographics and so on.

Project Clean, Affordable and Secure Energy (CASE) for Southeast Asia in Indonesia has produced two short movies/video campaigns in 2021 and 2022 called ***Mimpi Kiara*** and ***Kabin Kiara***. ***Mimpi Kiara*** tells a story about a highschool student's dream in having a sustainable future, supported with 100% renewable energy. Meanwhile, ***Kabin Kiara*** tells a story about the young adult version of the main character, now owning a sustainable cabin that sources the energy from renewables, mainly solar energy. The next video campaign will be the continuation of the two previous movies, with the same main character: Kiara. Project CASE will continue the timeline, casting the role of Kiara, working with policy makers (for example Bappenas), channeling her small-scale sustainable development experience to emphasize on bottom-up approach in policy making. Kiara assisted the government as an expert and policy makers, to help Indonesia achieve its low carbon development through green economy, renewable energy and focusing on just transition. The Kiara Campaign will set an example and further spread the message of climate change, renewable energy, sustainable living and working together to achieve sustainability in Indonesia.

I.2. Objectives

We would like to shift the perception and current narrative of the unreliability of renewable energy, the high investment's need for renewables, the cost of coal that is cheaper, etc. We believe that in the global trend on energy sources, fossil fuel is no longer reliable and will be a stranded asset which will burden the country's financial budget in the long run. Additionally, fossil fuel consumption will also jeopardize our planet. With many available methods, ways and options to make sure our energy sources are secured by using renewables, now is a great time to transition.



The popularity of renewable energy and energy transition topics rose significantly, especially in 2023-2024 due to several national milestones such as G20, JETP and Elections. While the people have acknowledged the topic as the government kept mentioning it, they are lacking the awareness of the importance and need of climate mitigation and energy transition. The need to mainstream and educate the masses more is pivotal to ensure a just energy transition could succeed in Indonesia.

From several reactions and comments, there are some apathetic reactions to Indonesia's Zero Emissions mission in 2050. The reaction below becomes the insight for the following video:

1. Indonesia still has a vast amount of coal, why find an alternative source of energy while coal can still be reliable?
2. Skepticism towards the government due to the back and forth decision towards energy transition in Indonesia
3. The most significant emissions come from developed countries; why should Indonesia urge to transition immediately?
4. What doable steps can be taken by an individual / ordinary community?
5. It's impossible to achieve this goal in the oligarchy era.
6. National priority issues: General public still deemed if the corrupt government may hinder the process of energy transition

Therefore, it is essential to package videos with content that responds to the above apathetic reactions creatively. With reference to this, CASE Indonesia is seeking for a video production company to shoot, edit and finalize video content that can:

1. Support CASE outreach and engagement in Indonesia.
2. Complement the "Mimpi Kiara" and "Kabin Kiara" videos that were released in 2021 and 2022 (both videos can be accessed on IESR's youtube)
3. Highlight progress of renewable energy development after the release of Kiara's video until now, for example in energy policies.
4. Promote discussion about the importance of renewable energy and energy transition.
5. To make the target audience (non-energy stakeholders, urban working class, active social media users) understand about the importance of energy transition, about the necessity to have a clear roadmap and about how the clean energy target by 2050 is doable.
6. To emphasize on the importance of education for a just energy transition for all.
7. To showcase the roles of the government (in this case Bappenas) in developing national development plans to support Indonesia's energy transition.

II. Storyline and Premises

II.1. Storyline

Disclaimer: This storyline below is just an example and subject to change. Bidders are encouraged to provide new ideas or improve the provided stories below.

Storyline example:



After a successful journey to help the local community to live a sustainable lifestyle, the children around her cabin start to get more curious to play and learn about what Kiara was teaching their parents.

The children started to ask Kiara tons of questions and were so pumped to learn. Kiara is more than happy to teach them about how our climate, environment and energy are related to keep our lives healthy. Seeing how the children keep coming back to learn day in and day out, Kiara decided to open her cabin as a school for the children.

One of the children's favorite subjects is how to collaborate to reach a greater good. Kiara often played group games with the children, and she showed them what they can do to help their parents with sustainable farms, making pots from recycled plastics and so on. Through her teachings, she showed them how collaboration can also help with bigger things, as each person has different abilities to achieve the goal. Just like the energy transition in Indonesia that can be achieved through collaborations from all stakeholders, including the policy makers.

The children enjoyed studying with her everyday, and she loves to be around them and taught them what she knows. One of her students told Kiara, that it would be great if one day, Kiara would be the one making the policies, as they know she will make the right choices, as she did for their communities. But Kiara insisted that if she were about to become the policy makers, she might have to leave the cabin behind and pursue higher studies. As much as the kids were sad, they wanted Kiara to. After a long wait of reflections, Kiara decided to go.

She left the cabin to pursue her higher education. And everytime she felt like giving up, Kiara always looked at her journal and kept going. Until she made it. Kiara graduated from her masters, and is now applying to the government as a staff. She chose to work with The Ministry of National Development Planning (Bappenas), as Kiara knows, everything starts with the right planning.

Kiara was tasked to create a more inclusive approach to achieve low carbon development in Indonesia. She combined her study and the spirit of her cabin communities to propose a new change within the policy. Kiara shared to Bappenas, of how nurturing communities in Indonesia through education could help them accelerate their energy transition goal. Small steps from many provinces, that could lead to a massive change.

She works day and night to align her new bill with the Indonesia Emas 2045 vision. She knows it's a long way, but for the children back in that village, she will do everything to ensure they have a future.

II.2. Premises

In the video that we released last year, a character named Kiara is introduced as a reflection of a target audience who can make a difference and the second movie followed with Kiara became a reflection of someone who started the changes and emphasized on collaboration to make the transition work. That is why the video needs to align with the Mimpi Kiara and Kabin Kiara video that was released. Additionally, these points need to be considered in developing the video concept:



1. Reflecting or highlighting the current development of Indonesia's energy target or energy policy and plan, for example NZE target, PLN's business plan (RUPTL), etc., versus the dream and vision in Mimpi Kiara's video (look at the timeline between the video release last year until today).
2. The video takes an angle where the main actor (Kiara) takes actions to help the policy makers in making energy policies in Indonesia.
3. Reflecting on point 2 above, the main actor can also be portrayed to take action through her/his social media, for example through campaigns in Instagram or TikTok, etc.
4. Do's and Don'ts
 - 4.1. Do's
 - Relatable story telling in a day-to-day basis with concrete suggestion: "This What you Can do to support the Energy Transition process"
 - Accessible and easy to understand
 - Creative storytelling that will draw attention
 - Provoke emotions (inspiration, excitement, hope, fun, joy, etc.) that can move viewers to take action in supporting Indonesia's energy transition.
 - Shareable
 - Talents involve inclusive communities with no racial, age, and/or gender bias.
 - 4.2. Don'ts
 - Criticizing policies is allowed, but content that attacks the government directly with the harsh word is prohibited
 - Pessimistic
 - Criticize individual

The video will be in Bahasa Indonesia with English hardcoded translation between 5-7 minutes long with a combination of 2D animation illustration (20-30%) and real image style (70-80%). Additionally, the video can also take time travel storytelling with high-resolution footage and high-quality audio.

Visual Direction

- Hand-drawn illustration depicting daily life and the charm of Indonesia and Southeast Asian culture
- Handwritten fonts
- Dramatic & warm lighting
- Colors: river blue, sunny yellow, terracotta, and foliage green

Target Audience

This video is specially dedicated but not limited to:

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



Post-Production 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 needs to be stated clearly within the proposal.

Copyrights and Ownership

All rights reserved and property of CASE Indonesia. All materials (including raw materials) owned by CASE Indonesia and should be submitted via IESR in a hard disk.

III. Task to be performed by Contractor

The contractor is responsible for creating a motion graphic and cinematic video (audio and visual) within the timeline of maximum 6 months, from June to December 2024, complying with the guidelines, and implementing the activities described below.

1. Storyline Development

- a. Develop Storyline and Script from the third Kiara campaign storyline and premises mentioned above. The developed storyline needs to be approved by the CASE Indonesia team before next steps. The video will use Bahasa Indonesia as the main language.
- b. Design video production schedule with coordination with CASE Indonesia.
- c. Provide Storyboards from the developed scripts before video production starts

2. Video Production

- a. Implement the designed concept based on the approved timeline.
- b. Produce full version video with English subtitle.

3. Post-Production and Reporting

- a. Provide a report summary of the video production.
- b. Promote video through a digital campaign
- c. 5-7 minutes main video, high quality edit with 1920 x 1080 px definition; playable format in all media player
- d. 1 minutes derivative teaser/campaign video with 1920 x 1080 px
- e. 1 minutes derivative teaser/campaign video for TikTok & IG Reels
Dimensions, 1080 x 1920 px

IV. Implementation Timeline

Description	Date
Storyline Development	8 - 19 July 2024
Storyboard Development and Video Production	22 July - 30 Agustus 2024



Post-Production	30 August - November 2024
Teaser 1	6 September 2024
First Full Video	15 November 2024
Final Video (After 2 Revision)	29 November 2024

V. Proposal Submission

V.1. Proposal Timeline

Proposal submission will be open until **2 July 2024 on 22.00 WIB** addressed to Immakulata@iesr.or.id (Communications Officer of CASE, IESR) and cc to: agus@iesr.or.id (Program Manager of Clean, Affordable and Secure Energy (CASE) for Southeast Asia IESR), rakanda@iesr.or.id, fadhil@iesr.or.id and anggia@iesr.or.id. Please add “**RFP Production House Kiara Campaign 2024**” in your subject column. All proposals should be signed with an official organization or a representative of the organization that submitted the proposal.

Should the bidders need to ask additional questions, please contact the emails above.

The **result will be published on Friday, 5 July 2024**. After the announcement, contract negotiations with the winning bidder will start in a timely manner to keep on track of the timeline.

Should the bidder need to outsource to complete the responsibilities of this role, please state it clearly in the proposal. The total cost mentioned in the proposal should cover all the roles and responsibilities of the production house to finish the work. All outsourced organizations should be mentioned and explained within the proposal.

Please detail all costs of the related services. The terms and reference of the contact will be negotiated after announcing the winning bidder for this RFP.

V.2. Cost and Services

All proposals **must include** proposed **costs with tax** (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 grouped to show these items:

- Development of the storyline
- Script and illustrations examples (illustration referencing past kiara movies)
- Shooting Location Rent (including shooting authorization for public places)
- Location Survey and Travel
- Video production
- Talent Acquisition (including their consent form (for talent under age, if needed). Form will be provided by IESR)



- Please note that all necessary lighting, equipment, travel, materials and time should be accounted for in bids submitted.
- Execution
- Post Production Campaign

NOTE: All costs and fees must be clearly described in detail in each proposal.

VI. Bidder Qualifications

Bidders should provide a comprehensive and detailed proposal comprising all these following items and should write their proposal following this structure.

1. Profiling

Submitted proposal should include these following information (can be embedded in the main proposal or on a separate documents attached):

- The bidder is required to present a company/organization profile that provides description of experience in designing, including work portfolio and executing programs as mentioned in the RFP or something similar.
- The bidder is required to provide examples of similar programs/events conducted by the organization.
- The bidder is required to present anticipated resources that will be utilized and assigned to this project (tools, total number of manpower and their id, role, title, experience) including the steering structure.
- Resume and Certificate of qualifications of Project Leader and Project Manager (including KTP and NPWP)
- Legal documents of your Company (NPWP, SIUP, TDP)

2. Concept

The bidder is required to present the program concept which is intended to achieve the objectives and result for which it is responsible. This program concept should also include a timeline.

3. Budget

VII. About CASE for Southeast Asia

The programme “Clean, Affordable and Secure Energy for Southeast Asia ” (CASE) aims to drive change in the power sector in Southeast Asia (SEA) towards increased ambitions about climate change. It focuses on the four main SEA countries Thailand, Indonesia, Philippines and Vietnam and includes both national and regional activities. It is funded by the German Federal Ministry for Economic Affairs and Climate Action (BMWK).

Anchored in Indonesia with the political partner “Ministry of National Development Planning” (Bappenas) at the Directorate of Electricity, Telecommunications and Informatics, and implemented by GIZ Indonesia and Institute for Essential Services Reform (IESR) with further support from international partners Agora Energiewende and New Climate Institute, CASE will propose evidence-based solutions to the challenges met by decision-makers in the design and implementation of the energy system of the future and build societal support



around those solutions. However, CASE Indonesia also has close coordination with the other CASE countries in SEA (Thailand, Philippines, and Vietnam).

The outcome of the CASE programme is to shift substantially narrative of the direction of the energy sector in SEA towards an evidence-based energy transition (ET), aiming to increase political ambition to comply with the Paris Agreement through the following outputs:

1. Output I: Research and Evidence: The evidence base for an energy transition in SEA is improved.
2. Output II: Transparency and Mapping: Transparency and coordination of activities related to energy transition is strengthened to maximize synergies.
3. Output III: Dialogue (non-energy sector): The dialogue on energy transition within government (and public) bodies is improved.
4. Output IV: Technical Assistance (energy sector): Capacities of key energy sector stakeholders in energy transition are strengthened.
5. Output V: Promoting public discourse: A public discourse on energy transition is established.

