



Request for Proposal (RFP)
**Consultant for Expanding the Industrial
Decarbonization Narrative to Broader Audiences**

Institute for Essential Services Reform

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Jakarta Selatan
Indonesia

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A. 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. Several activities conducted as our dedication on promoting energy transition discourse in Indonesia and has been working with national and local governments, associations, and civil society organizations.

Since 2022, IESR has been expanding to broaden the sector to address challenges on achieving national targets of net zero emissions. One sector that is essential to take focus on is Industrial Decarbonization. Industry is a key sector for national economic development because it contributes 19% of national Gross Domestic Product (GDP). As energy consumers, Industry emits emission from the energy usages (directly and indirectly), manufacturing process, waste management. Mentioned in Enhanced National Determined Contribution (ENDC) target per sector, contributions of Industry to the number is 33% of energy usage, 35% on waste and 100% on Industrial Process (IPPU).

Currently, the Ministry of Industry develops policy and roadmap for industry strategies to boost industry growth aligned with decarbonization efforts. The Green Industry Standard has been developed as a guidance to the industry on achieving sustainable processes. On the other hand, Some green initiatives from the finance institution also start targeting investment in energy efficiency to assist in shifting to low carbon technologies.

From the context above, this request for proposal is to obtain the best services available to provide IESR with the communication capacities on expanding Industrial Decarbonization narratives either to public, private sector or national and provincial governments. 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 collaboration with IESR's existing social media accounts and website

B. PROJECT SUMMARY

This project is critical in communicating the urgent need to shift the narrative of industrial decarbonization for public and multi stakeholders. 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. Target audiences for this project include the national and provincial government business player, and publics

This project objectives are mentioned below:

1. Seminar or FGD which target primary industrial stakeholders (Business and Policy)
 - a. Mapping stakeholder interest and knowledge gap for internal databases to understand further intervention needed;
 - b. Create a communication strategy intervention to specific stakeholders. (At least 5 ministerial or bureaucratic positions at national level);
 - c. Conduct workshop, seminar or focus group discussion based on stakeholder interest and knowledge gap. We expect that there will be 3 FGD during the contract.
2. Conduct public communication to promote green industry concept for multi scale of Industry (large, medium or small industry) and green labeling concept.



- a. Analysis social media account which currently active on industrial decarbonization narratives;
 - b. Communication activities may be delivered regularly through social media (Instagram, Tiktok). The regular update is not limited to carousel, video post, data visualization, or live broadcast;
 - c. Create a creative digital campaign concept;
 - d. All updates should be based on the report released by trusted organizations and/or institutions. The content should be reviewed and approved by the IESR team;
 - e. Content should cover the hot issue updates in the industry sector, low carbon technology, green labeling, green financing for industry, policy review, circular economy and other relevant issues;
 - f. The strategy must include creating key visual branding which follow the general guidelines of IESR's social media;
 - g. Promote the interesting content in ads marketing to boost the engagement.
 - h. Every post or update is encouraged to collaborate with others partners (NGO's, private account or government official account). This collaboration aims at mainstreaming industrial decarbonization to their agenda.
 - i. Beside the regular updates, at least one time massive educative digital campaign should be made in collaboration with stakeholders.
3. Media training and monitoring
- a. Conduct media training for national and regional level which focus on how media or journalist understanding the issue and interesting perspective of industrial decarbonization concept;
 - b. The chosen province should cover 1 province in Java and 1 province outside Java; to choose the provinces should be based on pre-assessment;
 - c. 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;
 - d. 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.);
 - e. Handling one time media luncheon for national media.

Note: If any required venue regarding the seminar or FGD will be provided by IESR in separate procurement process

With this RFP, IESR is soliciting proposals from institutions with extensive experience and portfolios in conducting surveys for renewable energy resources. IESR will evaluate all the proposals submitted. After reviewing all proposals, IESR will select the experts/institutions that bring suitable expertise, most closely align with project objectives, and articulate a clear, achievable research plan to meet those objectives within the required timeframe.

C. PROPOSAL GUIDELINES

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), and expected to be received to IESR until **15:00 p.m. Indonesian Western Standard Time (WIB, GMT+0700) on Monday, 20 January 2025**. 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.

Evaluation of proposals will be conducted in a week after the deadline. Follow-up with the top three candidates will be conducted within this window to obtain any necessary clarification on items described within the proposals.

The selection decision for the winning bidder will be made by **27 January 2024**.

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 15 August 2025 and the results of the project must be finalized no later than 31 August 2025.

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

Activity/Deliverables	Suggested Timeline
<i>Kick off meeting of the project</i>	31 January 2025



Create new branding account	31 January - 7 February 2025
Construct assessment parameter to choose targeted provinces	31 January - 7 February 2025
Mapping stakeholder interest	7-14 February 2025
Media Training	1 Maret - 30 April 2025
Regular updates on social media	weekly
Workshop, Seminar or FGD	1 Maret - 31 July 2025
Interim Report	12-15 Mei 2025
Media Monitoring	1 Mei - 31 July 2025
Final report	20 August 2025

Unless otherwise noted, work will be completed by the end of the month identified above.

IESR team will supervise the project, some revisions and feedback will be given and consultant must perform the adjustments according to the contract

1. 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.

2. 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 Industrial Decarbonization IESR at juniko@iesr.or.id and Coordinator of Industry Decarbonization Stakeholder Engagement at rahmat@iesr.or.id by **15:00 p.m. Indonesian Western Standard Time (WIB, GMT +0700) on 20 January 2024**. Please include **“RFP Response – Consultant for Expanding the Industrial Decarbonization Narrative”** in the subject line.