



**Request for Proposal (RFP)**  
**Communication Consultant for**  
**Developing A Strategic Communications Plan for**  
**Green Energy Transition in Indonesia**

**Institute for Essential Services Reform**

Tebet Timur Raya No.48B, Tebet

Jakarta Selatan

Indonesia

20 February 2025

## **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.

Green Energy Transition Indonesia (GETI) is a project undertaken by IESR supported by British Embassy Jakarta since October 2024. GETI aims to strengthen the enabling conditions for rapid green electricity deployment, as indicated by the increased access to inclusive, reliable, and affordable low-carbon energy and increased number of low-carbon energy project investments in Indonesia.

The project has two outcomes to meet the goal, which define the workstream GETI will be working on. The first is related to turning Indonesia's Comprehensive Investment and Policy Plan (CIPP) for Just Energy Transition Partnership (JETP) into implementation, that is mobilised support to accelerate policy reform listed in the CIPP. And the second is setting up Indonesia Green Hydrogen Accelerator, which is an established green hydrogen market to support the Indonesian 2023 National Hydrogen Strategy.

From the context above, this request for proposal is to obtain the best consultancy service available to provide IESR with a strategic communications plan on influencing the public, policymakers, and private sector to meet the designated outcomes. It is expected that the consultant develops the communication and advocacy plan following the Specific, Measurable, Achievable, Relevant, and Time-Bound (SMART) principle within a three-year timeframe. The successful consultant will provide input on methods, milestones, 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. SCOPE OF WORK**

This consultancy service aims to develop a strategic communication strategy to support GETI's objective to strengthen policy and regulatory frameworks to drive rapid renewable energy deployment and green hydrogen competitiveness in Indonesia. These works will help Indonesia to advance the energy transition to achieve net zero emissions by 2050. Target audiences for this communication strategy plan include the government, market players, media, and public.

IESR seeks to develop a Strategic Communication Plan focused on narrative building and policy advocacy. The plan aims to:

1. Build a compelling narrative around the economic, environmental, and social benefits of renewable energy and green hydrogen.
2. Advocate for supportive policies and regulatory frameworks to accelerate the deployment of renewable energy and green hydrogen technologies, including phasing out coal plants and reforming coal domestic market obligation (DMO) policy.
3. Engage key stakeholders, including government agencies, private sector players, civil society, and the public, to foster collaboration and drive action.

With this RFP, IESR is soliciting proposals from institutions with extensive experience and portfolios in developing strategic communication plans. 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 plan to meet those objectives within the required timeframe.

### **Deliverables**

A strategic communication plan with the implementation of 12 to 18 months that covered: (1) situational analysis; (2) key stakeholders and power interest; (3) core narrative and messaging framework; (4) stakeholders engagement and public awareness plan; (5) implementation plan and communication infrastructure; (5) monitoring and evaluation.

## **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](https://s.id/documentsrfpcommsiesr)), and expected to be received to IESR until **17:00 p.m. Indonesian Western Standard Time (WIB, GMT+0700) on Friday, February 28, 2025**. Any proposals received after this date and time will be regarded as inadmissible. All proposals must be signed by an official agent, top

leader, or company representative submitting the proposal.

Evaluation of proposals will be conducted 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 **March 7, 2025**.

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 **March 17, 2025** and the results of the project must be finalized no later than **May 26, 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>	March 17, 2025
<i>Developing strategic communications plan for the next 18 months</i>	March 18 - April 18, 2025
<i>Catch-up meeting 1</i>	April 21, 2025
<i>Editing and revisions the strategic communications draft (v1)</i>	April 22 - May 1, 2025
<i>Catch-up meeting 2</i>	May 2, 2025
<i>Editing and revisions the strategic communications draft (v2)</i>	May 5 - 15, 2025
<i>Catch-up meeting 3</i>	May 16, 2025
<i>Finalization of the strategic communications draft (v3)</i>	May 19 - 23, 2025
<i>Final report (vF)</i>	May 26, 2025

*Unless otherwise noted, work will be completed as the identified timeline above.*

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

*Proposals will be evaluated based on the following criteria:*

- *Understanding of the assignment and alignment with objectives.*
- *Quality and feasibility of the proposed methodology.*
- *Experience and expertise of the team.*
- *Cost-effectiveness of the proposal.*
- *Past performance and references.*

**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.

Bidders must submit a digital copy of their proposal via email to the GETI Project Manager at [erina@iesr.or.id](mailto:erina@iesr.or.id) and cc to [fitriani@iesr.or.id](mailto:fitriani@iesr.or.id) and [aulia@iesr.or.id](mailto:aulia@iesr.or.id) by **17:00 p.m. Indonesian Western Standard Time (WIB, GMT +0700) on February 28, 2024**. Please include **“RFP Response – Communication Consultant for Strategic Communications Plan for Green Energy Transition in Indonesia”** in the subject line.