



Request for Proposal Social Media and Campaign Agency

Institute for Essential Services Reform

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Jakarta Selatan

Indonesia

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I. Background and Objectives

I.1. Background

Climate change and energy transition are gaining more public attention, as the shift to clean energy improves livelihoods through health and economic benefits. A just energy transition requires inclusive participation from all sectors, including civil society, businesses, women, youth, and local communities. In Indonesia, we see how social media can play a key role in raising awareness, sharing success stories, and fostering dialogue on certain topics, including energy transition.

For over three years, the Clean, Affordable, and Secure Energy (CASE) for Southeast Asia (SEA) Project in Indonesia has focused on leveraging social media to expand reach, engage audiences, and promote energy transition through knowledge products and crowdsourced content. Launched in 2022, the @energibersih.ftw Instagram page targets younger generations—Millennials, Gen Z, and Alpha—by combining thought-provoking contents, pop-culture-based entertainment, and collaborations with Key Opinion Leaders (KOLs) in energy transition, climate, and environment. By the end of 2024, we think it had established itself as a credible platform for promoting energy transition in Indonesia. To build on and continue this success, we seek a creative or social media agency to further amplify energy transition narratives.

In short, Project CASE for SEA Indonesia is opening a **Request for Proposal for Social Media and Campaign Agency** to support CASE Indonesia's creative communication and campaign in strengthening Indonesia's energy transition narrative, especially in the power sector. The job description includes content creation, social media management, audience survey and implementation of several activation or campaign activities.

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. To effectively communicate the importance of energy transition and drive public engagement, a strategic and well-managed social media presence is essential. In detail, the objectives of this request of proposal are to find social media and campaign agency that can help CASE Indonesia to:

1. Enhance public awareness of the importance of energy transition and gain feedback on the circulating narratives among social media users.
2. Strengthen engagement with followers, encourage public discourse on energy transition, and build a strong community that actively participates in the conversation.
3. Expand the reach and influence of CASE social media platform through creative content, campaigns (digital and offline), and collaboration with different partners.
4. Develop and maintain high-quality, data-driven, and thought-provoking content that aligns with CASE Indonesia's vision and messaging on energy transition.



II. Task to be performed by Contractor

The social media agency will be required to deliver the following work packages:

Work package 1: Develop CASE Indonesia Social Media Campaign Strategy

Under this work package we expect the contractor/agency to:

1.1. Social Media Campaign Strategy

Develop strategy to further strengthen the role of CASE Indonesia Instagram in disseminating contents on energy transition in Indonesia.

CASE Indonesia first developed its social media in 2022 with the branding name @energibersih.ftw. The focus in the first year has been to establish the brand and help disseminate contents about energy transition in an easy-to-digest format. During the second year, the focus has been to increase conversation related to the energy transition and influencing the energy narrative in Indonesian social media.

In this next period, we want the contractor/agency to further elevate @energibersih.ftw by expanding its reach, deepening audience engagement, and solidifying its position as a leading platform for energy transition discourse in Indonesia. The agency is expected to develop and execute a comprehensive content strategy that not only educates but also inspires action, using innovative storytelling, data-driven insights, and interactive formats.

1.2. Handover and Sustainability Strategy

The agency is expected to develop a long-term sustainability strategy for managing @energibersih.ftw beyond the contract period. This includes creating a roadmap for continued content development, audience engagement, and platform growth, ensuring that CASE Indonesia's social media presence remains impactful even after the project ends.

Work package 2: Run Digital Campaign through CASE Indonesia Instagram

Under this work package, the agency should:

2.1. Instagram Campaign Execution

- Plan, create, and manage day-to-day social media campaigns, including copywriting, design, and community engagement.
- Propose and execute social media campaigns (subject to approval) incorporating Key Opinion Leaders (KOLs) and foster collaborations with other communities or CSOs to amplify CASE Indonesia's messaging.
- Conduct four (4) public campaign events targeting youth, collaborating with organizations and KOLs to maximize outreach.

2.2. Content Creation and Management

- Develop inclusive, thought-provoking, and creative content that promotes energy transition, encourages discussions, and avoids discrimination or political bias.
- Create engaging materials tailored to CASE Indonesia's target audience, particularly Gen Z and Alpha, ensuring accessibility and inclusivity.



- Produce moment-based and seasonal marketing content as needed.
- Design materials suitable for social ads/paid ads to enhance visibility and engagement.
- Develop fun, educational, and interactive content to foster community discussions on energy transition.

2.3. Community Engagement and Growth

- Manage community interactions by responding to queries, filtering spam comments, and maintaining a positive discourse.
- Increase Instagram followers by at least 30% from the date of contract commencement through organic and paid growth strategies.
- Propose and engage with content creators and other social media platforms for collaborations that promote energy transition narratives.

2.4. Social Media Analytics

- Track and analyze the performance of CASE Indonesia Instagram account using credible social media listening and analytics tools.
- Provide monthly performance reports for review and evaluation by the CASE Indonesia Country Team
- Provide a final report by the end of the work timeline.
- Present emerging social media trends and new platforms that can enhance CASE Indonesia's digital presence. These findings can be presented with the monthly report.

2.5. Additional Support

- Provide eco-friendly merchandise, if necessary, to support campaign efforts in line with sustainability principles (reduce, reuse, recycle).
- Provide a survey to track social media users' opinions and narratives on energy transition. This survey should be conducted by the end of the project and incorporated into the long-term social media strategy and post-project timeline.

III. Project Scope

This project shall be carried out for a period of twelve (12) months and commence upon the receipt of written approval from IESR.

The agency should submit 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).

IV. Bidder Qualifications

The agency must be an experienced social media agency or a creative/media/PR agency that has a dedicated team for social media management with the required manpower/personnel and staff that is duly established in Indonesia.

The agency must have been in existence for at least three (3) years and must have handled social media accounts of at least one multinational brand during its existence.



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 total numbers of work portfolio (national and international) 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 of Social Media Manager, Account Manager and Campaign Manager (including KTP and NPWP).
- Provide a dedicated team to support implementation. The roles listed below serve as references for the ideal team structure; however, bidders are welcome to propose alternative role configurations within their team.

1. Account Manager	5 years experiences
2. Digital Marketing Manager/Social Media manager	5 years experiences
3. Content manager	3 years experiences
4. Community managers	3 years experiences
5. Digital strategist/planner	2 years experiences
6. Graphic Artist/Designer	2 years experiences
7. Videographer/Photographer/Animator	2 years experiences
8. Copywriter	3 years experiences
9. Campaign/Activation Manager	3 years experiences

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

Submitted budget should not exceed **40,000 Euro**. *(Please refer to Exchange rate (InforEuro) for currency exchange rates)*



V. Proposal Submission

V.1. Proposal Timeline

Proposal submissions will be accepted until **April 11, 2025, at 22:00 WIB** and should be addressed to Immakulata@iesr.or.id (Communications Officer of CASE, IESR) with a cc to: agus@iesr.or.id (Program Manager of Clean, Affordable and Secure Energy (CASE) for Southeast Asia IESR), fadhil@iesr.or.id and anggia@iesr.or.id. Please include “**RFP Social Media and Campaign Agency**” in the email subject line. All proposals must be submitted by an official organization or a designated representative of the organization.

For any additional inquiries, bidders may contact the emails listed above.

Agencies that meet the qualifications will be notified by **Monday, 21 April 2025**, and invited for a **30-minute pitch presentation**, excluding the Q&A session. This presentation will serve as the basis for selecting the winning bidder, which will be announced by **Monday, April 28 2025**.

Following the announcement, contract negotiations with the selected agency will begin promptly to ensure alignment with the project timeline.

If bidders plan to **outsource any tasks**, they must clearly state this in their proposal. The total cost mentioned should cover all roles and responsibilities, including any outsourced services. All outsourced organizations must be listed and explained within the proposal.

Proposals should provide a **detailed cost breakdown** for all related services. The **terms and conditions of the contract** will be finalized after the winning bidder is announced.

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:

- **Campaign Strategy**, covering but not limited to promotion, survey, and strategy development.
- **Execution**, covering but not limited to public campaign cost, event management, etc.
- **Social Media Management**, covering but not limited to paid and collaboration projects, giveaway/souvenirs, content development, social media moderation, etc.
- **Paid Promotion**, including but not limited to ads budget and management.
- **Project Management**

VI. 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.

