

Request for Proposal CERH Platform Business Development & Marketing First Half Year One

A. Background

The Institute for Essential Services Reform (IESR) is a think-tank in energy and environment. IESR encourages transformation into a low-carbon energy system by advocating a public policy based on data-driven and scientific studies, conducting capacity development assistance, and establishing strategic partnerships with key stakeholders. As part of IESR's effort to increase public awareness and deliver capacity development for the masses, IESR is running several Clean Energy Resource Hub (CERH) platforms.

The most prominent platform is Jejakkarbonku.id with 76.000 users is Jejakkarbonku.id. This platform focuses on introducing the concept of greenhouse gases (GHG) and carbon footprint calculation to the public. The ultimate goal is to amass public support and initiate action on greenhouse gas mitigation at the individual, community, and business levels.

IESR also has an intuitive and robust online learning platform i.e., Akademi Transisi Energi. Launched in June 2023, this platform aims to facilitate the public in accessing quality and credible courses on various energy transition aspects through engaging and compelling learning experiences. The primary target audience for the project includes CSOs, journalists, and industry-specific stakeholders.

This site is also coupled with two supporting features, one is an open forum subdomain, forum.transisienergi.id, to facilitate discussion on said courses or the general energy transition context. The other supporting site is data.transisienergi.id, which provides a large dataset, engaging visualizations, and useful insight features.

IESR plans to spin off these platforms as part of an independent ecopreneur named Visi Energi Bersih Indonesia (VEBI). The main goal is to make these platforms self-sustaining in the short run. Meanwhile, the long-term goal is to prepare a feasible strategy to ensure profitability and readiness for Southeast Asia's regional expansion to enable a larger impact in the long run. In the first half of 2025, IESR has developed the business model, 5-year business plan, marketing plan & execution. Thus, starting in July 2025, these platforms will officially enter the business phase of year 1.

There is still a need to further develop said business plan to incorporate the data features of Akademi Transisi Energi, individual user market potential for the Jejakkarbonku.id, and marketing implementation & refinement. Therefore, IESR is soliciting individual or organized consultants to prepare, market, and develop said features of each platform.

B. Deliverables

The deliverables will cover both Jejakkarbonku.id & Akademi Transisi Energi platform, including its supporting sites. The key deliverables to be achieved during the four months of the consultancy services are:

1) Business Development (30%)

- a) Map additional market research needs for unaddressed market segments & features on the existing plan, including but not limited to individual user segments on jejakkarbonku and data feature & subdomain for Akademi Transisi Energi, or even potential segments utilizing both platforms
- b) Prepare and conduct market research on market opportunities and trends, market need & requested features, barriers to entry, product viability, competition & market shares, and pricing.
- c) Prepare, refine, test, and review the business plan and corresponding business model, including cashflow projection for 5 years i.e., in the form of a business model canvas for Akademi and Lean Canvas for Jejakkarbonku
- d) Update the 5-year business development plan
- e) Biweekly business development progress and evaluation report

2) Marketing (70%)

- a) Refine and implement marketing strategies which have to include target customers, value propositions, a sales & marketing plan, goals, an execution plan, and the corresponding budget
- b) Secure a minimum of 2 corporate-level commitments with a minimum cumulative total value of IDR 200 million
- c) Biweekly marketing evaluation report

C. Proposal Guideline & Submission

The potential service provider has to submit a proposal package, which consists of a technical proposal (background, task to be conducted, methodology, schedule), a cost proposal (proposed monthly rate), and relevant resume(s) & portfolio, if any. All bidders are also required to submit administrative bidding documents, which can be downloaded through this link (s.id/documentsrfpcommsiesr)

The submitted proposals must be signed by said individual or an official agent or representative of the submitting organizations. Please itemize all costs and include a description of associated services. Contract terms and conditions will be negotiated upon selecting the winning bidder for this RFP.

If the 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 consist of any outsourced or contracted work. Any outsourcing or contracting organization must be named and described in the proposal.

Proposals will be accepted until **23:59 PM**. Indonesian Western Standard Time (WIB, GMT+07) on **Monday, 14 July 2025**. Any submissions received after this date and time will be regarded as inadmissible.

Kindly address the Program Manager Energy Transformation IESR, Deon Arinaldo, at deon@iesr.or.id, the Clean Energy Hub Coordinator, Irwan Sarifudin at irwan@iesr.or.id and Program Officer, Auzora Kirana at auzora@iesr.or.id for inquiries and submissions. Please put **“RFP Response - Bizdevmar CRH 1st Half Year 1”** in the subject line.

D. Budget

IESR intends to make one award for the execution of this project. The final award amount will be contingent on the submission of a detailed and reasonable proposal to be approved by IESR. Expected award to range from IDR 70 to IDR 90 million.

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). Any research activity, survey, data subscription, software/licensing, and or other recurring add-on services' costs should be stated clearly and should be included in the said proposed budget & budget range. Said additional cost might get excluded and exceed the award range only if there is clear & reasonable justification.

IESR intends to pay the selected contractor on a fixed-fee, milestone-based payment schedule. Shall applicants prefer an alternate payment timeline, the applicants should propose a fixed fee and separate the total hours and amounts associated with the planning, collecting, processing, and performing analysis of said data the sum of which would be the total Maximum Payable Amount (MPA) for the contract.

E. Timeline for Deliverables & Remuneration

Deliverables	Schedule	Payment
Workplan presentation & market research preparation (1a)	6 August 2025	20%
Conduct additional market research (1a, 1b)	August to September 2025	
Market research report (1b)	1 October 2025	
Refine the marketing strategy (2a)	8 October 2025	40%
Implement marketing strategy (2a)	July - December 2025	
Refine the business plan (1c)	12 November 2025	
Review business plan (1c)	October & December 2025	
Update the Five-year business development plan (1d)	26 November 2025	

Secure 2 commitments n corresponding amount (2b)	17 December 2025	40% + Additional rate
Biweekly business development report (1e)	Upon agreed schedule	
Biweekly marketing report (2c)	Upon agreed schedule	

F. Qualification

- A bachelor's degree in business, management, environment, engineering, economy and development, or other relevant field. A master's degree is an advantage
- A minimum of 1 year of experience in business development. Having experience in a similar industry, scale, and area of interest i.e. sustainability start-up is an advantage
- Good organizational skills and diligent attention to detail
- Excellent time-management skills.
- Ability to manage multiple tasks and deadlines.
- Demonstrated initiative, tact, a high sense of responsibility, discretion, and confidentiality.
- Fluent in English and Bahasa Indonesia.

G. Proposal Evaluation & Other

The service provider will be selected based on full and open competition. The proposal will be evaluated based on:

- **Individual/Organization profiling 30 %**
Technical capacity, expertise, experience, portfolio, highest contract value, experience in working with IESR
- **Technical proposal 50%**
Clear understanding and suitable work approach, work allocation, timeline, Additional idea on top of RFP deliverables
- **Reasonable proposed value and competence 20%**
Team member experience & education level, ratio of proposed value to estimated value

IESR may, at its discretion and without explanation to the prospective Vendors, at any time choose to discontinue or extend this RFP without obligation to such prospective Vendors.

Awarding of the contract resulting from this RFP will be dependent upon the suitability of proposals received and the funds available. The RFP process is open to all individuals and or vendors including those who have previously worked with IESR.