



Request for Proposal (RFP)

Documentary Film Production on Just Energy Transition in Indonesia

Institute for Essential Services Reform

Tebet Timur Raya No.48B, Tebet

Jakarta Selatan

Indonesia

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I. Background and Objectives

I.1. Background

Electricity is the backbone of modern society. It powers everything, from providing lights when it is dark, generating heat when it is cold, transporting people from one place to another, until charging our electronic devices when the battery runs out. Without it, daily life will experience set-back, productivity will decrease, and poverty becomes harder to escape.

As part of Indonesia's Long Term National Development Plan (RPJPN 2025-2045), a key goal is improving energy access, particularly electricity. This is a significant challenge for a country with thousands of islands, where infrastructure limitations often hinder the provision of electricity. In fact, according to the Minister of Energy and Mineral Resources of the Republic of Indonesia, [Bahilil Lahadahlia](#), in 2025, around 10,100 villages across the country still don't have access to electricity. In terms of electrification ratio, until December 2024 Indonesian national electricity ratio reached 99.83%, while the village electrification ratio reached 99.92%: Comparing these statistics with the size of Indonesia, there are still many remote and rural areas that still lack reliable access to electricity.

For communities that live in these areas, life without reliable electricity could mean children relying on kerosene lamps to study at night, mothers and fathers unable to do additional works at night to grow their income, or health workers struggling to store medicine safely or operating operation devices. This disparity creates a significant problem of energy poverty, which has a disproportionately negative impact on vulnerable populations, including women, children, and people with disabilities. And because these places are far from the big cities or centers of power, their struggles most of the time rarely reach the public eye.

A just and inclusive energy transition is paramount to addressing these challenges and achieving equitable energy access. For Indonesia, with its unique geography, this means moving away from a fossil-fuel-centric model and harnessing its immense potential in renewable energy sources. Decentralized renewable energy solutions, such as solar, are particularly well-suited for providing reliable and affordable electricity to remote, off-grid communities where extending the national power grid is not feasible. This approach not only helps close the energy access gap but also supports sustainable development and empowers local communities to manage their own energy systems, ultimately fostering economic growth and resilience in the country's most underserved areas.

However, bridging this gap is not just an issue of infrastructure but a crucial step towards fostering social equity and empowering communities. Public awareness and political will are essential. For too long, energy access in remote Indonesia has been invisible to urban decision-makers and the wider public. That's why Project Clean, Affordable, and Secure Energy (CASE), in partnership with the Ministry of National Development Planning (Bappenas), will produce a documentary that brings these stories to life, showing not just the lack of electricity, but the transformation that comes when light arrives in a community.

This documentary will travel from bustling Jakarta to remote villages still waiting for electricity, and to others where renewable energy has already changed lives. It will be a journey that challenges the comfort zone of urban audiences and makes them confront a



simple truth: electricity is not a privilege. It's a right, and a prerequisite for a dignified and modern life.

Through powerful storytelling, cinematic visuals, and authentic voices from the field, this film will not only document reality, but we also hope that it will inspire action towards a future, where no one is left in the dark in Indonesia.

I.2. Objectives

We would like to open the audience's eyes to why having access to electricity is important and why a just energy transition matters for Indonesia. Not in abstract terms, but through the life and experiences of Indonesian people. Through this documentary movie, Project CASE would like to send these messages:

1. Renewable energy can bring electricity to remote villages that fossil power plants have never reached, transforming daily life from darkness into possibility.
2. Renewable energy can provide constant and stable electricity with the support of energy storage, providing communities with electricity they need.
3. Moving away from fossil fuels is not only about cutting emissions — it's about people's dignity, health, and livelihood, especially for those living near coal mines and coal plants.
4. Energy democracy means communities themselves can shape their future, blending renewable solutions with local wisdom to build a transition that is fair, inclusive, and lasting.

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 stories provided below.

Highlights from the documentary movie

1. Villages in Kalimantan that are impacted negatively by coal mines. Focusing on how livelihood and customs changes after the presence of coal mines. Things that can be highlighted: health, jobs, access to electricity,
2. Villages/communities in Kalimantan that changes positively after being provided renewable energy for electricity. The villages can utilize diesel or no electricity prior.
3. Villages/communities in Kalimantan that hasn't been exposed to electricity, although they live near coal mines or near big cities
4. Urban lifestyle in Jakarta which integrated deeply with access to electricity. Proving a huge disparity between the capital that utilized electricity which mainly comes from coal plants.

Storyline example:

Indonesia celebrates its 80th anniversary in 2025, with major cities showcasing remarkable development and glowing with progress. Yet, this prosperity is built upon a foundation that casts a long shadow. The nation's reliance on fossil fuels, particularly coal, has come at a



significant cost to communities far from the urban centers. In places like the island of Borneo, home to vast rainforests and some of the world's largest coal reserves, a harsh reality exists. While the capital enjoys round-the-clock power, the very communities whose land is being mined for this "black gold" are often left behind.

The staggering production of coal, which reached 836 million tonnes in 2024 and is projected to increase, fuels the national economy but fails to benefit local residents. These communities, once farmers, have become dependent on the coal industry for their livelihoods, working in the mines or running small businesses for the workers. Despite living in the heart of Indonesia's energy production, many lack reliable access to electricity, often relying on expensive, short-term supplies from mining companies. The environmental toll is equally severe, with their air, water, and soil suffering from widespread pollution, all to power the bright lights of distant cities.

A decade after committing to reduce greenhouse gas emissions under the Paris Agreement, Indonesia's energy transition is moving forward, albeit with a critical challenge: ensuring it is just and inclusive. The concern is what happens to these communities when the coal mines inevitably close. Their land is gone, and they have been made dependent on an industry with a limited future. A just energy transition is vital to ensure that as the nation moves toward a sustainable future, these communities are not left behind. They need opportunities to thrive in a post-coal world.

Thankfully, there are already glimmers of hope. In villages like Menamang Kanan in East Kalimantan, communities are beginning to harness renewable energy sources. This village, once reliant on diesel generators subsidized by coal companies, now uses solar panels to provide electricity from sunrise to sunset. This is a powerful testament to the potential of renewable energy to bring light to remote areas that have been overlooked for so long. As these examples multiply, it's clear that with collective effort from everyone, including the government and citizens, Indonesia can build a future where progress is shared by all, ensuring that no one is left in the dark. The movie will end with a rhetoric question:

"If electricity is the foundation of a good life, how long will we let millions live without it?"

II.2. Premises

Although previously Project CASE has released another movie series called Kiara, this movie can connect to that universe or can be in a standalone universe, due to the nature of a documentary movie. To create this documentary movie, there are some things to note by the bidders to develop the proposal:

1. The movie can highlight several aspects from **Rencana Pembangunan Jangka Panjang Nasional (RPJPN 2025-2045)** about electricity access, the challenges and how energy transition could support low carbon development to achieve Indonesia Emas in 2045. This movie will be worked with closely with the Ministry of National Development Planning/Bappenas
2. The movie tone will be **neutral-critical**, which the story can provide subtle-critics towards real events that are happening. However, content that attacks the



government, whether its institution or individuals directly with harsh words is prohibited.

3. Do's and Don'ts

3.1. 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.

3.2. 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 with the maximum duration of 35 minutes (including title and credit scene). Local languages are welcome to be utilized when showing the lives of local communities.

Visual Direction

- The shots should be cinematic and visually pleasing with conversations that could provoke emotions in the audience.
- Dramatic & warm lighting

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 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)

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 5 months, from September 2025 to January 2025, complying with the guidelines, and implementing the activities described below.

1. Storyline Development

- a. Develop Storyline and Script for the documentary movie. 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. Provide shortlists from the developed scripts before video production starts
- b. Provide a video production plan and schedule with the possibility of travelling to the maximum number of 3 locations across East Kalimantan: 1)Paser regency 2)Kutai Kertanegara regency; 3) Mahakam Ulu regency.
- c. Implement the designed concept based on the approved timeline.
- d. Produce full version video with English subtitle.

3. Post-Production

- a. 35 minutes main video (including title and credit scene), high quality edit with 1920 x 1080 px definition; playable format in all media players with English subtitle.
- b. 1 minutes derivative teaser/campaign video with 1920 x 1080 px
- c. 1 minutes derivative teaser/campaign video for TikTok & IG Reels Dimensions, 1080 x 1920 px

4. Reporting and Archiving

- a. Provide a report summary of the video production.
- b. Archive all the footage and files in a hard disk and to be submitted to CASE Project by the end of work. Hard disks should be provided by the bidder.

IV. Implementation Timeline

Description	Date
Storyline, Script, Production Schedule and Shot Lists	22 September - 17 October 2025
Survey	20 - 24 October 2025
Production	10 - 20 November 2025

Post-Production	21 November 2025 - 12 January 2026
Preview Part 1 and Feedback	17 December 2025
Preview Part 2 and Feedback	12 - 16 January 2026
Editing post feedback	17 - 29 January 2026
Final Preview, Teaser and Thumbnails	30 January 2026

V. Proposal Submission

V.1. Proposal Timeline

Proposal submission will be open until **September 10th 2025 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) and fadhil@iesr.or.id . Please add **“RFP JET Documentary Movie CASE”** 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.

Bidders that meet qualifications will be notified by **Friday, 12 September 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 **Friday, 19th September 2025**.

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:

- Pre Production (Storyline, Script and Shot Lists, Survey Schedule)



- Travel Budget for Crews and Talent (including costs for surveys, road travel (the possibility for water travel) for casts, crews and CASE representative (flights are separated), including accomodation; and location rent or permit)
- Video Production (including necessary equipment)
- Talent Acquisition (including their consent form (for talent under age, if needed). Form will be provided by IESR)
- Execution (movie production cost, including incentives for story submissions from local communities)
- Post Production (editing)
- Reporting (hard disk)

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

We invited a proposal from bidder - preferred bidder who is based in Indonesia or has a permit to open a business in Indonesia. 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 production of documentary movies, 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, with details about the year or duration it was conducted.
- 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/CV and Certificate of qualifications of Director, Director of Photography and Editor (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.

