



## **Request for Proposal (RFP)**

**RFP Title:** Event Organizer Launching White Paper Empowering Green MSMEs: Unveiling the Future of Sustainable Business

**RFP Number:** 1218/IESR/VIII/PM-ID/ADM-RFP/2025

**Issue Date:** 4 September 2025

**Proposal Due Date & Time:** Monday, 8 September 2025, 1.00 PM Western Indonesia Time (GMT+07)

**Anticipated Award Date:** Tuesday, 9 September 2025

**Contact Person/Department:**

Juniko Nur Pratama, Program Manager – Industrial Decarbonization, [juniko@iesr.or.id](mailto:juniko@iesr.or.id)

## **Section 1: Introduction and Executive Summary**

- **1.1 Purpose of the RFP:**

This Request for Proposals (RfP) invites qualified Event Organisers to propose their approach to planning and delivering the launch of a White Paper on Green MSMEs. The purpose is to identify a capable partner with proven experience and resources to execute a professional, well-attended event that effectively communicates the paper's key messages and engages relevant stakeholders. The selected Organiser will align with the IESR's branding and communications, ensure appropriate content rights management, manage risks and VIP protocol, and provide clear reporting on results and value for money. Detailed project overview, scope, and evaluation criteria will follow in subsequent sections.

- **1.2 Background of the Procuring Entity:**

Micro, Small, and Medium Enterprises (MSMEs) are the backbone of Indonesia's economy, contributing more than 60% to national GDP and employing up to 97% of the workforce. Spread across the archipelago, MSMEs drive local economic activity and support more equitable development. In the era of global climate change and the shift to a low-carbon economy, however, MSMEs face significant transformation challenges. Indonesia's long- and medium-term development plans, RPJPN 2025–2045 and RPJMN 2025–2029, set ambitious goals, including reducing greenhouse-gas emissions by up to 93.5% by 2045, expanding renewable energy, and improving environmental quality. These targets require active participation from all sectors, including MSMEs, which also stand to benefit from changing consumer preferences, growing demand for environmentally friendly products, and the rise of green finance. Realising this opportunity calls for a clear strategic framework, supportive policies, capacity building, and cross-stakeholder collaboration.

To respond to this need, the Ministry of National Development Planning (Bappenas), in collaboration with the Asian Development Bank (ADB) and the IESR, has prepared a White Paper: "Realising a Sustainable Business Future through Empowering Green MSMEs." The document presents a current-state analysis, a transformation roadmap, policy recommendations, and implementable steps to accelerate the adoption of green practices by MSMEs nationwide. The launch of this White Paper is a strategic moment to convey policy messages, invite collaboration, and strengthen commitments across stakeholders. To ensure a professional and inclusive delivery of the launch, IESR will procure an experienced Event Organiser (EO) to design and manage the event end-to-end so that key messages are communicated effectively, stakeholder engagement is optimised, and public-communications impact is maximised.

- **1.3 Project Overview:**

The selected Event Organiser will provide a turnkey delivery covering five workstreams: AV production, streaming/online conferencing, branding, marketing & promotion (incl. digital assets), MICE operations, and post-event production. This includes supplying and operating the stage, LED screen and presentation monitor, full sound/lighting/camera and capture/stream stack with dedicated crew and show management; integrating the provided Zoom platform with the host's YouTube channel, ensuring adequate bandwidth and a clear disruption-mitigation plan; and producing core creative outputs—opening/closing videos, a three-minute White Paper explainer, a bumper package for session transitions, and supporting on-screen/online assets (e.g., lower thirds, banner loop and stills)—all aligned with the contracting authority's brand and messages.

Operationally, the EO will stage the symbolic launch, provide an Indonesian-speaking MC, manage invitations/registration and VIP/speaker handling, arrange verbatim minute-taking, and deliver photo/video documentation. After the event, the EO will archive all data and submit raw and edited materials (including a 3–4 minute highlight), attendance reports/analytics, and a succinct event report by the agreed deadlines, alongside a confirmed delivery schedule, run-of-show, and crew roles. Detailed specifications and task lists follow in the next section.

- **1.4 Key Dates and Milestones (Summary):**

- Proposal submission period: 4 - 8 September, 1.00 PM Western Indonesia Time (GMT+07)
- Proposal evaluation and clarification (if necessary): 8 – 9 September 2025
- Winning bid announcement: 9 September 2025
- Contract award date: 10 September 2025

## Section 2: Scope of Work and Deliverables

### • 2.1 Detailed Project Description:

IESR (Institute for Essential Services Reform) requires a professional event organiser to support the White Paper Launch: “Realising a Sustainable Business Future through Empowering Green MSMEs.” The event will be held in a hybrid format (online and in-person) on:

- Day/Date: Tuesday, 16 September 2025
- Time: 12.30–16.00 WIB
- Location: Gedung Djunaedi Hadisumarto 1–5, Ministry of National Development Planning (Kementerian PPN/Bappenas), Jakarta

### Objectives:

- Officially launched the White Paper “UMKM Hijau dan Net Zero” to the public and stakeholders.
- Convey the vision, policy direction, and roadmap for developing green MSMEs in Indonesia.
- Build cross-stakeholder support (government, development partners, private sector, communities) for implementing the White Paper’s recommendations.
- Raise public and business awareness of the importance of MSME transformation towards green and sustainable business practices.

The following is a summary of the event agenda within the scope of work:

Time	Session
<b>Plenary Room</b>	
12.30 - 13.00	Registrasi
13:30 – 13:35	Housekeeping dan Opening MC
13:35 – 13:40	Screening of the White Paper Video on Green MSME Development
13.40 – 13.45	Report on the White Paper Development Process Speaker A
13.45 – 13.55	Opening Remarks Speaker B
13.55 - 14.10	Opening Remarks Speaker C

Time	Session
14.10 - 14.25	Keynote Speech and Official Launch of the White Paper Speaker D
14.25 - 14.30	Photo Session and Document Handover
14.30 -14.35	Transition
14.35 - 15.45	Talkshow Developing Green MSMEs Towards Net-Zero Emissions <ul style="list-style-type: none"> <li>- Speaker A</li> <li>- Speaker B</li> <li>- Speaker C</li> </ul> Moderator: IESR
15.45 – 15.55	Wrap-Up: Realising a Sustainable Business Future through Empowering Green MSMEs
15.55 – 16.00	Closing

Note:

- EO will create 3 minutes White Paper Video on Green MSMEs Development and proposed the concept
- The event will be held in person, with 100 key stakeholders invited.
- The target audience for this event includes the invited stakeholders, both attending in person and those joining online via Zoom. Additionally, the event will be broadcast on YouTube livestream to reach a wider audience..
- Bappenas and IESR will provide the venue for one day
- IESR will provide Sign Language Interpreter to the event

## ● **2.2 Specific Services/Products Required:**

The selected Event Organiser is expected to provide a turnkey solution. At a minimum, specific services must include:

- Audio-visual (AV) production
- Streaming Platform / Online Conferencing
- Branding, Marketing, and Promotion
- MICE (Meetings, Incentives, Conferences, and Exhibitions)
- Post-Event Production

No.	Category	Description
1	Audio-visual (AV) production	<ul style="list-style-type: none"> <li>- Stage and set (3 m × 6 m) and decoration for the stage (mini garden)</li> <li>- Sofa for panelist and moderator (5 person)</li> <li>- LED backdrop (3 m × 6 m) with a tiered backdrop/riser</li> </ul>

		<ul style="list-style-type: none"> <li>- TV Matador 43" for PPT</li> <li>- Supporting equipment for broadcast (cameras, tripod, cabling connection, lighting fresnell, audio, capture card, soundcard and a complete broadcast/streaming system—with technical specifications provided in the proposal/quotation)</li> <li>- The sound system includes audioman, mic gooseneck, mic wireless (4), mixer audio (1), monitor speaker, speaker active, or related equipment.</li> <li>- Crew, their roles, and supporting technology for the entire programme includes but not limited to project manager, runner, stage crew, stage manager and logistics)</li> <li>- Operational management of event sessions</li> <li>- Confirmation of the delivery timeline through to project completion</li> <li>- Brief description of the hybrid event delivery method and the event organiser's methodology</li> </ul>
2	Streaming Platform / Online Conferencing	<ul style="list-style-type: none"> <li>- Online conferencing platform (using zoom that will be provided) that can integrate with YouTube channel.</li> <li>- Laptop for online conferencing platform and streaming platform.</li> <li>- Mitigation plan for potential disruptions (power outages, internet connectivity issues, etc.).</li> <li>- Internet with sufficient speed.</li> </ul>
3	Branding, Marketing, and Promotion (incl. Digital assets)	<ul style="list-style-type: none"> <li>- Opening and closing videos</li> <li>- White paper explainer video (3 minutes)</li> <li>- Bumper package (report presentation; opening remarks (speaker 1 &amp; speaker 2); keynote; talk show; generic transition)</li> <li>- Other digital assets (lower third graphics, banner loop video, banner still video, etc.)</li> </ul>
4	MICE (Meetings, Incentives, Conferences, and Exhibitions)	<ul style="list-style-type: none"> <li>- Symbolic launching ceremony showcasing White Paper</li> <li>- Master of Ceremony (Bahasa Indonesia)</li> <li>- Notetaker/minute-taking verbatim services by a provider with relevant experience in the industry and energy sector.</li> <li>- Documentation (Photographer and Videographer)</li> <li>- Equipment for Sign Language Interpreter includes green screen, dedicated camera, and specific spot in the location for the interpreter.</li> </ul>

		- Handy talkie (HT) for the communication with IESR and Bappenas for the event
5	Post-Event Production	<ul style="list-style-type: none"> <li>- Data archiving: recording all event audio and visual data, attendance reports, etc.</li> <li>- Post-event documentation (photos and videos, both raw files and edited versions, 3-4 minutes highlight video)</li> </ul>

• **2.3 Deliverables and Milestones:**

No.	Deliverable	Format	Deadline
1	Event concept and design development	Slides	11 September 2025
2	Event delivery		16 September 2025
3	Post-event production		17-18 September 2022
4	Submission of the event report and notetaker	PDF report + slides	24 September

• **2.4 Performance Standards and Service Level Agreements (SLAs) (if applicable):**

Category	Metric/Standard
<b>Timeliness</b>	All deliverables submitted within agreed deadlines
<b>Technical quality (on-site)</b>	Full tech rehearsal completed; programme starts within $\pm 5$ minutes of schedule; zero critical AV failures; minor issues resolved $\leq 2$ minutes; 1080p recordings captured; LED content plays to venue spec.
<b>Creative &amp; Brand Quality</b>	All assets are error-free, and compliant with IESR brand/key messages; correct names/titles; LED screen content design delivered to venue specs; clear, legible layouts suitable for policy and public audiences.
<b>Reporting, Data &amp; Compliance</b>	Attendee lists and contact logs by 17 Sept 2025; raw photo/video by 17 Sept 2025; edited assets (session recordings, 3-4 min highlight, curated photo set, media clippings) by 18 Sept 2025; final post-event report & minutes (PDF + slides) by 24 Sept 2025

• **2.5 Roles and Responsibilities:**

**Procuring Entity (IESR) Responsibilities:**

- Appoint focal points; review and approve workplan, creative concepts, scripts, and run-of-show with feedback
- Provide content and brand assets (White Paper, key messages, logos,

- speaker bios/photos) and clear all public copy.
- Coordinate stakeholder lists, VIP/protocol, and official invitations with Bappenas/partners (e.g., ADB).
- Secure/confirm venue access, schedule, and house rules.

### Successful Bidder Responsibilities

- Deliver a detailed workplan, manage vendors, risks, and a single point of contact.
- Produce creative and digital assets (opening/closing videos; 3-min explainer; LED screen visuals; bumper package; lower thirds; banner loop/stills) and finalise scripts and showcall.
- Provide/integrate AV and staging (LED, sound, lighting, cameras, playback) to spec; run full tech rehearsal; operate show day flawlessly and record 1080p.
- Execute media plan (press kit, briefing concept, outreach/accreditation, on-site press desk, interviews); deliver post-event package (raw + edited photo/video, attendance and analytics, minutes, report) and hand over all working files to IESR.

## Section 3: Proposal Requirements and Submission Instructions

### • 3.1 General Instructions:

Item	Requirement
<b>Language</b>	English (all sections, including annexes and supporting documents)
<b>Font</b>	Arial or Calibri, size 11
<b>Line Spacing</b>	1.15 spacing, single-sided
<b>Margins</b>	2.5 cm (1 inch) on all sides
<b>Page Limit</b>	Maximum 15 pages for the main proposal (excluding annexes and CVs)
<b>File Format</b>	PDF (for official submission); Excel for budget details
<b>Number of Copies</b>	1 electronic copy (via email or secure link); hard copy optional upon request
<b>Submission Label</b>	Email subject or file name should read: <i>"Proposal – EO Launching White Paper – [Organization Name]"</i>

### • 3.2 Proposal Content Outline:

Follow this outline for the proposal:

- **Executive Summary:** A high-level overview of bidder's proposed solution.
- **Company Profile:** Background, experience, additional information on legal structure, financial stability.
- **Understanding of the Project:** How bidder interprets the RFP's requirements.
- **Proposed Solution:** Detailed approach, methodology, and proposed



technology/tools.

- **Project Plan/Timeline:** Detailed work breakdown structure, key phases, and milestones.
- **Team and Resources:** Key personnel, their qualifications, and assigned roles.
- **Experience and References:** Relevant past projects, client testimonials, and contact information for references.
- **Pricing Proposal:** Detailed breakdown of costs (see 3.3).
- **Assumptions and Dependencies:** Any assumptions made.
- **Risk Management Plan:** How bidder plans to mitigate potential risks.
- **Appendices:** Supporting documents (resumes, certifications, etc.).

- **3.3 Pricing Proposal Requirements:**

Please submit a detailed and transparent budget. This should include:

- A breakdown of costs by work package or deliverable (e.g., Audio and Visual Production includes stage, LED etc)
- Estimated personnel time (e.g., by role or seniority level).
- Travel and stakeholder engagement costs, if applicable.
- A proposed payment schedule tied to milestone delivery.

Estimated total contract value is IDR 50.000.000-100.000.000 including tax.

- **3.4 Submission Method:**

All proposals must be submitted electronically to the following email address:

- [juniko@iesr.or.id](mailto:juniko@iesr.or.id) with cc to [faricha@iesr.or.id](mailto:faricha@iesr.or.id) and [dena@iesr.or.id](mailto:dena@iesr.or.id)

Kindly ensure that all required documents are complete and submitted as a single email or download link (e.g., Google Drive or Dropbox, with open access settings).

No hard copies are required unless specifically requested by IESR.

- **3.5 Late Submissions:**

- Late submissions will not be considered. Please confirm receipt by email after submission.

## Section 4: Evaluation Criteria and Selection Process

- **4.1 Evaluation Committee:**

All submitted proposals will be reviewed and evaluated by a selection committee appointed by IESR. The committee will assess proposals based on technical quality, relevance, team qualifications, methodology, and cost-effectiveness. Only shortlisted candidates may be contacted for further clarification or interviews.

- **4.2 Evaluation Criteria:**

IESR employs multicriteria assessment to evaluate the proposal as follows:

- Administration completion (10%)
- Organization profiling (30%), including capacity, experience, and past performance with IESR (if any)
- Technical proposal (40%), including understanding of required services, methodology used, transparent work allocation, and additional value offered
- Reasonable proposed value with competency and offer (20%), including team members experience level and contract value offered

- **4.3 Evaluation Process:**

Step	Stage	Description
1	Initial screening	Check for completeness, eligibility, and compliance with formatting and submission requirements.
2	Detailed technical review	Evaluate methodology, technical approach, team qualifications, past experience, and relevance.
3	Shortlisting	Identify top candidates based on technical and strategic fit.
4	Interviews	Invite shortlisted bidders to present proposals and answer questions (if applicable).
6	Final selection	Select the most suitable bidder based on cumulative evaluation scores and notify officially.

- **4.4 Award Decision:**

The contract will be awarded to the most qualified bidder whose submission is deemed to be in the best interest of IESR. The selection will be based on the stated evaluation criteria, considering technical merit, relevance, team capacity, and overall value. The evaluation is NOT solely based on the lowest price offered.

## **Section 5: Terms and Conditions**

- **5.1 Standard Contract Terms:**

The selected contractor will enter into a formal agreement with IESR based on standard terms and conditions. The contract will cover the scope of work as outlined in the proposal and agreed upon deliverables. The contract period will run from the commencement date specified in the agreement and continue until project completion, unless terminated earlier by either party with prior written notice.

The contractor will receive payment according to a predefined schedule tied to milestone delivery, as detailed in the payment annex. All outputs and deliverables developed under the contract will be the property of the procuring entity, unless otherwise agreed in writing. Both parties are expected to maintain the confidentiality of sensitive information shared during the engagement.

The contract will be governed by the laws of the Republic of Indonesia, and any disputes will be resolved through amicable negotiation or appropriate legal channels.

- **5.2 Confidentiality and Proprietary Information:**

All proprietary or confidential information submitted by bidders will be treated with strict confidentiality and used solely for the purposes of evaluating the proposal. Such information should be clearly marked as “Confidential” or “Proprietary” in the relevant sections of the proposal.

The procuring entity (IESR) will not disclose any marked proprietary content to third parties without the bidder’s prior written consent, except as required by law or internal audit. Unmarked information may be treated as non-confidential.

- **5.3 Right to Reject/Modify:**

IESR reserves the right to reject any or all proposals, to waive any informalities or minor irregularities in the submission process, and to enter into negotiations with one or more selected bidders as deemed necessary.

- **5.4 Disclaimers:**

This RFP does not commit IESR to award a contract or pay any costs incurred in the preparation or submission of proposals.

- **5.5 Governing Law:**

This Request for Proposal (RFP) and any resulting contract shall be governed by and construed in accordance with the laws of the Republic of Indonesia. Any disputes arising in connection with this RFP or the subsequent contract shall be subject to the exclusive jurisdiction of the courts of the Republic of Indonesia. This RFP is strictly open only to entities that possess a valid work permit in Indonesia.

## **Section 6: Inquiries and Communications**

- **6.1 Questions and Clarifications:**

Prospective bidders may submit questions or requests for clarification regarding this Request for Proposal (RFP) to ensure a clear understanding of the scope, requirements, and expectations. All inquiries must be submitted in writing via email to [juniko@iesr.or.id](mailto:juniko@iesr.or.id) with cc to [faricha@iesr.or.id](mailto:faricha@iesr.or.id) and [dena@iesr.or.id](mailto:dena@iesr.or.id) with the subject line: “*Question – EO Launching White Paper – [Your Organization Name]*”.

To allow sufficient time for review and response, all questions must be received no later than 3 September 2025, 10.00 PM Western Indonesia Time (GMT+0700).

Responses to all inquiries will be compiled and distributed to all parties who have expressed interest in the RFP, maintaining fairness and transparency in the process. Please note that verbal inquiries or questions submitted after the deadline will not be addressed.

- **6.2 Q&A Session/Conference (if applicable):**

N/A.

- **6.3 Addenda/Amendments:**

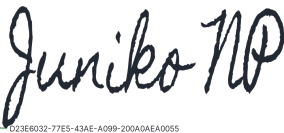
Any changes, updates, or clarifications to this Request for Proposal (RFP) will be issued as formal addenda. These addenda will be distributed via email to all bidders who have registered their interest or submitted questions and will form an official part of the RFP documentation.

It is the responsibility of all prospective bidders to ensure they have received and acknowledged any such addenda. Failure to do so may result in disqualification due to non-compliance with updated requirements.

## Section 7: Appendix

- **Forms and Certifications:**

- Bidders are required to sign all necessary documents listed in this link:  
[https://drive.google.com/drive/folders/19jbl6JP7GcyL-zpAWJFsddQXMG\\_5hmp?usp=sharing](https://drive.google.com/drive/folders/19jbl6JP7GcyL-zpAWJFsddQXMG_5hmp?usp=sharing)

Signed by:  
  
023E6032-77E5-43AE-A099-200AAEA0055

Juniko Nur Pratama  
Program Manager Dekarbonisasi Industri

Kharina Dhewayani  
Manager Operasional

Signed by:  
  
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