



**Request for Proposal (RFP)
Public Relations (PR) Agency IETD 2025**

Institute for Essential Services Reform

Tebet Timur Raya No. 48b

Jakarta Selatan

Indonesia

27 August 2025



RFP No.	1113/IESR/VIII/PM-EST/ADM-RFP/2025
Issue date	September 11th 2025
Proposal due date and time	September 17th 2025
Anticipated Award Date	September 19th 2025
Contact Person/Department	Reananda Hidayat Permono reananda@iesr.or.id Energy System Transformation Program

1. BACKGROUND AND PROJECT SUMMARY

Institute for Essential Services Reform (IESR) and Indonesia Clean Energy Forum (ICEF) launched the first Indonesia Energy Transition Dialogue (IETD) event in November 2018. IETD was designed to be an annual event to share ideas and knowledge of energy transition and to build an understanding of energy transition for extended stakeholders. This event also aims to develop an epistemic community and champion that supports the agenda of the energy transition towards a low-carbon power system in Indonesia.

This year, the eighth IETD will be held on 6-8 October 2025, focusing on achieving just and orderly energy transition through renewable energy acceleration. In the 2025 edition, IETD brought in a new leadership atmosphere to welcome the 2024-2029 Indonesia governmental cabinet. IETD will echo the voice of multi stakeholder expectation in this continuation and development milestone in achieving net zero ambition targets. In addition, an exhibition of renewable energy market players and a business matchmaking session will be held on the third day.

We need a public relations (PR) agency to formulate and execute communication products of IETD, including the pre-event activities that will be conducted in September. The selected PR agency will also be responsible for managing influencers or alternative media to increase public awareness of IETD 2025.

2. SCOPE OF WORK AND DELIVERABLES

2.1. Contribute for “Road to IETD Event - Goes to Campus”

The second Road to IETD event will be held in the third week of September at a university in Jakarta. The selected PR agency will be responsible for:

- Event management: providing professional moderators/MCs of the event.
- Content development: producing pre-, during-, and post-event carousels and reels, and using them as promotional materials for IETD.
- Influencer and KOL management: Identifying, managing, and coordinating influencers/KOLs for the road to the IETD event.

2.2. Formulate and Execute Communication Products of IETD

The selected PR agency will be responsible for:

- Media relation and publicity
 - Media briefing: 1 session



- Press conference 2 sessions (Day I and Day III of IETD)
- Distributing and ensuring pick up of press releases by
 - 10 tier-1 national media
 - 10 tier 2 and tier 3 national media
 - 5 international and regional media.

The media list will be reviewed by the IESR team

- Inviting media to attend the media briefing and press conferences (online or offline, to be determined in consultation with the IESR team).
- Influencer and KOL management
 - Identifying, managing, and coordinating influencers/KOLs up to 5 for IETD promotion
 - Identifying and collaborating with up to 10 alternative media/event accounts.
 - Agreements between the PR agency and KOLs must be reviewed and aligned with IESR's values and branding.
- Community partners
 - Identifying, managing, and coordinating up to 8 community partners with grassroots reach or large membership (students, businesses, or media).
 - Agreements between the PR agency and community partners must be reviewed and aligned with IESR's values and branding.
- Content Development Support
 - Advising on content themes for each KOL/alternative media, up to 8 pieces of content.
 - Curate, adapt, and upload articles or news items with photos related to the IETD event to [IETD websites](#).

The work timeline is presented below. Internal changes may be made if mutually agreed upon.

Deliverables and/or Milestones	Timeline (2025)	Payment Terms
<i>Deadline for the proposal submission</i>	<i>18 September</i>	-
<i>Proposals evaluation</i>	<i>19 September</i>	
<i>Winner announcement</i>	<i>22 September</i>	
<i>Kick off and preparation:</i> <ul style="list-style-type: none"> ● <i>Kick-off meeting with IESR team (alignment on objectives, messaging, and branding).</i> ● <i>Review and finalize the media list (tier 1, tier 2–3, international/regional).</i> ● <i>Begin identifying potential influencers/KOLs, alternative media, and community partners</i> ● <i>.Draft initial content themes for influencers/alternative media.</i> ● <i>Start outreach to shortlisted influencers/KOLs and community partners.</i> 	<i>23-27 September</i>	<i>20%</i>

Outreach & Engagement <ul style="list-style-type: none"> Finalize agreements with influencers/KOLs and community partners (aligned with IESR values). Confirm collaboration with up to 10 alternative media/event accounts. Begin production of influencer/alternative media content (up to 8 pieces). Curate and adapt draft articles/news for IETD website. Push first wave of content from influencers/KOLs and community partners. Upload curated news/articles with event teaser photos to IETD website. 	29 September - 4 October	40%
Execution <ul style="list-style-type: none"> Media briefing Press conference session I. <ul style="list-style-type: none"> Publish press releases and ensure pick-up by targeted media. Live coverage/real-time content amplification by influencers/alternative media/community partners. Mid-event amplification (highlight stories, curated articles, social media boosts). Press conference session II. <ul style="list-style-type: none"> Publish a second press release and ensure pick-up. Continue uploading news/photos to IETD website. 	<ul style="list-style-type: none"> 2 October 6 October 7 October 8 October 	
Project wrap up	1-15 November	40%

A regular (weekly or biweekly) coordination and report meeting would be conducted between IESR and the selected consultant. Unless otherwise noted, work should be completed by the date identified above.

During the project execution process, the selected bidder must do the agreed methodology they proposed and IESR will act as reviewer and timeline keeper.

3. PAYMENT TERMS

After the completion of each project stage, the consultant must submit the corresponding deliverables to IESR in accordance with the agreed scope for that stage. The submission must be in the format(s) specified in the Scope of Work and Reporting Requirements. It should also include all supporting data, analysis, and documentation necessary for IESR to review and verify the deliverables.



Upon submission, IESR will review the deliverables to ensure they meet the quality standards and requirements set forth in the contract. Once the deliverables are accepted, IESR will prepare and provide official minutes of the handover (*Berita Acara Serah Terima*), signed by both parties as confirmation of receipt and acceptance.

Following acceptance, the consultant must submit all required administrative documents, including but not limited to the official invoice for the agreed payment term and any additional forms or compliance documents as specified in the contract.

Upon receipt of complete and accurate administrative documentation, IESR will process the payment corresponding to that project stage within seven (7) calendar days, in accordance with the agreed payment schedule.

4. PROPOSAL AND SUBMISSION GUIDELINE

4.1. Proposal requirements

All bidders are expected to submit their:

- a. Main proposal, and
- b. Digital copy of taxpayer identification number card
- c. Bank statement (*rekening koran*)
- d. Company profile (and documents including digital copy of NIB, NPWP, SIUP, and company certificate) and portfolio

The main proposal is expected in PDF format, written in English/Bahasa Indonesia with no certain formats (margin and font) specified as long as the whole information is clearly stated and delivered not exceeding 10 pages in length, excluding the annex.

4.2. Required content

The proposal should cover the following items:

- a. Executive Summary, the value proposition of your expertise/institution/company can be included in this section or in a separate section.
- b. Contextual overview of the RFP – The understanding to the RFP
- c. Proposed methodology / deliverables
- d. Detailed project timeline and work plan
- e. Project management and team organization, including brief description of each team member's role, tasks, and responsibilities.
- f. It should provide a description of experience in a similar domain of project in Indonesia. Experiences in the global landscape would be beneficial.

- *Team composition and qualifications*

Bidders are required to provide a detailed description of their team composition, including the academic qualifications and/or professional experience of each member. The required qualifications and experience for each role can be met through either relevant academic background or professional experience, as specified in the table below:

No	Role	Academic qualifications	Experiences
1	Team Leader	● Bachelor's degree in	● 7–10+ years in

		<p>Communications, Public Relations, Journalism, Marketing, or International Relations.</p> <ul style="list-style-type: none"> • Master's degree is a plus (especially in Strategic Communication, Media Management, or Public Affairs). 	<p>PR/communications, with proven experience managing large-scale events and campaigns.</p> <ul style="list-style-type: none"> • Strong background in media relations (established network with national tier-1 media and international outlets). • Experience working with international organizations, NGOs, or government projects. • Skilled in stakeholder engagement, and client management. • Strong leadership and ability to manage multi-functional teams under tight deadlines.
2	<p>Team member(s)</p> <ul style="list-style-type: none"> • Media and content specialist • Digital and influencer engagement officer • Community and partnership coordinator 	<ul style="list-style-type: none"> • Bachelor's degree in Communications, Journalism, Media Studies, English, or International Relations. Strong writing/journalism background, media pitching experience, ability to monitor media coverage and write content in professional English/Indonesian. • Bachelor's degree in Marketing, Public Relations, Digital Communication, or Visual Communication Design. Knowledge of influencer ecosystem, negotiation skills, familiarity with social media trends/analytics, 	<ul style="list-style-type: none"> • 3–5 years in media relations and content development. Proven track record of securing coverage in tier-1 and tier-2 media. • 2–4 years in influencer/KOL management and social media campaigns. Experience in negotiating with influencers, drafting agreements, and monitoring campaign results. • 2–4 years working with NGOs, student organizations, associations, or grassroots movements. Experience in stakeholder mapping, outreach, and partnership building.

		ability to brief KOLs and review content. <ul style="list-style-type: none"> • Bachelor's degree in Sociology, Communications, Development Studies, or Political Science. Stakeholder engagement, community outreach, partnership negotiation, ability to align collaborations with IESR values. 	
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- *Outsourcing terms and condition*

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 itemize all costs and include a description of associated services. Contract terms and conditions will be negotiated upon the selection of the winning bidder of this RFP.

- *Additional requirements*

- Anticipated resources: Provide details on the total number of resources you will assign to this project including their role, titles, and experience.
- Project timeline: Confirmation of timeframe for completion of the project, outlining how you will meet the deliverables within the allocated time, including detailed of task descriptions in each deliverable
- Methodology and assumptions: A brief description of the methodology and assumptions used

g. Detailed pricing

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 is encouraged to ease the selection process. The budget ceiling for this proposal is **IDR 60 to 70 million including necessary taxes**, for all costs required through the study.

Any additional costs (travel, FGD, etc) required to complete the work can be identified and estimated in the budget. This information would be treated as additional information for IESR to



evaluate the robustness of methodologies. However, these additional costs would be covered in-hand by IESR and would be excluded from the final contract value.

NOTE: All costs and fees must be clearly described in each proposal and should be separated into each item and scope of work.

- h. Risk management plan (shall the consultant meet foreseen and unforeseen occurrences)
- i. Annex, should include the following item:
 - Brief company/institution profile
 - The latest Curriculum Vitae (CV) of the team leader and all proposed team members with relevant experience.
 - Provide 3 or more previous projects that are similar in scope of nature, conducted by your organization.

All documents submitted must be signed by an official agent or representative of the company submitting the proposal. Upon receipt of the proposal, IESR will evaluate all the proposals and if clarification is required, a meeting may be held during the evaluation process before the winner is announced. **This RFP is intended for Indonesian companies/consultants or foreign companies/consultants that have a registered local representative and the necessary legal authorization to operate in Indonesia.**

Bidders must submit these documents via email to Program Manager System Transformation at deon@iesr.or.id and cc to erina@iesr.or.id, uliyasi@iesr.or.id, reananda@iesr.or.id, and jihan@iesr.or.id no later than **Wednesday, 18 September 2025 23:59 PM** Indonesian Western Standard Time (WIB, GMT+7). Any bidders fail to meet this specific deadline, their participation will not be taken into the evaluation process. Please include "RFP Response – Public Relation (PR) Agency IETD 2025 " in the subject line.

5. EVALUATION CRITERIA AND SELECTION PROCESS

With this RFP, IESR is soliciting proposals from consultants with extensive experience and portfolios in developing complex and thorough economic impact assessment. IESR will evaluate all the proposals submitted. After reviewing all proposals, IESR will select the consultant that brings suitable expertise, most closely aligns with project objectives, and articulates a clear, achievable research plan to meet those objectives within the required timeframe. The selected bidder shall complete the work in accordance with IESR standards and the terms outlined in the submitted proposal

All proposals received within the permitted deadline while fulfilling all requirements including statement letters and other necessary administrative documents will be evaluated and assessed by IESR team evaluators. Each individual team member has the same capacity and authority while assessing the proposals (no single team member is more powerful nor significant than other team members). Thus to ensure the evaluation process runs smoothly and maintain integrity, their profiles and information will remain confidential and will not be disclosed.

5.1 Evaluation Criteria

On assessing the proposal document, certain categories are considered as the basis of the evaluation process. Sub-items define the maximum score of each category with 100 as the top score, whilst the category will account the total score based on established percentage, as follows:

No	Item	Max score
Project context (25%) <i>max score: 100</i>		
1	Overview RFP context – Project understanding	60
2	Company expertise (including experience and qualifications)	40
Technical Proposal (40%) <i>max score: 100</i>		
3	Proposed methodology	40
4	Project deliverables	30
5	Project management and team organization including brief description of each team member role and tasks/responsibilities taken. Compatibility between members' experience/qualification with their task allocation.	30
Pricing proposal (15%) <i>max score: 100</i>		
6	Proposed budget (Technical and non-technical)	60
7	Team member working allocation (Man-days)	40
Appendices: previous projects and studies (20%) <i>max score: 100</i>		
8	Organization experience on working with relevant project	40
9	Resume of team leader and each team member: Member experience on working with relevant project	40
10	Experience on working with IESR (organization and team)	10
11	Experience on working with project which has similar budget	10

6. TERMS AND CONDITIONS

6.1 Confidentiality and Proprietary Information

All information and documents submitted during this RFP process will become the exclusive property of IESR. All proprietary and confidential information will not be shared to unauthorized parties, handled with care by IESR, and used exclusively for this RFP evaluation process.

6.2 Disclaimers

IESR as the procuring entity reserves the right to reject any or all proposals if any requirements were found inadequate and/or even if fraud was potentially indicated.

6.3 Governing law

This service procurement process shall be governed by and constructed in accordance with the laws of the Republic of Indonesia from the beginning of the RFP publication until the handover of the final report. Any dispute of difference whatsoever arising out of or in connection during this service procurement process shall be submitted to Pengadilan Tinggi Negeri Jakarta Selatan, Indonesia, in accordance with and subject to the law of Republic of Indonesia.



7. INQUIRIES AND COMMUNICATIONS

Shall the bidder find any ambiguity or need any clarification to this RFP document, please find our contact person via email to:

Reananda Hidayat Permono

reananda@iesr.or.id

Energy System Transformation Program Officer

Any changes, amendments, and clarifications to the RFP will be issued as formal addenda and distributed to all bidders.

8. Acknowledgement

Reviewed by:
Deon Arinaldo Program Manager Energy System Transformation IESR