



Request for Proposal (RFP)
Consultant Campaigner - Clean Energy Resource Hub (CERH)

Jakarta, 31 October 2025

Institute for Essential Services Reform (IESR)
Tebet Timur Raya Nomor 48B, Tebet, Jakarta Selatan



RFP Title	Consultant Campaigner Clean Energy Resource Hub (CERH)
RFP No.	
Issue date	October 31st 2025
Proposal due date and time	November 12th, 2025, 11.59 PM Western Indonesia Time (GMT+07)
Anticipated Award Date	November 17th, 2025
Contact Person/Department	Muhammad Reza Putra Reza@iesr.or.id Project Officer Energy System Transformation

Section 1: Introduction and Executive Summary

1.1 Purpose of the RFP:

As part of IESR's effort in pushing the just energy transition narrative and subsequent policy, IESR see the critical needs to increase public awareness and carry out capacity development for the masses, which in turn will bring individual and community level support for the just energy transition. The support may come as direct implementation, further assistance towards other stakeholders, and public pressure both at national and sub-national level.

To support this measure, IESR, through its clean energy hub (CRH) initiatives, manage various platforms including web-based tools and information center such as jejakkarbonku.id, transisienergi.id, and a volunteer community i.e., the Generasi Energi Bersih (Gen-B). Currently the web tools are quite popular and already have long term development strategy. On the other hand, Gen-B is a relatively new community established in November 2023 with an enormous growth rate. Gen-B now has 25 city chapters across Indonesia with more than 1,000 hundred volunteers and the subsequent challenge that follows.

Through this RFP, IESR is soliciting individual consultant service to manage the just energy transition narrative campaign by utilizing the CRH platform including various web tools and the volunteer community.

1.2 About IESR

The Institute for Essential Services Reform (IESR) is a think tank in the field of energy and environment. IESR encourages transformation into a low-carbon energy system by advocating a public policy that rests on data-driven and scientific studies, conducting capacity development assistance, and establishing strategic partnerships with non-governmental actors.

1.3 Project Overview/Scope Summary:

The Consultant Campaigner for CRH will be tasked to lead campaign measures which aim to increase the individual and masses capacity & subsequent support for the just transition energy narrative. The campaign shall utilize various CRH platforms, Gen-B volunteer community, and relevant networks & collaborations to achieve said goal.



This includes preparing and carrying out campaign strategy and suitable derivative campaign plan, promoting the CRH platform in various activities, supervise Gen-B's activities and its organizational development, collaborating with other stakeholders, and monitoring and evaluation of each activity and the overall campaign strategy.

1.4 Key Dates and Milestones

The RFP is Issued on October 31st, 2025, through the IESR official website and various other channels. Interested parties are encouraged to submit their application by November 12th, 2025, 11.59 PM Western Indonesia Time (GMT+07). The selection process may take one to two weeks, which may include an optional interview session with shortlisted candidates. IESR will announce the winner for this award by November 17th, 2025

Section 2: Scope of Work and Deliverables

2.1 Detailed Project Description:

The Clean Energy Hub Campaign focuses on building the just energy transition narrative through direct implementation at the individual and community level, and societal push for supporting policy at the national and sub-national level. The campaign focuses on building capacities for the masses and providing means to gather and communicate the aspirations.

The CRH campaign carried out the capacity building through three separate approaches. The first one is learning through a rigid mechanism provided by akademi.transisienergi.id in both synchronous and asynchronous learning. The second one is through self-reflection through jejakkarbonku.id which provides estimated emission calculations complete with rankings and suggestions to reduce the emission. The last one is through providing easily accessible and digestible information through various mediums including articles and social media content.

In 2023, the CRH also initiate an inclusive volunteer community called the Clean Energy Generations or the *Generasi Energi Bersih* (Gen-B) to gather and communicate the aspirations from the masses. As of October 2025, Gen-B is present in more than 20 city chapters with over 1,000 volunteers across the archipelago.

The Gen-B focuses on advancing the just energy transition and climate crisis mitigation effort through three activity pillars. The first pillar is education which aims to increase the capacity related to climate crisis and just energy transition issues for Gen-B volunteers, students, teachers, and the public. The second pillar is campaigning and best practices where volunteers and its networks may carry out various activities to inform and inspire the public ranging from exhibition, challenges, digital campaign to national parade. The last activity pillar is advocacy where volunteers bring their voice directly to the policy maker both at the national and the sub-national level through holding audience sessions and policy recommendations.

The consultant campaigner is expected to help the larger CERH team in delivering effective and cost-efficient campaign measure for the period of November 2025 to May 2026

2.2 Specific Services/Products Required

The selected Consultant Campaigner is expected to provide at a minimum specific service which must include:

- Campaign strategy preparation and refinement: propose a strategy complete with vision & goals, current condition overview, approach options, activities plan. Refine the strategy based on finding and insight periodically.
- Campaign implementation: Carry out planned activities, strategically coordinate with volunteers or volunteers' representatives, supporting administrative needs related to campaign implementation.
- Campaign evaluation and learning, including report for each activity, periodic reporting, and end of term reporting.

2.3 Deliverables and Milestones:

- a) Campaign Strategy Preparation
 - i) Compile the data from existing and previous campaign measure both in CERH and similar projects by December 2, 2025
 - ii) Propose a comprehensive draft campaign strategy by December 5, 2025
 - iii) First revisions on campaign strategy draft by December 12, 2025
 - iv) Second revision on campaign strategy draft by December 19, 2025
- b) Campaign Strategy Refinement
 - i) Revisit and refine strategy once per two months.
- c) Campaign Implementation
 - i) Attend and led 1 to 2 hours weekly CERH campaign coordination each Wednesday on 1 PM to coordinate with larger CERH team
 - ii) Led 12 campaign activities, this may include but not limited to running events from CERH listed activities which may be substituted to Gen-B initiated activities or other alternative adjustment based on approval from the CERH coordinator. The listed activities are as follows:
 - (1) National Voluntrip Ciptarasa in December 2025
 - (2) Energy Efficiency Handbook launch & campaign in December 2025
 - (3) National Voluntrip Cirebon in January 2026
 - (4) 1st Regional Climate and Energy Debate in January 2026
 - (5) 2nd Regional Climate and Energy Debate in February 2026
 - (6) Public audience with Ministry of Environment in February 2026
 - (7) Break-fasting and Gen-B offline gathering March 2026
 - (8) 3rd Regional Climate and Energy Debate in April 2026
 - (9) Public audience with Ministry of Youth and Sports in April 2026
 - (10) Climate and Energy Week in a select city in 22 April 2026
 - (11) 4th Regional Climate and Energy Debate in May 2026
 - (12) Gen-B leadership camp 3.0 in May 2026
 - iii) Facilitate Gen-B city chapter online meetings twice per months per city chapters
 - iv) Facilitate national coordination online meetings once per months
 - v) Gather, check and adjust quarterly Gen-B activity plan, budget, and reports
- d) Campaign Evaluation



- i) Submit corresponding activity report 5 days after the event took place
- ii) Submit weekly updates and reports to the CERH Coordinator
- iii) Submit monthly updates and reports to the CERH Coordinator
- iv) Submit end of the term reports to the CERH Coordinator

These deliverables are grouped into the following payment term. Bidders may propose adjustments to the grouping or payment terms & schedule

No	Deliverables	Due	Payment Term
1.	Data Collections	2 December 2025	
2.	Campaign Strategy Draft	5 December 2025	20%
3.	Campaign Strategy Revision 1	12 December 2025	
4.	Campaign Strategy Revision 2	19 December 2025	
5.	Campaign Strategy Refinement 1	19 February 2026	
6.	Activity report 1 to 7	9 March 2025	40%
7.	Campaign Strategy Refinement 2	19 April 2026	
8.	Activity report 8 to 12	18 May 2026	40%
8.	Weekly Report	During weekly CRH Campaign Checkpoint	
8.	Monthly Report	1 st week in the next month	

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

Please adhere to the following performance standards and SLAs:

- a. Campaign Strategy
 - a. 10 pages long which includes vision, goals, overview current condition, approach, list of activities, monitoring plan
- b. Campaign Implementation
 - a. Coordination meetings
 - i. Online shared minutes of meetings (MoM) which include discussion highlight and follow-up priorities
 - b. National Voluntrips
 - i. Participants ranging from 40 to 80 participants
 - ii. Margin of operation of 10 - 20% from the operational cost
 - c. Breakfasting & Offline Gathering
 - i. 30 to 40 participants
 - d. National energy efficiency handbook launch & campaign



- i. 300 participants
 - ii. 500 downloads in a week after launch
 - iii. 3.000 downloads by May 2026
 - e. Climate and Energy Debate, in each city should met a minimum of
 - i. 8 to 12 high schools level teams
 - ii. 12 to 16 university teams
 - f. Public audience with select ministries
 - i. 5-to-10-page policy brief
 - g. Quarterly activity list updates and report: follow the prepared template
- e) Campaign Evaluation
 - i) Activity report follows provided template
 - ii) Weekly, monthly, and end of term updates and reports
 - (1) Update on activity preparation's progress including problems and proposed solution options
 - (2) Learning including findings, insight, and recommendation
 - (3) 5 to 10 pages long

2.5 Roles and Responsibilities:

Procuring Entity (IESR) Responsibilities:

- Appoint focal points; review and approve workplan and budget, activity concepts, administrative needs
- Manage budget: disclose budget range for each activity, approve proposed budget, check budget report
- Coordinate: Provide weekly campaign checkpoint with other manpower related to CERH campaign including but not limited to IESR officer, analyst, or consultant from other workstream

Successful Bidder Responsibilities

- Deliver a detailed workplan
- Deliver campaign strategy and subsequent refinement
- Manage campaign activities and the associated risks
- Provide periodic report

Section 3: Proposal Requirements and Submission Instructions

3.1 General Instructions:

Item	Requirement
Language	English (all sections, including annexes and supporting documents)
Font	Arial or Calibri, size 11
Line Spacing	1.15 spacing, single-sided
Margins	2.5 cm (1 inch) on all sides
Page Limit	Maximum 10 pages for the main proposal (excluding annexes and CVs)
File Format	PDF (for official submission); Excel for budget details



Number of Copies	1 electronic copy (via email or secure link); hard copy optional upon request
Submission Label	Email subject or file name should read: "Proposal – CONSULTANT CAMPAIGNER– [Name]"

3.2 Proposal Content Outline:

Follow this outline for the proposal:

- Executive Summary: A high-level overview of bidder's proposed solution.
- Profile/Resume: Background, experience
- 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.
- 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:

- Estimated personnel of work
- A proposed payment schedule tied to milestone delivery.

Estimated total contract value is **IDR 35.000.000 - 50.000.000** including tax (**fix contract value**).

3.4 Submission Method:

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

- irwan@iesr.or.id and reza@iesr.or.id

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

No hard copies are required unless specifically requested by IESR.

Submission deadline:

November 12th, 2025, 11.59 PM Western Indonesia Time (GMT+07)

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%)
- 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).
5	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 via email to reza@iesr.or.id with the subject line: “Question – CONSULTANT CAMPAIGNER CRH – [Your Name]”.

To allow sufficient time for review and response, all questions must be received no later than 12 November **2025, 11.59 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/19jb16JP7GcyL-zpAWJFsddQXMG_5hmpp?usp=sharing

8. Acknowledgement

Reviewed by:	
Deonn Arinaldo Program Manager Energy System Transformation	