

**Dear Prospective Vendors,**

We are pleased to invite your company/organization to participate in ASEAN Secretariat procurement process for the below provision, with the General Information as follows:

- Title of the project: **AECSP Infographic Video AANZFTA**
- Specification of goods/works/services required: as per Specification form
- Criteria for vendor/supplier qualification/eligibility: as per Specification form
- Closing date: **Monday, 3 May 2021**
- Delivery time/completion schedule: as per Specification form
- Language: Quotation can be in English or Bahasa
- Quotation price: Excluding VAT 10%
- Validity of quotation: as per Specification form

Participating vendor can either submit the quotation or fill up the attached Specification form 2021.

Please find all the required document in this link:

<https://drive.google.com/drive/folders/1OE0YjYV9jgX30PTK8yPRw1sJFS-JldM3?usp=sharing>

Submission can be done by the following options:

1. Sealed Envelope (Hardcopy quotation in a sealed envelope)  
Addressed to:  
Chairman of Quotation Panel  
(Attn: Procurement Unit)  
The ASEAN Secretariat  
Jl. Sisingamangaraja No. 70 A  
Kebayoran Baru, Jakarta Selatan, 12110
2. Encrypted Format of PDF/ZIP file (Softcopy quotation protected by a password, in encrypted Format of PDF/ZIP file)
  - Send encrypted file through email to [procurement@asean.org](mailto:procurement@asean.org) – Do Not mention the password in body email.
  - Inform the password only when the procurement unit contact you on the Panel Meeting (TBA)

If your company/organization is not yet registered in the ASEAN Secretariat vendor list, please register by following the below:

1. Sign on your company letter head a Declaration Letter on No Corruption and Bribery
2. Fill in a Registration Form and Provide us a complete set of your company legal entity by an Accessible Link of G-Drive/Drop Box/ WeTransfer. (DO NOT insert heavy file in the email)

We look forward to your participation in this procurement process. Should you have further question please do not hesitate to contact us at [procurement@asean.org](mailto:procurement@asean.org)

This procurement invitation also available in ASEAN website at the following link:

<https://asean.org/opportunities/project-consulting/>



## **ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) Economic Cooperation Support Programme (AECSP)**

### **Terms of Reference AECSP Infographic Videos**

#### **I. BACKGROUND**

1. Entered into force in 2010, the AANZFTA aims to liberalise and facilitate trade and investment between ASEAN, Australia, and New Zealand. Established in the same year, the AECSP is the quintessence of the AANZFTA implementation. The programme has been recognised as a ‘backbone’ in significantly narrowing the capacity gap among the AANZFTA Parties and assisting them to maximise the benefits of the Agreement.
2. The progress of the AECSP implementation and its continued contribution to broader objectives of the AANZFTA are reported annually to Economic Ministers of the ten ASEAN Member States (AMS), Australia and New Zealand (Closer Economic Relations – CER). Previous factsheets and case studies are available for reference on the AANZFTA website at <https://aanzfta.asean.org/aecsp>.
3. This year marks the closing of the AECSP, and its successor programme will be in place in the last quarter of 2021. To celebrate this momentous occasion, a series of short infographic videos are to be produced to indulge in retrospection of the AECSP—decade-long economic cooperation under the AANZFTA. In this light, these infographic videos shall at least cover the following contents:
  - (i) A brief overview of the AANZFTA and an explainer on the AECSP, its objectives, structure and governance, and implementation approaches.
  - (ii) Highlights of the impacts and top-level outcomes of the AECSP clustered by various components under the Economic Cooperation Work Programme (ECWP) and their linkage and implications for the ASEAN economic integration agenda.
  - (iii) A glimpse of the AECSP successor programme and the AANZFTA upgrade, where possible.
4. The overall goals for producing these infographic videos are (i) to report the progress and showcase the success stories of the AECSP to the AEM-CER and AANZFTA bodies (ii) deepen stakeholders’ appreciation of the AECSP’s continued contribution in operationalising and implementing the AANZFTA (iii) to raise greater awareness and a better understanding of the AECSP and AANZFTA to the public (iv) to inspire greater economic cooperation under the AANZFTA for years to come.
5. Once approved by AANZFTA relevant bodies, the infographic videos will be presented at the 26<sup>th</sup> AEM-CER Consultations and subsequently shared across social media platforms and websites for the public consumption. The videos will also be displayed at various events and meetings supported by AECSP, as appropriate.

## II. PURPOSE OF ASSIGNMENT

6. The AECSP is seeking a professional consultancy service to produce a series of short infographic videos of 10-12 minutes in total length. The videos shall be concise, well-narrated, and creatively use engaging and animated visuals to effectively communicate key messages and aforementioned information, and more if required, to the target audience. Bidders shall submit their quotations in US dollars.

## III. CONSULTANT'S SCOPE OF WORK AND ACTIVITIES

7. The consultant is expected to undertake the following activities in close consultation with the AANZFTA Support Unit (ASU), and through it, with relevant divisions of the ASEAN Secretariat and AANZFTA bodies:
  - (i) Content Development:
    - Conduct a virtual inception meeting with the ASU to discuss a plan for content development.
    - Develop a storyline including key messages from the existing information and data provided by the ASEC through the ASU.
    - Create video scripts and plan the storyboards.
    - Identify and determine on the animation style, type of visual assets, and applicable branding guidelines to ensure a palette of consistent themes.
    - Record a voice-over of a specialist voice talent of the ASEC's choice.
  - (ii) Video Production:
    - Produce a series of animated videos using engaging assets including motion graphics that are original, licensed, or copyright-free.
    - Apply sounds effects and background music as required.
    - Add English subtitles to all videos.
  - (iii) Revision and Finalisation:
    - Iterate and revise the videos, as required and without additional charge, to ensure that the videos reflect all the comments and requirements of the ASEC and relevant AANZFTA bodies.
    - Export the final videos for sharing and publishing.
    - Provide the videos and all assets therein in editable formats to ASEC through the ASU.
8. The consultant is expected to work closely with the ASU, and through it, with relevant ASEC divisions and AANZFTA bodies in producing, reviewing, and finalising the series of infographic videos – following the indicative timeline mentioned in the succeeding section. In particular, the video scripts will need to be consulted with the ASU, relevant ASEC desk officers, and through them, with concerned AANZFTA bodies. The scripts will need to be approved by the AANZFTA Economic Cooperation Sub-Committee (EC-SC) before the video production can commence. Incorporating inputs from the ASU and ASEC desk officers, the draft videos will be further reviewed and need to be approved by the EC-SC before considering the videos final. All communication and consultation processes will first need to be channelled through the ASU.

#### IV. EXPECTED MILESTONES, DELIVERABLES, AND TIMELINE

Milestone	Deliverable	Timeline
<b>Milestone One</b>	<b>Output 1: Storyboards for each infographic video</b> approved by AANZFTA Economic Cooperation Sub-Committee (EC-SC): <ul style="list-style-type: none"> <li>– Inception Meeting: By <u>mid-April 2021</u>, or within one week after the SSA is signed.</li> <li>– Storylines and Scripts produced: By the <u>third week of April 2021</u></li> <li>– Draft Storyboards submitted to ASEC: By the <u>first week of May 2021</u></li> <li>– Revised Storyboards submitted to ASEC: By <u>mid-May 2021</u></li> <li>– Storyboards approved by the EC-SC: By the <u>end of May 2021</u>.</li> </ul>	End of May 2021
<b>Milestone Two</b>	<b>Output 2: Draft Infographic Videos</b> using the approved scripts and storyboards: <ul style="list-style-type: none"> <li>– Draft infographic videos, accompanied by the approved scripts and storyboards, submitted to ASEC: By <u>mid-July 2021</u>.</li> </ul>	Mid-July 2021
<b>Milestone Three</b>	<b>Output 3: Final Infographic Videos</b> , incorporating all comments provided, approved by the AANZFTA EC-SC and higher bodies – ready for submission to the AEM-CER: <ul style="list-style-type: none"> <li>– Final videos and all visual assets in both finished and editable versions submitted to ASEC: By <u>mid-August 2021</u>.</li> </ul>	Mid-August 2021

#### V. PAYMENT SCHEDULES

9. Subject to the satisfaction of the ASEAN Secretariat on the services performed and delivered by the consultant, the payment of the service fee shall be made in the following stages or payment schedules in correspondence with the TOR:
- (i) **Payment Schedule 1:** 10% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASEAN on the satisfactory completion of the Milestone One of the TOR.
  - (ii) **Payment Schedule 2:** 50% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASEAN on the satisfactory completion of the Milestone Two of the TOR.
  - (iii) **Payment Schedule 3 (Final Payment):** 40% of the total service fee shall be paid to the consultant within three (3) weeks upon issuance of written confirmation by the ASEAN on the satisfactory completion of the Milestone Three of the TOR.

## VI. PROJECT MANAGEMENT ARRANGEMENTS

10. The implementation of this consultancy project shall follow the AECSP Project Management Guide as well as rules and regulations of the ASEAN Secretariat (ASEC) as appropriate. All invoices will be submitted in line with the payment schedules as specified in the Special Services Agreement.
11. The consultant shall work closely with the ASU, and through it, with relevant divisions of ASEC, and concerned AANZFTA bodies in planning, producing, reviewing, finalising, and reporting the deliverables of the project.
12. The Final Infographic Videos will be submitted to the AANZFTA Economic Cooperation Sub-Committee (EC-SC) for their endorsement and subsequently to the AANZFTA Joint Committee (FJC) for their endorsement and approval, respectively.
13. The below matrix illustrates the consultation and approval process required in this consultancy project:

<b>Consultation and Approval Process</b>					
<b>Project Output</b>	<b>ASU</b>	<b>ASEC Focal Divisions</b>	<b>AANZFTA Sectoral Bodies</b>	<b>EC-SC</b>	<b>FJC</b>
<b>Video Scripts</b>	Input	Input	Input	Endorse	Approve
<b>Storyboards (using approved scripts)</b>	Input	Input	-	Approve	-
<b>Videos</b>	Input (on the animation only)	Input (on the animation only)	Input (on the animation only)	Endorse	Approve

Note: As the videos' contents will cover all ECWP components, consultations with relevant AANZFTA sectoral bodies and ASEC focal divisions are required for finalising the video scripts. The final videos shall incorporate all inputs and comments from all stakeholders as aforementioned before submitted to the EC-SC and the FJC. The consultant shall channel all communication and consultation with relevant ASEC focal divisions and AANZFTA bodies through the ASU first – for further coordination.

## VII. RISK MITIGATION

1. The consultant shall work in close collaboration with the AANZFTA Support Unit (ASU), and through it, and relevant AANZFTA bodies – to undertake all key activities and complete the expected outputs. The consultant will weekly provide ASU with email ([ecwp@asean.org](mailto:ecwp@asean.org)) to updates on the progress of each deliverable. The consultant shall also copy the ASU in all email correspondence, if any, with all relevant desk officers of the ASEAN Secretariat.
2. The outputs of this consultancy project (i.e., scripts, storyboards, and videos) will need to be consulted with the ASU, focal divisions of the ASEAN Secretariat, and concerned AANZFTA bodies. Such close consultations will ensure the accuracy, validity, and overall quality of information presented in the final videos.
3. The consultant will ultimately be accountable to the ASEAN Secretariat for timely and satisfactory delivery of the required outputs. To ensure these desired outcomes, the consultant will regularly monitor the progress and quality of work that he/ she will have to undertake and anticipate risks of delays due to external factors beyond their control so that he or she can come up with viable, alternative solutions.

## **VIII. EXPERTISE REQUIREMENTS**

- At least five years of professional experience working on motion graphic and animation, graphic design, or infographics with a strong portfolio – proven by submitting bidder's samples of previous works.
- In-depth knowledge of motion graphics, animation, video editing, and creative storytelling.
- Track record in producing high-quality video script and storyboard – proven by submitting bidder's samples of previous works.
- With a good working knowledge of international trade, including free trade agreements. An understanding of or prior working experience on FTAs and/or economic cooperation is desirable.
- Experience working with ASEAN Secretariat, government agencies, and other development organisations is desirable
- Proven ability to work under pressure in delivering at pace.
- Working proficiency in English language, both written and verbal.

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