

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

Request for Proposal

Consulting Opportunity for AECSP Symposium: Results, Lessons Learned, and Future Directions of the AANZFTA Economic Cooperation [AANZ-0094-GEN-03]

PROPOSAL MUST BE RECEIVED BY

28 April 2021

EMAIL PROPOSAL TO:

AANZFTA Support Unit Programme Cooperation and Project Management Division Community and Corporate Affairs Department The ASEAN Secretariat Jakarta 12110, Indonesia Email: <u>ecwp@asean.org</u>

Prepared by: AANZFTA Support Unit Date: 15 March 2021

1 EXECUTIVE SUMMARY

- 1. Entered into force in 2010, the Agreement establishing the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) aims to liberalise and facilitate trade and investment between ASEAN, Australia, and New Zealand. Established in the same year, the AECSP is the AANZFTA implementation's quintessence. The programme has helped the twelve AANZFTA Parties operationalise the AANZFTA, support the AANZFTA's built-in agenda, foster economic integration, and promote business utilisation of AANZFTA opportunities.
- The AECSP will end in 2021, and its successor programme will commence in the last quarter of the year. It is timely and necessary to indulge in retrospection of the AECSP to mark the programme's closing. Deliberations on the success stories and lessons learned from implementing the AECSP will also inform the design process of the future AANZFTA economic cooperation and the AANZFTA upgrade, by and large.
- 3. In this light, this **'AECSP Symposium'** project seeks to organise a consultative workshop and a symposium to deliberate on the achievements from and implementation approaches in implementing the decade-long AECSP, highlighting its contribution to the AANZFTA objectives. The project also explores potential areas for the AANZFTA upgrade, including the future AANZFTA economic cooperation, facilitating a smooth transition between the AECSP and its successor programme. This project's outcomes will be presented at the 26th consultations between Economic Ministers from the ten ASEAN Member States, Australia and New Zealand (Closer Economic Relations CER), also known as AEM-CER hosted by Brunei Darussalam, the ASEAN Chair. All activities, including the proposed workshop and symposium, will be conducted virtually to overcome travel limitations in the face of the COVID-19 pandemic.
- 4. **The Consultative Workshop** will deliberate on the findings from (i) General Study on the AECSP Achievements across all Economic Cooperation Work Programme (ECWP) components, (ii) General Study on AECSP Implementation Approaches, and (iii) Case Study on one ECWP project. Participants in this workshop may include a full member of the AANZFTA Economic Cooperation Sub-Committee (EC-SC), co-chairs of other AANZFTA subsidiary bodies (including new established bodies for Customs Procedures and Trade Facilitation, E-Commerce, Financial Services, Telecommunication Services, and Government Procurement), ASEC relevant desk officers, project proponents and implementers, and other stakeholders as appropriate.
- 5. The AECSP Symposium will be held back-to-back with a meeting of the AANZFTA Joint Committee (FJC), tentatively scheduled in August 2021. Participants in the Symposium will exchange views on the Consultative Workshop's outcomes, celebrate AECSP's achievements, and further explore potential areas for the AANZFTA economic cooperation beyond 2021. Additionally, the event will also feature a session on impact story-sharing from two ASEAN Member States (AMS) who have benefited significantly from participating in various AECSP-supported projects. The participants in this symposium may include full members of the FJC and EC-SC, co-chairs of other AANZFTA subsidiary bodies, ASEC relevant desk officers, and other stakeholders as appropriate.

6. A session on 'AANZFTA Economic Cooperation' at the 26th AEM-CER Consultations is also proposed for the FJC Co-Chairs to present AECSP's select achievements to date and introduce its successor programme. The presentations will be complemented by a series of short infographic videos and a package of communication materials showcasing the success stories of the AECSP.

2 SCOPE OF WORK

2.1 THE ASSIGNMENT

I. BACKGROUND

- 7. 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—contributing to and supporting (i) the operationalisation of the AANZFTA (ii) AANZFTA's built-in agenda (iii) economic integration (iv) business utilisation of AANZFTA opportunities.
- 8. The decade-long AECSP is scheduled to end in 2021, and its successor programme will be in place in the fourth quarter of the year. To mark this momentous occasion, it is timely and necessary to indulge in retrospection of the AECSP. The deliberation on the achievements and lessons learned from implementing the AECSP will inform the design of future AANZFTA economic cooperation and the AANZFTA upgrade, by and large.
- 9. Methodological and participatory reviews of the AECSP implementation can provide well-rounded insights into the programme's achievements and implementation approaches. These evidence-based findings will contribute to the AECSP successor programme in the making and preparing for the upcoming AANZFTA upgrade. Through these interactive engagements, the new AANZFTA subsidiary bodies will have the opportunity to immerse in the discussions and become familiar with how the AANZFTA economic cooperation has been carried out to support various built-in agenda of the Agreement. The virtual workshop and symposium would also be an effort to socialise the AANZFTA and its economic cooperation programme to a broader audience to increase their awareness of the initiatives and outcomes of the AECSP.
- 10. This project aims to:
 - (i) Take stock of the AECSP achievements and implementation approaches since its establishments;
 - (ii) Enhance the understanding of all AECSP stakeholders on the AECSP achievements and its implementation approaches;
 - (iii) Inform the design of the AECSP successor programme and the AANZFTA upgrade, by and large;
 - (iv) Celebrate the success stories of the AECSP with relevant stakeholders and the public.

II. PURPOSE OF THE ASSIGNMENT

11. The AECSP seeks a team of international expert consultants to systematically review the AECSP implementation progress and engage relevant stakeholders in the deliberation. The design of this project is developed and tailored in light of the COVID-19 pandemic. The consultants will undertake (i) Two separate General Studies on AECSP achievements and implementation approaches; (ii) One Case Study on 'Intellectual Property Public Education and Awareness (IPPEA)' project – Phases I and II'; (iii) Organisation of Consultative Workshop to discuss findings of the two General Studies and the

IPPEA Case Study; (iv) Organisation of virtual AECSP Symposium; and (iv) Development of presentation slides and talking points for delivery at the virtual 26th AEM-CER Consultations. The consultants shall coordinate with ASU and ASEC relevant desk officers to acquire relevant documents and information necessary to undertake the studies, including stakeholder interviews where required, the consultative workshop, and the symposium.

III. CONSULTANT'S SCOPE OF WORK AND ACTIVITIES

9. The consultants will undertake the following:

i) General Study Reports on 'AECSP Achievements: Key Results by ECWP Components'

- Undertake desk research and stakeholder interviews to examine notable outputs, outcomes, and impacts (if any) of all projects under each ECWP component and draw their relevance and contributions toward the AECSP and AANZFTA objectives.
- Update the 'Key Results' section of the existing '2020' AECSP At A Glance' to reflect the on-going projects supported by the AECSP.
- Identify potential areas for the AECSP successor programme.
- Prepare a presentation on the initial findings of the study for further deliberation at the Consultative Workshop.
- Develop a General Study Report on 'AECSP Achievements: Key Results by ECWP Components', incorporating inputs from the workshop, for AANZFTA internal use¹.

ii) General Study Reports on 'AECSP Implementation Approaches: Best Practices and Lessons Learned'

- Undertake desk research and stakeholder interviews to examine best practices and lessons learned of AECSP implementation approaches, referencing the AECSP Project Management Guide (2011), the Supplemental Guide (2017), and first-hand experiences in delivering various AECSPsupported projects. The study should focus on, but not limited to, the following areas:
 - a) AECSP Governance and Funding Arrangements
 - b) AECSP Project Cycle and Workflows
 - c) The ASU's Roles and Responsibilities
 - d) Result-Based Project and Programme Management
 - e) Gender and Sustainability Considerations
 - f) Monitoring and evaluation (M&E) and Communications
- Provide recommendations on implementation approaches for the AECSP successor programme.
- Prepare a presentation on the initial findings of the study for further deliberation at the Consultative Workshop.
- Develop a General Study Report on 'AECSP Implementation Approaches: Best Practices and Lessons Learned', incorporating inputs from the workshop, for AANZFTA internal use.

¹ The full report will be circulated to all AANZFTA bodies and ASEC focal divisions and uploaded to the Member Page on the AANZFTA website.

iii) Case Study Reports on IPPEA Project (Phase I and II)

- Undertake desk research and stakeholder interviews with the project stakeholders, namely project pr oponent and implementing party, beneficiaries, the ASU, ASEC's CCPID (Competition, Consumer Protection & IPR Division), and, through CCPID, with AANZFTA IP Committee if required.
- Identify notable outputs, outcomes, and impacts (if any) from implementing both phases of the project, supporting the AECSP and the AANZFTA built-in agenda. Identified best practices and lesson learned shall reflect the abovementioned areas concerning the implementation approaches.
- Prepare a presentation on the initial findings from the case study for further deliberations at the Consultative Workshop.
- Develop a Full and Summary Case Study Report on the IPPEA project (Phases I and II), incorporating inputs from the workshop for the AANZFTA internal use and the public, respectively.
- Produce a 'Summary of Responses' from the stakeholder interviews to be annexed to the Full Case Study Report.

iv) Virtual Consultative Workshop

- Develop a brief communication and outreach strategy to socialise the workshop and symposium to a broader audience per the project objectives.
- Design, plan, and organise a virtual, two-day consultative workshop to present and discuss findings from the two General Studies and the Case Studies – in close coordination with the ASU and relevant desk officers of the ASEAN Secretariat. Key activities include, but not limited to, the following:
 - a) Design a virtual, interactive consultative workshop;
 - b) Develop the workshop agenda, presentations, and related materials;
 - c) Manage the invitation, through the ASU and ASEC's desk officers, and registration of identified participants²;
 - d) Set up, deliver, facilitate, and report on the workshop (i.e., Management of speakers and/or facilitators, logistic arrangement, documentation, and other administrative and technical matters).
- Draft pre-and post-event surveys using the template provided by the ASU for the workshop.
- Collect relevant information and data from the workshop, including participant evaluation surveys and follow-up enquiries.
- Incorporate all inputs and comments from the Consultative Workshop to refine the General Studies and Case Study Reports.
- Prepare a Workshop Report and presentations on the workshop's outcomes for presenting at the AECSP Symposium.

v) Virtual AECSP Symposium

- Design, plan, and organise a virtual, one-day AECSP Symposium, to be held back-to-back with a virtual FJC Meeting (tentatively scheduled in early August 2021) to present and discuss the below topics:
 - a) AECSP Achievements: Key Results by ECWP components;

² Participants of the **Consultative Workshop** may include full EC-SC, co-chairs of other AANZFTA subsidiary bodies (including new ones for the E-Commerce, Financial Services, Telecommunication Services, and Government Procurement), ASEC relevant desk officers, project implementers, and other stakeholders as appropriate.

- b) AECSP Implementation Approaches: Best Practices and Lessons Learned;
- c) Impact Story-Sharing from two AMS³ on their experiences in and benefits from participating in various AECSP-supported projects.
- d) Potential areas for the AECSP successor programme.
- Conduct necessary works supporting the symposium in close coordination with the ASU and other ASEC's relevant divisions. Key activities include, but not limited to, the following:
 - a) Design an interactive and engaging symposium;
 - b) Develop the symposium agenda, presentations, and related materials;
 - c) Manage the invitation, through the ASU and ASEC's desk officers, and registration of identified participants⁴;
 - d) Set up, deliver, facilitate, and report on the symposium (i.e., Management of speakers and/or facilitators, logistic arrangement, documentation, and other administrative and technical matters).
- Once confirmed on which AMS to partake in the impact story-sharing, the consultants will (i) map out all projects in which the two AMS have participated (ii) assist the two AMS in preparing their presentations.
- Draft a press release and pre-and post-event survey for the symposium.
- Collect relevant information and data from the symposium, including participant evaluation surveys and follow-up enquiries.
- Incorporate all inputs and comments from the symposium to refine the General Studies and Case Study Reports.

vi) AECSP Symposium Report

- Prepare an 'AECSP Symposium Report⁻⁵ in a visually-engaging format (e.g., factsheets or a booklet) to be summited at the 26th AEM-CER Consultations, then released for public consumption. The AECSP Symposium Report should at least entail the following contents:
 - a) Statements or prologues from FJC Co-Chairs on the AECSP;
 - b) <u>Summary Findings</u> from the General Study Report on 'AECSP Achievements: Key Results by ECWP Components' (Output 1);
 - <u>Summary Findings</u> from the General Study Report on 'AECSP Implementation Approaches: Best Practices and Lessons Learned' (Output 2);
 - d) Concise Impact Stories (or quotes) from the two AMS.

³ It is proposed that one of the AMS for the impact story-sharing is from the CLM (Cambodia, Lao PDR, Myanmar).

⁴ Participants of the **AECSP Symposium** may include full FJC and EC-SC, co-chairs of other AANZFTA subsidiary bodies, ASEC relevant desk officers, and other stakeholders as appropriate.

⁵ This AECSP Symposium Report will be bundled with the full studies reports and other communication products (as part of the annual AECSP Communication Package) under one **'AECSP In Focus' Package** – for submission to the AEM-CER. In brief, the 'AECSP In Focus' Package will embody (i) AECSP Infographic Videos (ii) AECSP At A Glance Factsheets, (iii) Two General Study Reports, (iv) Three Case Study Reports, and (iv) AECSP Symposium Report. The ASU will procure a separate consultant to design the layout of these deliverables.

vii) Presentation Slides and Talking Points for Delivery at the 26th AEM-CER Consultations

- Develop a set of presentation slides and talking points related to the AECSP Symposium's output for the three FJC Co-Chairs to deliver at the 26th AEM-CER Consultations, tentatively scheduled in mid-September 2021.
- The presentations and talking points may cover the following contents, subject to the EC-SC's endorsement and subsequent FJC's approval:
 - a) For Australia Co-Chair: Overviews of the AECSP and Its Implementation Approaches: Best Practices and Lessons Learned;
 - b) For ASEAN Co-Chair: AECSP Achievements with mention of the impact story-sharing from select AMS;
 - c) For New Zealand Co-Chair: AANZFTA Economic Cooperation Going Forward (i.e., Introducing the AECSP successor programme).

10. The following are detailed activities and timeline of the	his project:

No.	Activity	Indicative Timeline
1.	Prepare an Inception Report for consideration by relevant ASEAN and AANZFTA bodies. The consultants shall incorporate all inputs and comments received in finalising the Inception Report before proceeding to the next activity.	May 2021
2.	 Conduct the two General Studies on the AECSP and a Case Study on the IPPEA project. Prepare draft reports of the three studies for consideration by relevant ASEAN and AANZFTA bodies. Provide revised draft reports and presentations for further discussion at the Consultative Workshop. 	May-June 2021
3.	 Develop a brief communication and outreach strategy to socialise the workshop and symposium to a broader audience per the project objectives. Design, plan, organise, and report on a two-day, virtual Consultative Workshop, tentatively in the last week of June 2021. Develop a Workshop Report. 	June 2021
6.	 Design, plan, organise, and report on a one-day, virtual 'AECSP Symposium, <u>tentatively in early August 2021.</u> Develop and finalise an 'AECSP Symposium Report' in visually-engaging format, incorporating inputs and comments from relevant ASEAN and AANZFTA bodies. 	July - August 2021
7.	 Prepare presentations and talking points for the FJC Co-Chairs to deliver at the 26th AEM-CER Consultations <u>tentatively scheduled in early</u> <u>September 2021</u>. The final presentation slides and talking points shall incorporate all relevant ASEAN and AANZFTA bodies' inputs and comments. 	August 2021

11. The consultants shall complete all the above-described work and activities with a maximum of 53 input days.

IV. EXPECTED DELIVERABLES

- 12. The primary output of this project will be, but not limited to:
 - a) **Inception Report**, detailing the background, project team, proposed methodologies, work plan, information and resource required to carry out activities mentioned above, draft questionnaires for virtual stakeholder interviews, draft report outlines of the three studies, and appendixes (if any).
 - b) Full and Summary General Study Reports on 'AECSP Achievements: Key Results by ECWP Components', identifying notable outputs, outcomes, and impacts (if any) of all projects under each ECWP component and draw their relevance and contributions toward the AECSP and AANZFTA objectives;
 - c) Full and Summary General Study Reports on 'AECSP Implementation Approaches: Best Practices and Lessons Learned', focusing on (i) AECSP Governance and Funding Arrangements; (ii) AECSP Project Cycle and Workflows; (iii) The ASU's Roles and Responsibilities; (iv) Result-Based Management; (v) Gender and Sustainability Considerations; (vi) Monitoring and Evaluation (M&E) and Communications;
 - full and Summary Case Study Reports on IPPEA Project (Phase I and II), identifying notable outputs, outcomes, and impacts (if any), best practices, and lessons learned from implementing both phases of the project – in support of the AECSP and the AANZFTA built-in agenda;
 - e) Virtual Consultative Workshop, comprising of the following sub-deliverables:
 - (i) Agenda and materials for the workshop
 - (ii) Workshop Report
 - (iii) Presentations on the outcomes of the workshop for the AECSP Symposium
 - f) Virtual AECSP Symposium, comprising of the following sub-deliverables:
 - (i) Agenda, presentations (including the impact story-sharing from two AMS) and related materials for the symposium
 - (ii) Draft press release
 - (iii) Draft AECSP Symposium Report
 - g) AECSP Symposium Report in a visually-engaging format (e.g., factsheets or a booklet) to be summited at the 26th AEM-CER Consultations and subsequently released for public consumption. The report shall entail (i) Statements or prologues from FJC Co-Chairs on the AECSP; (ii) Summary Findings from the General Study Report on 'AECSP Achievements: Key Results by ECWP Components'; (iii) Summary Findings from the General Study Report on 'AECSP Implementation Approaches: Best Practices and Lessons Learned'; (iv) Concise Impact Stories (or Quotes) from the two AMS.
 - h) **Presentation Slides and Talking Points** for FJC Co-Chairs to deliver at the 26th AEM-CER Consultations.

2.2 QUALIFICATIONS

CONSULTANTS' QUALIFICATIONS

No	Qualification	Weight
1	 Proven professional experience of at least five years and extensive knowledge in: a. Conducting in-depth case studies or research on trade-related issues; b. Effectively designing, conducting, and facilitating high-level, international workshops and virtual events for various stakeholders, including government officials; c. Providing consultancy work with international organisations. An experience working in ASEAN or AANZFTA is preferred but not necessary. 	40%
2	Appropriateness of proposed concept and work plan, including detail content and clear deliverables	
3	Qualification of proposed team members	

3 RFP REQUIREMENTS

3.1 PROPOSAL SUBMISSION INSTRUCTIONS

a) Consultants must ensure that both Technical & Financial Proposals are received via email at the following address before the tender closing date of 28 April 2021

AANZFTA Support Unit Programme Cooperation and Project Management Division Community and Corporate Affairs Department The ASEAN Secretariat Jakarta 12110, Indonesia Email: <u>ecwp@asean.org</u>

- b) All proposals must be submitted in English.
- c) Consultants should indicate the Title of the Tender at the subject of the email.
- d) The Technical and Finance Proposals must be submitted in two separate documents.
- e) Consultants must not include any financial/cost data in the Technical Proposal, but only in the Financial Proposal.
- f) The proposal should be concisely presented and structured and explain the Consultants' availability, experience, and resources to provide the requested services.
- g) Proposals that are incomplete or do not address the required criteria may not be considered in the review process.

3.2 RFP TERMS & CONDITIONS

3.2.1 Bid Expiration Date

Received proposals shall be valid until 31 July 2021

3.2.2 Implementation/Delivery Schedule

- a) Contract award will be decided by the Selection Committee comprised of Co-Chairs of the AANZFTA Economic Cooperation Sub-Committee (EC-SC).
- b) The ASEAN Secretariat will negotiate the terms and reference of the contract.
- c) In carrying out their assignment, the consultant team will work closely with the ASEAN Secretariat and reporting to the AANZFTA Economic Cooperation Sub-Committee (EC-SC) through the ASEAN Secretariat.

a. The timeline for the hiring and initial activities of the consultant will be as follows:

Action	Deliverables	Indicative Timeline
Contracting		April 2021
Submission of draft output:		
Prepare an inception report for consideration by relevant ASEAN and AANZFTA bodies. The consultants are expected to incorporate the comments and inputs from ASEAN and AANZFTA bodies for finalisation before proceeding to the next steps.	Inception report	May 2021
 Conduct the desk-based research two General Studies on the AECSP and a Case Study on the IPPEA project Prepare the draft of Desk Research Reports Submit the draft of Desk Research Reports for consideration by relevant ASEAN and AANZFTA bodies Provide the revised draft for discussion at the workshop 	 General Study Reports on 'AECSP Achievements: Key Results by ECWP Components'; General Study Reports on 'AECSP Implementation Approaches: Best Practices and Lessons Learned'; Case Study Reports on IPPEA Project (Phase I and II). 	May – June 2021
Consultative Workshop	 Agenda for the workshop; Workshop materials; Workshop facilitation; Workshop Report. 	June 2021
AECSP Symposium	 Agenda for the symposium; Symposium materials; Symposium facilitation; Press release; Symposium Report. 	July – August 2021
Presentations and Talking Points for delivery at the 26 th AEM-CER Consultations	Presentations and Talking Points	August 2021

4 RESPONSE FORMAT (PROPOSAL FORMAT)

In conformance to the ASEAN Secretariat's Financial Rules and Administrative Procedures (AFARP), the consultants shall submit the applications in **two** separate documents: Technical Proposal and Financial Proposal.

4.1 TECHNICAL PROPOSAL

The technical component should contain the following information:

- a. A brief discussion indicating the prospective consultant's understanding of the project's purpose;
- b. A discussion of how the prospective consultant proposes to approach the project including but not limited to methodology to undertake the assignment, list of possible reference materials and a work plan specifying the activities to be conducted (including draft agenda or focused topics for the workshop, travels per expert for each activity), an outline of the reports to be delivered, and schedule of activities, taking into account the targets to complete the undertaking;
- c. A summary of the prospective consultant's expertise and knowledge in in-depth case studies/ research on trade-related studies and experience in effectively designing and facilitating the workshop and high-level virtual, international events, and engaging positively and productively with various stakeholders, highlighting experience in related work relevant to the project. (*Please provide links to the publications if available, or enclose selected publications in soft-copy in the application*);
- d. A brief discussion on the consultant's or firm's experience in undertaking similar work and a summary of projects undertaken;
- e. Names and curriculum vitae of associates, subcontractors, personnel or employees who will be engaged in services' performance.
- f. Complete the attached Appendix 1 and 1a Company General Information and List of Clients; and
- g. Other information to substantiate the capacity of applicants to undertake the project.

4.2 FINANCIAL PROPOSAL

Please submit the financial proposal, including detailed cost estimates, including a summary sheet indicating the unit prices; payments schedule, following Appendix 2 to this RfP.

The financial component should specify all direct and indirect costs for undertaking the project, including but not limited to:

- Professional services fee for completing all deliverables in unit cost and the number of hours/days;
- Miscellaneous charges, if applicable.

The cost of travels to support the proposed work program, as may be required and arranged by the ASEAN Secretariat, shall be borne by the Project Fund and based on actual costs.

Appendix 1 Company General Information

(Only required for consulting firms, to be submitted as part of the Technical Proposal)

Company Legal Name:	
Division or Subsidiary (if applicable):	
Company Address:	
City:	
Province / State:	
Country:	
Postal Code:	
Telephone:	
Business Name Registration:	
Tax Registration Number:	
Valid Business Permit:	
Company Contact:	
Title / Position:	
Telephone Number:	
Fax Number:	
Email:	
Indicate the number of years involved in similar business	
Are you a subsidiary of a financial institution?	
*If yes, please indicate your Holding Company	

Appendix 1a. Customer Reference (To be submitted as part of the Technical Proposal)

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Email Address	
Contact Name	
Project Title	

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Email Address	
Contact Name	
Project Title	

Customer Details	
Company Name	
Company Address	
Telephone Number	
Fax Number	
Email Address	
Contact Name	
Project Title	

APPENDIX 2 Price and Payment Schedule (To be submitted as part of the Financial Proposal)

A. PRICE

Unit: USD or AUD

No.	Description	Unit	Price (Total estimated cost)
1	Professional Services		
	 Input days for each expected output 	(# of days)	
2	Other expenses		
	- Item 1		
	- Item 2		
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B. PROPOSED PAYMENT SCHEDULE

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