



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

Request for Proposal

**Short-Term Consulting Opportunity
AECSP Case Studies**

PROPOSAL MUST BE RECEIVED BY

28 April 2021

EMAIL YOUR PROPOSAL TO:

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

Prepared by: AANZFTA Support Unit
Date: 15 March 2021

1 SCOPE OF WORK

1.1 PROJECT OVERVIEW

I. BACKGROUND

Entered into force in 2010, the AANZFTA aims to liberalise and facilitate trade and investment between ASEAN, Australia, and New Zealand. The AECSP, established in the same year, has supported the twelve Parties to the AANZFTA in operationalising and implementing this free trade agreement. Following a decade of implementation, the AECSP is scheduled to end on 31 December 2021, and its successor programme will be in place in the last quarter of the year.

Since 2014, factsheets and case studies have been developed to highlight AECSP's progress and continued contributions to the broader objectives of the AANZFTA. These communication materials were submitted annually to Economic Ministers of the ten ASEAN Member States (AMS), Australia and New Zealand (Closer Economic Relations – CER). All factsheets and case studies conducted in previous years are available on the AANZFTA website at <https://aanzfta.asean.org/aecsp>.

For 2021, two cases studies are to be conducted to spotlight the success stories and lesson learned of two AECSP-supported projects as follows:

- i. Case Study One on competition and consumer protection showcasing all four phases of the '**Competition Law Implementation Program**' (CLIP) project.
- ii. Case Study Two on sanitary and phytosanitary (SPS) measures showcasing both phases of the '**ASEAN Regional Guideline for the Implementation of International Standards related to SPS**' project.

Since 2014, the AECSP has supported a flagship, multi-phase 'Competition Law Implementation Program' (CLIP) that aims to support ASEAN's regional goal of building a highly competitive economic region through effective competition laws, strengthened enforcement agencies, and enhanced regional cooperation. Throughout its four phases until now, CLIP has delivered an extensive range of targeted capacity-building and technical assistance to relevant agencies and officials from the AMS to help combat anti-competitive activities in individual markets and the ASEAN region.

CLIP worked with AMS to draft, introduce, and/or reform the competition law, regulations, and institutional mechanisms necessary for effective competition law implementation. CLIP's complementary efforts include, but not limited to, regional placements, mentoring, toolkit development, and online education through CLIP Academy.

Concerning the SPS measures, the AECSP has made possible two phases of a project titled 'ASEAN Regional Guideline for the Implementation of International Standards related to SPS Measures'. Commenced in 2017, this project aims at providing technical assistance to AMS in developing their national SPS standards based on international standards, guidelines, and recommendations.

Phase One of the project undertook an in-depth study and thereby generated a comprehensive 'Review Report of the Implementation of SPS Agreement and International Standards in the ASEAN Member States'. Findings from the report and stakeholder engagements have informed the implementation of Phase Two, which has successfully

developed 'ASEAN Regional Guidelines for the Implementation of International Standards related to SPS Measures'. These ASEAN SPS Guidelines have also been materialised into interactive e-learning, which is freely accessible on the [AANZFTA website](#). A total of 16 modules focus on the SPS Agreement's fundamental principles and risk analysis in animal health, plant health, and food safety. The modules benefit government officials from food safety, plant health, animal health sectors, and the public, by and large.

II. PURPOSE OF THE ASSIGNMENT

The AECSP is seeking a team of consultants to provide technical assistance in developing the two case studies. They shall highlight the successes and lessons learned from implementing the two projects mentioned above and their contributions to the implementation and progress of the AECSP and the AANZFTA.

Once approved by the AANZFTA relevant bodies, the final reports of these two case studies will be submitted at the 26th AEM-CER Consultations tentatively scheduled in September 2021 and subsequently for public consumption.

III. CONSULTANT'S SCOPE OF WORK, OUTPUTS AND ACTIVITIES

The consultant team is expected to undertake the following activities in close coordination with the AANZFTA Support Unit (ASU); Competition, Consumer Protection and Intellectual Property Rights Division (CCPID); and Food, Agriculture and Forestry Division (FAFD) of the ASEAN Secretariat (ASEC):

- i. Design and Methodology: Submit and discuss the work plan and methodology in conducting these case studies with the ASEAN Secretariat through the ASU. The proposed method shall include frameworks for completing the case studies from data collection, analysis, findings, and recommendation. This also provides a list of questionnaires for each case study – ensuring that both case studies will satisfactorily identify and highlight tangible outcomes of the projects and their contributions to the implementation of respective AANZFTA chapters.
- ii. Inception: Arrange virtual meetings with relevant desk officers of the ASU, CCPID, and FAFD to discuss the Draft Inception Report.
- iii. Desk Review: Upon the approval of the Inception Report by concerned AANZFTA bodies, conduct a desk review of project documents and other materials relevant to the discussed projects and the AECSP such as the design, implementation, monitoring and evaluation records, communications products, and etcetera – as provided by the ASEAN Secretariat through the ASU.
- iv. Stakeholders Interviews:
 - Conduct virtual interviews with relevant stakeholders through appropriate methods as agreed in advance by the ASU. Such communication channels may include emails, phone calls, or meetings via applicable virtual platforms.
 - Stakeholders in Case Study One include, but not limited to, the project proponent, project implementer and consultants, participating/ beneficiary countries and agencies, ASU, ASEC's CCPID, and AANZFTA Competition Committee (CC).

- Stakeholders in Case Study Two include, but not limited to, the project proponent, project implementer and consultants, participating/ beneficiary countries and agencies, ASU, ASEC's FAFD, and AANZFTA Sub-Committee on Sanitary and Phytosanitary Measures (SC-SPS).
- The interviews shall identify and assess (i) tangible achievements (outputs, outcomes, and impacts, if any) of the projects at both organisational and national level and (ii) the contribution of the projects to the built-in agenda of the AANZFTA given the scope of the projects. The interviews shall also identify (iii) key success factors, (iv) lessons learned from implementing these projects, and (v) the prospects for future collaboration across all relevant AANZFTA Parties.

Referencing the project documents provided and through working closely with the ASU, FAFD, and CCPID as well as consultations with relevant AANZFTA bodies, the consultant team is expected to deliver the following outputs:

- i. **An Inception Report**, entailing the below sections for each case study:
 - Background
 - Project Team
 - Proposed Methodology
 - Work Plan: Key activities and timelines
 - Information and Resources Required for Conducting the Case Study
 - Draft questionnaires for virtual stakeholder interviews
 - Draft outlines of each Case Study Report.
 - Appendix or Annexes (if any)
- ii. **A Full Report for each case study (for internal use)**, entailing the below sections:
 - Results of the desk review of project documents and relevant materials – in consultation with the ASEAN Secretariat's relevant divisions.
 - Findings from stakeholder interviews highlighting the background, activities, outputs, outcomes, and potential impacts of these AECSP-supported projects and their contribution to support AANZFTA Parties in achieving the built-in agenda of the AANZFTA. Lesson learned, including success factors and challenges of implementing these projects, shall also be included in the Full Report for each case study.
 - The structure of the Full Reports may include the following sections:
 - Executive Summary
 - Abbreviations and Acronyms
 - Background
 - Objectives of the Case Study
 - Methodology
 - Analyses of Findings
 - Conclusion
 - Recommendations (if any)
 - References
 - Annexes (including a 'Summary of Responses' from the stakeholder interviews)
- iii. **A Summary Report for each case study (for publication)**, entailing findings in the below structure:
 - Background
 - Project Information
 - Outcomes of the Project
 - Success Factors
 - Conclusion and Recommendations (if any)

The consultant team shall adopt methodological and analytical strategies to ensure that the case studies reflect the projects' values in supporting the operationalisation and implementation of the AANZFTA. As such, the consultants shall adopt the following:

- A case study approach that assesses the projects' objectives, design features, outcomes, and success factors.
- A methodological approach that adopts consistent and evidence-based indicators for inputs, outputs, and outcomes of each project.
- A stakeholder engagement approach that focuses on the evidence (e.g., data or stakeholders' feedback) and identifies the modality and mediating factors necessary for the project's success.
- An analytical approach that highlights the achievements, success factors, challenges, and opportunities for future engagements in case study areas.
- A succinct presentation style that ensures a balance between narrative, quotes, photos, and infographics.
- A report that does not consist of more than ten pages, inclusive of photos and infographics.
- Due consideration of the previous years' case studies which are available on the [AANZFTA website](#).

IV. EXPECTED DELIVERABLES AND TIMELINE

Deliverable	Timeline
Output 1: Inception Report	April 2021
Output 2: Draft Full and Summary Reports of the Two Case Studies – <i>Desk Research</i> – <i>Stakeholder Interviews</i>	June 2021 – <i>May 2021</i> – <i>June 2021</i>
Output 3: Final Full and Summary Reports of the Two Case Studies	July 2021

1.2 PROJECT REQUIREMENTS

PROJECT MANAGEMENT ARRANGEMENTS

The implementation of this consultancy project shall follow the AECSP Project Management Guide and the rules and regulations of the ASEAN Secretariat as appropriate. All invoices will be submitted in line with the payment schedules as specified in the Special Services Agreement.

The consultants shall work closely with the AANZFTA Support Unit and, through it, with project proponents and implementers, relevant desk officers of the ASEAN Secretariat, and publication layout consultant in drafting, finalising, and reporting the deliverables of the project.

The Final Case Study Reports will be submitted to the AANZFTA Economic Cooperation Sub-Committee and AANZFTA Joint Committee for their endorsement and approval, respectively. The Reports shall incorporate inputs and comments from project stakeholders, including project proponents and implementers, ASEAN Secretariat (ASU, FAFD, and CCPID), and relevant AANZFTA bodies.

CONSULTANT'S QUALIFICATIONS

No	Qualification
1	The designated consultants should have demonstrated experience and track record in conducting desk-based research, stakeholder interviews, and developing case studies.
2	The designated consultants should have extensive knowledge of competition laws and international guidelines on sanitary and phytosanitary measures and experience with government services or consulting work in the ASEAN or AANZFTA regions.
3	The designated consultants should have proven experience in analytical and visual communications.

2 RFP REQUIREMENTS**2.1 PROPOSAL SUBMISSION INSTRUCTIONS**

- a. The Technical and Finance Proposals must be submitted in two separate documents.
- b. The proposals should be concisely presented and structured and explain the consultants' availability, experience and resources to provide the requested services.
- c. Proposals that are incomplete or do not address the required criteria may not be considered in the review process.
- d. The consultants must ensure that both Technical and Financial Proposals are received via email at the following address by 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: ecwp@asean.org

- e. The consultants should indicate the Title of the Tender at the subject of the email.
- f. All proposals must be submitted in English.

2.2 RFP TERMS & CONDITIONS**2.2.1 Bid Expiration Date**

Received proposals shall be valid until 31 October 2021.

2.2.2 Implementation/ Delivery Schedule

- a. Contract award will be decided by the Selection Committee comprised of Co-Chairs of

- the AANZFTA Economic Cooperation Sub-Committee.
- b. The ASEAN Secretariat will negotiate the terms and reference of the contract.

3 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 and Financial Proposals.

3.1 TECHNICAL PROPOSAL

The technical component should contain the following information:

- a. A brief discussion indicating the prospective consultants' understanding of the project's purpose;
- b. A discussion of how the prospective consultants propose to approach the project including but not limited to the 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 stakeholder interviews, travel plan if any), an outline of the reports to be delivered, and schedule of activities, taking into account the timeline to complete the undertaking;
- c. A summary of the prospective consultants' expertise and knowledge areas related to the case study projects. *(Please provide links to any publications if available, or enclose selected publications in soft-copy with the application);*
- d. A brief discussion on the consultants' or firm's experience in undertaking similar work and a summary of projects undertaken;
- e. Full names and curricula vitae of the consulting team, associates, personnel or employees who will engage in services' performance.
- f. Completed the attached Appendix 1 and 1a - Company General Information and Customer Reference; and
- g. Other information to substantiate the capacity of applicants to undertake the project.

3.2 FINANCIAL PROPOSAL

Please complete and submit the financial proposal, including cost estimates and payments schedule, following Appendix 2 to this RfP.

The financial component should specify all direct and indirect costs, inclusive of applicable taxes, 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;
- Travel costs;
- Miscellaneous charges, if applicable.

Appendix 1
Company General Information
(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.:	
E-Mail:	
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		
TOTAL			

B. PROPOSED PAYMENT SCHEDULE

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