



ASEAN-AUSTRALIA DEVELOPMENT COOPERATION PROGRAM PHASE II (AADCP II)

TERMS OF REFERENCE FOR

Part-Time Video Infographer for AADCP II Supported Projects

The ASEAN Secretariat and the Australian Government, through AADCP II, invite applications from consultants for the above-referenced assignment.

I. Background

Since the formal establishment of the ASEAN Economic Community (AEC) on December 31, 2015, ASEAN has continued its journey towards regional integration and inclusive economic growth. It is amply recognised that community building is a dynamic process requiring continuous reinvention of the region to seek deeper and broader integration as well as ensure its continued relevance in an evolving global economy. The past few years have brought forth new challenges as well as opportunities for ASEAN and its partner economies.

Like the rest of the world, the COVID-19 pandemic has had a devastating impact on ASEAN Member States (AMS). ASEAN responded quickly through the adoption of the ASEAN Comprehensive Recovery Framework (ACRF) and its Implementation Plan at the 37th ASEAN Summit on 12 November 2020. The ACRF reflects the ASEAN Community's Post-2025 Vision for a robust, resilient and comprehensive recovery for the region and its citizens. It serves as a consolidated exit strategy from the pandemic, acknowledging the immediate need for a collective and long-term recovery strategy based on the cross-sectoral and cross-pillar initiatives and programs to address the brunt bear by key sectors and segments of society. Noting COVID's multidimensional impacts, the ACRF emphasises the region's recovery efforts on five broad strategies: (i) enhancing health systems; (ii) strengthening human security; (iii) maximizing the potential of intra-ASEAN market and broader economic integration; (iv) accelerating inclusive digital transformation; and, (iv) advancing towards a more sustainable and resilient future. These initiatives emanated from the various ASEAN sectoral bodies and in some cases, from the broader stakeholders. The Implementation Plan is a living document that will be updated and monitored regularly as ASEAN progresses its recovery efforts by building back better.

On the other end of the spectrum, the much-anticipated Regional Comprehensive Economic Partnership (RCEP), a free trade agreement (FTA) between the ten AMS and ASEAN's five FTA partners (Australia, China, Japan, New Zealand and Republic of Korea), entered into force on 1 January 2022. RCEP paves the way for the creation of the world's largest free trade area. Based on World Bank estimates, it potentially covers 2.3 billion people or 30% of the world's population, US\$ 25.8 trillion or about 30% of global GDP, and account for USD 12.7 trillion (over a quarter of global trade in goods and services), and 31% of global FDI inflows. Its entry into force marks the manifestation for the region to keep markets open; strengthen regional economic integration; support an open, free, fair, inclusive, and rules-based multilateral trading system; and, ultimately, contribute to global post-pandemic recovery efforts. Through new market access commitments and streamlined, modern rules and disciplines that facilitate trade and investment, RCEP promises to deliver new business and employment opportunities, strengthen supply chains in the region, and promote the participation of micro, small and medium enterprises into the regional value chains and production hubs. Additionally, RCEP can provide an additional impetus to COVID-19 recovery efforts.

AADCP II partners with ASEAN in implementing key strategic actions across various sectors and strengthening of the ASEAN Secretariat (ASEC) to help it deliver on its mandate more effectively. The Program currently supports two units at the Secretariat to move forward the ACRF, and ASEAN Plus FTAs and the RCEP Agreement, respectively. The ACRF Support Unit was designed to monitor and facilitate the implementation of the ACRF as well as conduct advocacy and awareness building activities to promote its implementation. On the other hand, the AECD Support Unit complements ASEC's work by enhancing the capacity of the AECD divisions involved in facilitating negotiation and implementation of FTAs including the preparatory works towards the establishment of the RCEP Secretariat.

ASEAN is committed towards ensuring that ACRF and RCEP related processes and activities are implemented efficiently and effectively, which includes communicating these to all the stakeholders. However, similar to the results enunciated by ASEAN indigenous enterprises during the conduct of the ASEAN Business Sentiment Survey 2020/2021, a large number of the populace are unaware of what is taking place in ASEAN, do not understand the complex subject matters being discussed, and are not adequately engaged.

Effective and substantive outreach and communication strategies to ASEAN stakeholders are essential to translate ASEAN's visions and initiatives into actions and benefits. One area that can be explored for these purposes is social media. As online communities expand and evolve, ASEAN must take advantage and adapt to the new communication channels to inform, educate and influence its stakeholders.

II. Needs and Objectives

This undertaking will contribute in addressing the lack of adequate communication materials on ASEAN initiatives. ASEC and AADCP II are seeking the services of a part-time Video Infographer to support communication objectives. The Video Infographer will be responsible to ensure that the products clearly communicate the key messages, are visually appealing and engaging, and designed in-line with ASEC and AADCP II requirements.

The key audience for these communication products include the ASEAN Sectoral Bodies and Working Groups, ASEAN Dialogue Partners and representatives of the AMS, the private sector, academe, non-governmental organisations and the general public.

III. Outputs

The expected outputs include:

- ACRF video infographics which are expected to inform the public and relevant stakeholders on the progress of implementation of ACRF, as well as serves as the starting point to discuss the way forward in the post-pandemic recovery from the whole-of-community lens (i.e., government, businesses, civil societies, academia, think-tank, and vulnerable communities).
 - Impact of COVID-19 in ASEAN
 - ASEAN's collective response on COVID-19
 - Progress under the ACRF broad strategies
 - Prospects towards recovery
- RCEP video infographics designed to increase businesses' understanding on how to navigate

the rules of origin requirements under the RCEP Agreement in order to take advantage of the market access benefits under the RCEP Agreement.

- Determining tariff classification of a product
- Understanding tariff reduction schedules (TRS)
- Concept of “originating goods”
- Product specific rules (PSR) and regional value content
- Obtaining tariff preferential rates

The topics are indicative and will be further discussed and developed with the selected contractor.

In addition, video infographics for other AADCP II projects may potentially be developed and produced.

IV. Tasks and Activities

The following activities will be undertaken to achieve the outputs presented above. The bidder should provide details on its approach to each activity in its bid and is free to recommend additional activities.

- Inception/kick-off meeting
- Development of story board for each video infographics
- Drafting, revision and finalisation of the video infographics

V. Scope of Services

This is a home-based, part-time position and is expected to run from **1 June to 31 December 2022** with approximately up to **80 days of professional services**. Work will commence immediately after contract signing.

Specific assignments and their delivery will be governed by Work Orders detailing the nature of the video infographics and corresponding remuneration.

Fees will be paid within 15 working days upon receipt of invoice and upon acceptance and approval of the agreed outputs by the requesting unit.

VI. Project Management and Reporting

The project will be funded by the ASEAN-Australia Development Cooperation Program II and managed by the ACRF and AECD Support units. The video infographer is expected to provide updates on progress, summation of activities and issues arising, if any.

VII. Qualifications

The bidder/applicant must demonstrate capacity and experience to undertake the specified tasks and deliver the identified outputs including:

- a. Degree in Development Communication, Visual Design, Graphic Design or related fields;
- b. Expert knowledge of video graphic design and graphic design softwares;
- c. Work experience within an advertising or communications agency, graphic design firm, print house, etc;
- d. Familiarity with social media platforms and knowledge of leading practices for preparation of video infographics;

- e. Extensive experience in similar projects particularly with development programs and investment/trade promotion initiatives;
- f. Good communication and writing skills in English;
- g. Ability to plan, prioritise and produce quality results on time; and
- h. Ability to work in a multi-cultural environment, under pressure while maintaining a high degree of accuracy.

Experience in working with the ASEAN Secretariat or Australia/ DFAT is considered an advantage.

VIII. Expression of Interest

Interested individuals or firms are invited to submit an application in response to these Terms of Reference. The submission should include the following:

- CVs of all proposed experts;
- Cover letter highlighting qualifications and relevant experiences in undertaking similar assignments as well as the specific role of each team member (if applicable);
- Professional fee (in USD) which could be a daily rate or the expected compensation to produce a one-minute video infographic and its variants (inclusive of income taxes and other relevant charges, if any); and
- Samples of video infographics prepared, one of which should have accompanying audio.

IX. Submission of Application

Applicants should send their application with a cover letter, materials specified in Section VIII above and other supporting documents with “**AADCP II Part-Time Video Infographer**” as the subject via email to tender@aadcp2.org, no later than **29 April 2022 at 05:00pm Jakarta time**.

Any queries on the TOR should be sent to contact@aadcp2.org with the subject line: “**AADCP II Part-Time Video Infographer**”.

IX. Additional Notes on Terms and Conditions of the Project

1. Any future studies/reports/analysis in any form of intellectual property rights (including but not limited to patents, copyright and any related rights) submitted by the Contractor to ASEAN arising out of or in connection to the services performed by the Contractor to ASEAN shall belong to ASEC under the name of **ASEAN** only;
2. Successful contractor shall agree to be bound and sign the Special Services Agreement (SSA) with all requirements under the terms and conditions provided therein, including but not limited to the AADCP II Guidelines for the Contractors attached to the SSA.
3. As an intergovernmental organisation, ASEAN shall not be responsible for any tax(es), levy, tax claim or any tax liability which may be imposed by any law in relation to any amount payable by the ASEAN Secretariat.