

Terms of reference (ToR) for the procurement of services



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Outreach Strategy on Fair Business Practices for Business and Consumers in Indonesia	Project number/ cost centre: G-012527-003
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0. List of abbreviations

ASEAN	Association of Southeast Asian Nations
ACCMSME	ASEAN Coordinating Committee on Micro, Small and Medium Enterprises
ToRs	Terms of reference
PROTECT	Consumer Protection in ASEAN
SUCCESS	Support to Consumer Protection, Competitiveness and SMEs in ASEAN

1. Context

The project [“Support to Consumer Protection, Competitiveness and SMEs in ASEAN” \(SUCCESS\)](#) is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. Implemented from 2025 until 2029, the project aims to improve regulatory and business-promoting conditions for competitive and inclusive markets in the ASEAN through the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME) and selected ASEAN Member States, including Viet Nam, Cambodia, and Indonesia. The project adopts a comprehensive strategy to tackle the increasing impact of e-commerce and the digital economy on ASEAN's regional integration, aligning with the objectives of the strategic action plans of ASEAN's sectoral bodies especially that aim to promote and strengthen SMEs capacity in terms of consumer protection and their competitiveness. Aligning with the overarching objective to improve business-promoting ecosystems, the project focuses on the outreach strategy of fair business practices for SMEs especially in three elements on digitalisation, sustainability, and inclusion. These three elements shall be the reference to implement any activities within the project and with partners.

The activities outlined in these terms of references (ToR) are part of the country-level assistance of SUCCESS in Indonesia derived from the regional commitment as well as initiative from private sector to contribute to the outreach strategy of fair business practices in Indonesia and in the ASEAN region. The assignment shall be implemented by GIZ together with a nongovernmental organisation or private sector that has expertise and experiences on the digitalisation of legal field (legal tech) and private sector engagement. Numerous activities from previous GIZ projects since 2019 to 2024 in the field of consumer protection and SME outreach strategy were implemented including the development of innovative educational tools, capacity building for public officials, private sectors, and nongovernmental organisations, as well as knowledge exchanges for consumers in Indonesia.

The assignment foreseen in this context comprises two streams on the engagement of private sector particularly SMEs in Indonesia as well as on the revamping of upgrading of the existing microsite of [KonsumenCerdas.id](#), the most comprehensive and updated content on consumer protection in the Indonesian context, developed under the support of previously-implemented GIZ Consumer Protection in ASEAN (PROTECT) Project. The first stream aims to improve the understanding of SMEs and strengthen their capacity through foreseen activities such as self-assessment toolkit and outreach activities to introduce or strengthen fair business practices for SMEs. The second stream aims to provide more curated and updated features and contents of the microsite available for public officials, private sectors, academia, and consumers in general. Existing features shall be upgraded to cater more materials for SMEs in Indonesia related to consumer protection, competitiveness, as well as updated relevant laws and regulations addressing SMEs especially in digital economy. These two streams shall be developed in parallel with each other as they are complementary rather than a stand-alone initiative. Therefore, parallel works on those streams shall always be synchronised to make sure the appropriate strategies and methods to deliver the assignment.

As contribution from partners to achieve overarching objectives is as important as the GIZ's support, the contractor is hereby invited to offer a strategy to sustain the initiatives beyond the period of the assignment and project duration. This is to ensure that the initiative will still be implemented with the resources and capacities of the contractor and partners.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

Stream 1: Engagement with SMEs

No	Deliverable	Output
1	Upgrading the Self-Assessment Toolkit Refine the existing self-assessment to align with main elements of fair business practices (Digitalisation & Inclusivity) and address priority topics on UCT, advertising, data privacy, dark patterns, & inclusivity. with simpler wordings, proper illustration, and scoring method & simple recommendation.	1 Report
2	Outreach & Engagement with SMEs and Consumer Associations Formulate a strategy document for outreach and engagement with SMEs and consumer associations incl. objective, milestones, target group, monitoring tools, etc. and ensure the sustainability of the engagement with SME and consumer associations beyond the assignment and project duration.	1 Report
3	Events Organisation Organise the following activities: - 1 event (hybrid): Launching of the new features & self-assessment toolkit for SME and consumer associations - 3 exchanges (virtual): Roadshow and socialisation of the new website features & self-assessment Indonesia with a target of 300 SMEs completing the self-assessment (collaboration with consumer associations & ASEAN Access Network – Policy Dialogue) - 1 event (hybrid): Wrap up seminar to disseminate the post-monitoring result to the relevant stakeholders (governments, private sectors, and consumer associations)	5 Event Reports
4	Monitoring the Engagement with SMEs - Draft a post-event monitoring report, incl. usability and outreach strategy of the self-assessment and/or trust mark to broader network and to serve as a concept of (non-)public institutions for the design and implementation of (co-)regulatory instruments in e-commerce in Indonesia - Prepare a proposal for sustaining the engagement with SMEs after the conclusion of the assignment	1 Concept Note 1 Report of Recommendation

Stream 2: Upgrading KonsumenCerdas.id

No	Deliverable	Output
1	Transposing the Refined Self-Assessment Toolkit & Develop AI-powered Screening/Detection Feature - Transpose the refined self-assessment into a simple and illustrative feature on the website. - Develop a simple AI-powered feature for screening / checking fair business practices in Indonesia in some priority area such as on UCT, advertising, data privacy, dark patterns, & inclusivity.	Website Feature (Report)
2	Content Curation and Data Management	Website Feature (Report)

	- Integrate a curated and auto-tagged regulatory database linked to Hukumonline's legal database, including regulatory status and enactment dates - Update and curate legal clinic content with dedicated categories for SMEs and women-led enterprises, supported by automated tagging - Curate selected articles on SMEs and women-led enterprises through media monitoring to enrich content diversity	
3	Website Maintenance - Enhance accessibility by adding text-to-speech functionality alongside existing visual accessibility features. - Develop, manage, and utilise new forum categories for SMEs and women-led enterprises	Website Feature (Report)
4	Redesigning the Homepage to Highlight Features for Businesses and Consumers Adjust the landing page of the KonsumenCerdas.id to highlight dedicated features for businesses and consumers	Website Feature (Report)

Certain milestones, as laid out in the table below, are to be achieved during the contract term:

Work Package	Process steps/partial services	Deadline	Criteria for Acceptance
Work Package 1	Upgrade Self-Assessment Toolkit	15 February 2027	Report of Upgraded Self-Assessment Toolkit
	Outreach & Engagement Strategy		Report of Outreach & Engagement Strategy
	Upgrade of Refined Self-Assessment Toolkit & Develop AI-powered Screening/Detection Feature		Report of Upgraded of Refined Self-Assessment Toolkit & Develop AI-powered Screening/Detection Feature
Work Package 2	Curate Content and Data Management	31 October 2027	Report of Curated Content and Data Management
	Event Organisation (Hybrid)		Report of Event Organisation (Hybrid)
	Website Maintenance		Report of Website Maintenance
	Redesigned Homepage		Report of Redesigned Homepage
Work Package 3	Virtual Event Organisation	31 October 2028	Reports of Event Organisation (Virtual)

	Sustainability Recommendation		Concept Note of Sustainability Recommendation
	Post-monitoring Recommendation		Report of Post-monitoring Recommendation
	Event Organisation (Hybrid)		Report of Event Organisation (Hybrid)

Period of assignment: from 15 October 2026 until 31 December 2028.

3. Concept

In the tender, the tenderer is required to show *how* the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (technical-methodological concept). In addition, the tenderer must describe the project management system for service provision.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** (1.2.1 & 1.2.2) with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail. (1.6.1)

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule. (1.6.2)

The tenderer is required to describe its backstopping concept (1.6.3). The following services are part of the standard backstopping package:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Team leader

Tasks of the team leader

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines

Qualifications of the team leader

- Education/training (2.1.1): university degree (German 'Diplom'/Master) in Political Science, Law, or related field.
- Language (2.1.2): B2-level language proficiency in English
- General professional experience (2.1.3): 10 years of professional experience in the legal and business sector
- Specific professional experience (2.1.4): 8 years in private sector engagement
- Leadership/management experience (2.1.5): 8 years of management/leadership experience as project team leader or manager in a company
- Regional experience (2.1.6): 5 years of experience in projects in ASEAN (region), of which 2 years in projects in selected ASEAN countries
- Development cooperation (DC) experience (2.1.7): 6 years of experience in DC projects
- Other (2.1.8): Experience in advocacy and/or engagement activities with private sectors especially small and medium-sized enterprises, academia, and consumer groups.

Key expert 1

Tasks of key expert 1: Engagement Expert

- General management and technical backstopping of all activities, incl. conceptualization and reporting
- Support to expert and media engagement, incl. briefings
- Day-to-day liaison with GIZ

Qualifications of key expert 1

- Education/training (2.2.1): Bachelor's degree in political science, legal studies, or economics.
- Language (2.2.2): B1 -level language proficiency in English
- General professional experience (2.2.3): 7 years of professional experience in legal or economic field
- Specific professional experience (2.2.4): 5 years in private sector engagement
- Leadership/management experience (2.2.5): N/A
- Regional experience (2.2.6): 2 years of experience in projects in the ASEAN region, of which 1 year in projects in selected ASEAN countries
- Development Cooperation (DC) experience (2.2.7): 2 years of experience with DC projects

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

5. Costing requirements

The contract shall be assigned as a lumpsum package for the deliverables outlined below.

Work Package	Process steps/partial services	Payment Term
Work Package 1	1 Report of Upgraded Self-Assessment Toolkit	1 st Interim Payment Anticipated date by 15 February 2027
	1 Report of Outreach & Engagement Strategy	
	1 Report of Upgraded of Refined Self-Assessment Toolkit & Develop AI-powered Screening/Detection Feature	
Work Package 2	1 Report of Curated Content and Data Management	2 nd Interim Payment Anticipated date by 31 October 2027
	1 Report of Event Organisation (Hybrid)	

Work Package 3	1 Report of Website Maintenance	Final Payment Anticipated date by 31 October 2028
	1 Report of Redesigned Homepage	
	3 Reports of Event Organisation (Virtual)	
	1 Concept Note of Sustainability Recommendation	
	1 Report of Post-monitoring Recommendation	
	1 Report of Event Organisation (Hybrid)	

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments:
Team Leader	1	100	100	Output Based. Estimated expert-days for each output: Output/Work package 1 = 40 mandays Output/Work package 2= 40 mandays Output/Work package 3 = 20 mandays
Key Expert	1	100	100	Output Based. Estimated expert-days for each output: Output/Work package 1 = 40 mandays Output/Work package 2= 40 mandays Output/Work package 3 = 20 mandays

No domestic nor international travels are foreseen in this activity.

6. Inputs of GIZ or other actors

The contractual arrangement shall already cover any additional partnerships and necessary logistics for the completion of the deliverables.

7. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English.

The complete tender must not exceed 10 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English.

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Costing requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.