TERMS OF REFERENCE

Bio-Economy Business Expo

Bio-economy as a New Frontier: Market-based Solutions to Environmental Challenges

A. Background

The economic value of biodiversity in Indonesia is extremely high. Indonesian biodiversity gives a great benefit in several sectors, such as food materials, medicines, livestock and industrial materials. Meanwhile, currently Indonesia's economy highly depends on natural resources, the highly promising biodiversity-based economy can be a significant economic driver. Agriculture, Forestry and Fisheries sector has shown contribution to economic growth reaching about 3.95% in 2018. Compared to other sectors, agriculture, forestry and fisheries contributes 13.4% of the GDP (Q2-2018).

In Sustainable Fisheries Startup Forum in Manado, Frank Mars, the director of Mars Symbioscience International, explained the big potential of algae as livestock feed. Based on the current research, seaweed as livestock feed has been proven to be effective in reducing methane gas produced by the livestock. This is important because methane is a greenhouse gas which produces stronger emission than carbon dioxide. Use of seaweed for product such as livestock feed offers a big potential and a significant new market opportunity for the development of community-based seaweed production in Indonesia.

Another example of bio-economy benefit is the reduction of plastic waste using bacteria. Indonesia and the world are generally having a problem concerning plastic waste. It has been proven that certain bacteria are able to digest plastic waste and decompose it faster. The use of bacteria in the context of waste has a big potential as a smart solution in reducing plastic waste which contaminates the ocean. There are many other examples on the benefits of bio-economy, including the use of animals and plants in medicine and food security.

However, currently bio-economy is not a priority sector for the government and the number of public investments to develop this sector is extremely small. Even so, the government has made some investments through the Indonesian Institute of Sciences (LIPI), Assessment and Application of Technology Agency (BPPT), State Universities and other agencies to explore the economic potential of this sector.

For that reason, an idea to conduct Bio-Economy Business Expo was proposed. It will be conducted to bridge the collaboration between the researchers, business groups and startups, as well as increase awareness on the new economic opportunity in this sector. This activity can also become a platform to increase investment in Indonesian biodiversity.

B. Objectives
- Promote innovation in bioproducts from the research phase up to the business actors
- Promote bio-economy sector to the general public who can explore bio-economy potential in the future
- Bridge, create business opportunities, and facilitate the exchange of bio-economy based innovation and knowledge
- Strengthen the startup ecosystem and search for consumer potential
- As a platform to share experiences and skills from various stakeholders in implementing bio-economy based business
- Build network and strong collaboration between all stakeholders

C. Outputs
- Collaboration between bio-economy based entrepreneurs, from upstream to downstream
- Economic knowledge and practices on bio-economy are shared between users and business practitioners
- Product prototype of technology-based bio-economy

D. Participants
- Research institutions
- Departments/Agencies/Government
- Startups and entrepreneurs
- Universities
- Donors
- Private sector
- Investors
- Innovators

E. Format, Time, and Location
- Format   : Online and Offline
- Time   : 2-3 March 2019
- Location   : Gandaria City, Piazza Ground Floor

F. Main Components of Activities
- **Biodiversity Seminar**

  This biodiversity seminar will be held with the theme *"Bio-economy as a New Frontier: Market-based Solutions to Environmental Challenges"*.

  This seminar will be held **half-day** and will be divided into three sessions. Each session will bring in two speakers who will represent business/innovation/government with different themes.

- **Bio-Business Expo**

  Business expo will focus on the exhibition of bio-economy products that are run by Indonesian entrepreneurs who do innovation in fisheries, foods, waste management, farming and agriculture, as well as health and cosmetics sector.

The target participants of the expo is 30 groups that will display their products during the expo. Ten of them will be selected to do a product presentation on **Demo Day** with **General Public and Local Students** as the target audience.

● **Bio-Hack**
Biodiversity Hackathon aims to bring in the best individuals from various sectors, such as technology, design, business, research, activist, journalism, to search for an innovative solution together in nature conservation and biodiversity protection. Bio-hack encourages the participants to publish their works in open-source format so that other people can learn from it and build a prototype. Format that will be used is **online to offline** hackathon.

On the online phase, which will begin one month prior to the expo, the participants will register their personal data and skill background, and will be divided into a team consisting of 3-4 participants from various skills, they will be given an issue to solve along with the supporting problem background. One week before the event, the participants must submit an idea proposal that will be selected to become the offline participants.

On the offline phase, the participants will sit together at the expo venue to produce a prototype. The prototype target is 25% of the proposed idea. The prototype result will be judged and prize will be given to the winner.

G. **Timeline of Preparation:**
   ● **H-6 week (17-23 January 2018)**
   Appointment of EO, selection of venue, seminar topic, hackathon topic, and finalization of the list of <u>parties involved</u>: opening MC, SDGs mover, expo participants, jurors of hackathon, mentors of hackathon, speakers, moderators, and seminar participants.
   ● **H-5 week (24- 31 January 2018)**
   Finalization of the event brand and event promotion materials (event and registration website, social media).
   ● **H-4 week (31 January 2018 – 6 February 2019)**
   Promotion kickoff and opening of online registration for hackathon. Finalization and delivery of invitations to all parties involved.
   ● **H-3 week (7 - 14 February 2019)**
   A series of hackathon online activities, selection of startups for demo day.
   Finalization of venue design and layout, souvenir kits material, and printed material.
   ● **H-2 week (14 - 20 February 2019)**
   Hackathon registration deadline. Finalization of material as well as seminar and demo day schedule. Finalization of the list of <u>parties involved </u>including grouping of LO. Finalization of the event content.
   ● **H-1 week (21 - 27 February 2019)**
   Submission deadline for hackathon proposal, finalization of venue, transportation, and accommodation preparation. Confirmation on the attendance of <u>parties involved.</u>

H. Expected Participants

The number expected participants for each session is:

- Opening session: 100 audience
- Seminar/Talk show: 30 participants
- Business Expo: 30 participants
- Demo day: 50 audience; 10 presenter
- Hackathon kick-off: 50 audience; 15 hackathon participants
- Closing session: 50 audience

Expo Agenda

- **First Day**

Time	Description	PIC	Note
10:00 – 11:00	Event Preparation	UNDP, Ministry, EO	
11:00 – 13.00	Opening Ceremony Registration	EO	
13:00 – 13:45 13:05 – 13:15 13:15 – 13:25 13:25 – 13:45	Opening Ceremony: ● Opening remarks ● Welcome speech ● BIOFIN Presentation	MC UNDP Indonesia Minister BIOFIN	
13:45 – 14:00	SDGs Mover Session: Run for Biodiversity launching *(crowdfunding launching)* Featured: ● Reza Rahardian ● Chelsea Islan	UNDP Communication	
14:00 – 14:30	Expo tour	UNDP Indonesia, EO	
14:30 – 15:00	Break and hackathon registration	EO	
15:00 – 17:00	Hackathon Kick-off ● Opening remarks *5 Biodiversity Issue Presentation* ● Logistic brief and distribution ● Project introduction of each Hackathon team	BIOFIN, EO, Sponsor	Hackathon participants move to the round table room after break *(schedule tbd)*
17:30 – 18.30	Coffee break		

18:30 – 20:00	Biodiversity Talkshow *(schedule tbd)*	BIOFIN and EO	Venue transformed into a seminar format

- **Second Day**

Time	Description	PIC	Note
10:00 – 11:00	Event preparation	UNDP, EO	
11:00 – 12:30	Registration for Demo Day	UNDP, EO	
12:30 – 15.00	Opening of Startup Demo Day ● Opening remarks from BIOFIN ● Introduction of panelists ● Demo day	UNDP, EO, Sponsor UNDP	
15.00 – 16.00	Break		
16.00 – 17.30 16.00 – 16.15 16.15 – 17.30	Pitching session ● Introduction remarks for jurors and mentors ● Pitching sessions	UNDP, Biofin Each participant performs a demonstration on prototyping result	6 minutes for each team (5 teams total)
17.30 – 18.30	Break		
18.30 – 19.00	Jurying session	Jurors and Mentor	
13.00 – 19.00	Juror presentation ● Winner Announcement ● Awarding Closing Ceremony of the Bio Economy Expo	UNDP and Startup	

I. Qualifications

These work qualifications are meant for vendors who provide this service:

- Event Organizer (EO)

a. Experience

The company must have at least 2 years of experience in organizing similar event in Jakarta, especially event with international scope.

b. Skill

The company must provide personnel who hold the roles as explained below and attach the Curriculum Vitae (CV) and experience portfolio of each member in the bid proposal.

- Minimum requirement of Event Organizer team members:
  - Team Leader (1) Person in charge who will manage personnel, running and manage the event schedule, as well as assisting UNDP on managing other vendors
    Qualification: Minimum bachelor degree with 7 years of experience in the area of programmer/ management for manager position; Experience in handling international and national event

  - Usher (4) The ones who show and guide the VVIP / VIP guests, or guests to their seats on all events
    Qualification: Minimum Qualification Diploma 3 with 2-year experience; Experience in handling international and/or national event

  - Runner (2) They will be responsible as errand boy who will support all crew during the event
    Qualification: Minimum Qualification Diploma 3 with 2-year experience; Experience in handling international and/or national event

  - Online operator (1) The ones who will manage online hackathon and event social media
    Qualification: Minimum bachelor's degree in communication or have minimum of 2-year experience on managing website and social media; able to communicate in English

  - Attendant (2) They will be responsible to ensure all the participants sign the attendance list and act as the event information center
    Qualification: Minimum Qualification Diploma 3 with 2-year experience; Experience in handling international and/or national event

  - Liaison Officer (3) They will be in charge of ensuring the VVIP / VIP guests, or guests have access to the hotels and transportation provided by UNDP, also the one who will handle the VVIP / VIP guests, or guests' registration
    Qualification: Minimum bachelor degree with experience of working as a liaison officer for for a VIP guests; Experience in handling international and/or national event

  - Opening/Closing Ceremony officer (2) They will be responsible in providing opening and closing ceremony event
    Qualification: Minimum Qualification Diploma 3 with 2-year experience; Experience in handling international and/or national event; Able to communicate in English.

  - Graphic designer (1) The ones who will assist UNDP on creating event brand and design materials
    Qualification: Bachelor's Degree in design, able to demonstrate minimum of 2-year professional portfolio as a graphic designer

  - Video editor/animator (1) The ones who will help creates graphic animation contents for publication and during the event
    Qualification: Bachelor's Degree in design, able to demonstrate minimum of 2-year professional portfolio as a graphic designer

- ○ Photographer (1) The ones who will capture photo group/individual/action shoot during the event
  Qualification: Experiences as photographer for national/international event
- ○ Videographer (1) The ones who will capture video shoot and record during the event
  Qualification: Experiences as videographer for national/international event

The company must ensure that the nominated personnel cannot be changed without the approval from UNDP during the project.

J. Work Scope

1. Event Organizer (EO)

The company that is assigned as the event organizer is needed to provide services during the event preparation, event implementation and after the event, directly coordinate with the team from UNDP, Indonesian Institute of Sciences (LIPI), National Development Planning Board (Bappenas), and the Ministry of Finance. The job description is as follow:

Event Preparation
- **Responsible for providing the Event Manager who will coordinate other vendors and ensure that the event preparation run smoothly and meet all UNDP criteria**
- **Assist UNDP in finding a co-sponsor for the event**
- Assist UNDP in the implementation of event preparation **in accordance with the timeline determined in point G and H**
- In coordination with UNDP**, procure and select venue** in accordance with the qualifications that have been determined by UNDP, including assisting in survey and bidding
- Cooperate with Set Organizer in **arranging the venue layout, circulation, and event equipment** in accordance with the qualifications that have been determined by UNDP
- **Production of event branding:** logo, theme, design, gimmicks, souvenirs (design materials only)
- **Production of event promotion materials:** event and registration website, content of offline promotion and social media (video and graphic) before and at the time the event takes place
- **Prepare supporting materials for the event** in the form of backdrop design for LED screen (photos/ videographic), booklet, id, and gimmicks (design materials only)
- **Organize the online Hackathon activities** which include creation of website, promotion and participant registration, grouping and introduction of fellow participants, reminding the participants' tasks, reminding the deadline, organizing proposal submission, coordinating with UNDP to determined the participants who are invited to the event, organizing the invitation and confirmation of hackathon participants.
- Assist UNDP **in inviting (through email & phone), confirming attendance , and coordinating (schedule and needs of) the parties that will be invited,** among others: opening MC, management of SDGs mover, main event MC, Moderators, Participants, and Seminar Speakers, as well as Jurors, Mentors, and Participants of Hackathon.

- **Organize the centralized list of participants** which contains: name, contact, confirmation, schedule, origin and destination, checklist of the completeness of documents needed by UNDP, from parties that will be invited to the event
- **Assist UNDP in collecting and keeping the document as mentioned above**
- **Responsible for arranging the distribution of ID card well** for the visitors as well as invitees and VIP
- **Cooperate with the hotel** to identify and ensure accommodation for the parties involved in accordance with the provisions from UNDP
- **Cooperate with the transportation facility vendor** to identify and ensure transportation for the parties involved in accordance with the provisions from UNDP
- **Responsible for** organizing the mechanism of meal distribution for participants and invitees
- **Cooperate with the venue management** for all forms of event permits, security, loading/unloading, as well as formulation of venue guides
- **Cooperate with the souvenirs and printings vendor** for the production, delivery, and storage of printing materials and souvenir/gimmick
- **Coordinate with UNDP in preparing secretariat room and facilities around the venue**
- **Coordinate with UNDP in related to documentation concept and guideline** (both photo and video record)

Event implementation
- **Responsible for implementing the event agenda smoothly and effectively, Event Manager will become the PIC for the needs of event implementation**
- **Responsible for ensuring the completeness of the event in coordination with the set organizer and the venue management** including, but not limited to: ensuring the arrangement of expo booth, completeness of printing and gimmick materials, stage decorations, arrangement of seminar set, arrangement of hackathon set, arrangement of registration set, props, venue cleanliness, etc.
- **Cooperate with the venue management** in preparing the supporting facilities so that they can be easily accessed by the participants during the event
- **Cooperate with the documentation team** in making the documentation process easier during the event
- **Responsible for providing** meals for the participants of the expo, hackathon and seminar in accordance with what have been determined by UNDP:
  - For expo participants   :
    - Day 1:   60 pax (lunch and dinner box)
    - Day 2:   60 pax (lunch and dinner box)
  - For hackathon participants:
    - Day 1:   30 pax (lunch, dinner box, and coffee break)
    - Day 2:   30 pax (lunch, dinner box, and coffee break)
  - For executives:

- ■ Day 1: 30 pax (coffee break served in the location, lunch and dinner in restaurant/ separated location)
- ■ Day 2: 20 pax (coffee break served in the location, lunch and dinner in restaurant/ separated location)
- **Ensure the smooth movement of people** during the event, including VIP security and during the change of the event set
- **Responsible for providing LO** for VIP to coordinate the pickup/drop off and reception
- **Responsible for visitor registration,** verifying the ID card validity of invitees, seminar participants, hackathon participants, and expo participants
- **Responsible for the distribution of souvenir and gimmick** for every session of the event
- **Responsible for the seminar, demo day, and hackathon process,** including providing a manager for each activity
- **Responsible for providing an LO for the press/media**
- **Responsible for facilitating the hackathon activities** which take place in a separate room/venue, including organizing the permit for activity exceeding the operational hours and accompanying the participants for incidental needs
- **Provide documentation for the whole event** including opening, closing, seminar, demo day, expo, and hackathon (both photo and video record)
- **Provide 10 journalistic digital photo with caption and 1 minute edited video shoot every day during the event** for publication in conventional and social media. Each material should provide before 17.00 everyday

After the event
- Responsible for **accompanying every VIP participant** to return to the hotel and assisting in arranging airport transportation
- Responsible for **organizing the logistic loading and unloading needs**
- Ensure the completeness of the documents needed by UNDP from the participants and the invitees
- Responsible for **conducting an activity evaluation briefing with UNDP**
- **Produce high quality video with international standard** in consultation with UNDP Indonesia (duration 5 minutes). The video should be delivered 1 week after the event
- **Submit all digital files (raw and edited photo, video record) including footage and interview**

K. **Price**

All companies are requested to submit a price offer in the e-Tendering process, see ANNEX II in this document.

L. **Term of Payment**

Payment will be paid shortly after the submission of the following reports:
- Activity completion report, which must be submitted in two languages, English & Indonesian.
- Result of the review on the company's document completeness by UNDP

M. **Duration of Assignment**

The duration of assignment is as follow:
- Event Organizer (EO)   : **1 February - 6 March 2019**

N. **Report and Schedule of Payment**

Report	Time Target	Payment Stage
1. Submission of the online hackathon report documents	22 February 2019	50%
2. Submission of the expo event report documents	8 March 2019	50%