

# Terms of reference



Empowered lives.  
Resilient nations.

## GENERAL INFORMATION

**Title:** National Consultant for roadmap and masterplan development on marketing and communication strategy for the national public complaint handling system LAPOR!

**Project Name:** SP4N-LAPOR! Project

**Reports to:** National Project Manager of SP4N-LAPOR! Project

**Duty Station:** Home-based

**Expected Places of Travel (if applicable):**

- Yogyakarta Special Province (including Sleman regency);
- Bali Provincial government (including Badung regency);
- Tangerang regency; and
- West Sumatra province.

**Duration of Assignment:** 30 working days, spread over a period of 3 (three) months from January 02, 2020 – March 30, 2020

## REQUIRED DOCUMENT FROM HIRING UNIT

|     |   |
|-----|---|
|     | TERMS OF REFERENCE  |
|     | <b>CONFIRMATION OF CATEGORY OF LOCAL CONSULTANT, please select:</b> |
|     | (1) Junior Consultant   |
|     | (2) Support Consultant  |
|     | (3) Support Specialist  |
|     | (4) Senior Specialist   |
| (5) | (5) Expert/ Advisor   |
|     | <b>CATEGORY OF INTERNATIONAL CONSULTANT, please select:</b>         |
|     | (6) Junior Specialist   |
|     | (7) Specialist  |
|     | (8) Senior Specialist   |
|     | APPROVED e-requisition  |

## REQUIRED DOCUMENTATION FROM CONSULTANT

|                                     |  |
|-------------------------------------|--|
| <input checked="" type="checkbox"/> | P11  |
| <input checked="" type="checkbox"/> | Copy of education certificate                |
| <input checked="" type="checkbox"/> | Completed financial proposal                 |
| <input checked="" type="checkbox"/> | Completed technical proposal (if applicable) |

### **Need for presence of IC consultant in office:**

☐ partial (explain)

☐ intermittent (explain)

☐ full time/office based (needs justification from the Requesting Unit)

### **Provision of Support Services:**

Office space: ☒ Yes ☐ No

Equipment (laptop, etc.): ☐ Yes ☒ No

Secretarial Services ☐ Yes ☒ No

If yes has been checked, indicate here who will be responsible for providing the support services:



## I. BACKGROUND

### Project Description

On 20 September 2011, Indonesia, as one of the 8 founding governments formally launched the Open Government Partnership (OGP), endorsed the Open Government Declaration, and announced its national action plan. Following the launch of OGP, President Yudhoyono established an online G2C system (LAPOR!) that supports the national public service compliant management system (SP4N) under the coordination of the President's Delivery Unit for Development Monitoring and Oversight (UKP4) in 2012.

LAPOR is an online citizen complaints management system and was designed to increase public participation in the supervision of programs and government performance as well as the provision of public services. LAPOR! is an integrated online system that is easily accessible through various online platforms including: 1) text messaging 1708 (based on Indonesia's Independence day on 17 August), 2) mobile application (LAPOR!) on Android and Blackberry – IOS still under development, (3) the internet ([www.lapor.go.id](http://www.lapor.go.id)), 4) Facebook ([facebook.com/Layanan Pengaduan Online Rakyat](https://facebook.com/LayananPengaduanOnlineRakyat)), 5) Twitter (@LAPOR1708 or #LAPOR), 6) YouTube (@LAPOR1708), and 7) Instagram (@LAPOR1708).

Through these online platforms, citizens can submit their petitions and complaints to uncover issues internally or in-service provision in highlighting existing challenges. The Ministry of Administrative and Bureaucratic Reforms (KemenPAN-RB) is the responsible agency for the management of daily operations and administration of LAPOR!. Up to 2018, LAPOR had attracted more than 798.711 users and continues to receive, on average, 570 daily reports through the platform. To this end, LAPOR! has become the forerunner of national integrated complaints management systems.

Currently, under President Joko Widodo (Jokowi), LAPOR! is still a cornerstone for complaints handling with KemenPAN-RB, Executive Staff Office (Kantor Staf Presiden/KSP), and Ombudsman of Republic of Indonesia (ORI) as the national partners of the system. In 2016, LAPOR! was defined as the National Public Service Complaints Management System (SP4N: Sistem Pengelolaan Pengaduan Pelayanan Publik Nasional) based on KemenPAN-RB regulation No.3/2015 which it has been revised kemenPAN-RB regulation number 62/2018 which led to the Presidential Regulation No.76/2013 on the management of public complaints within public services. Together, KemenPAN-RB, ORI, and KSP have been managing LAPOR! after the signing of Joint Memorandum of Understanding in March 2016 on the utilization of LAPOR! as SP4N.

The United Nations Development Programme (UNDP) in Indonesia is initiating a new programme with the Korean International Cooperation Agency (KOICA) to support the Government of Indonesia in strengthening the capacity of government to handle civil petitions that can improve public service provision over time. In doing so, UNDP and KOICA established a tripartite collaboration with KemenPAN-RB to develop a comprehensive and integrated national strategy on the public service complaint management system. This joint collaboration is also intended to capacitate respective agencies responsible for the management and operation of LAPOR!.

The program aims to enhance the e-governance system in the government of Indonesia by strengthening of the national complaint handling system (SP4N-LAPOR!). In achieving the objective, there are three main outputs that expected to be achieved: 1) developed masterplan and roadmap for a comprehensive national complaint handling system (SP4N-LAPOR!); 2) Enhanced institutional capacity on complaint handling of national and subnational governments through invitational and local trainings; and 3) Increased government and public awareness on SP4N-LAPOR!, and citizen participation to improve the system, with particular attention to women, youth, Persons with Disabilities (PwDs) and



other marginalized groups of the population through Workshops and Promotions.

### **Context of this TOR**

Output one of the KOICA-UNDP SP4N-LAPOR! Project mandates the masterplan and roadmap development for SP4N-LAPOR! implementation with five primary issues, including: a) strategy on improvement of public complaint management and business process; b) strategy for integration of various complaint handling information system into the national system (SP4N-LAPOR!); c) change management and training curricula to strengthen institution and individual capacity; d) marketing and communication strategy for the national complaint handling system (SP4N) LAPOR!; and e) performance monitoring strategy for evaluating the national complaint handling system (SP4N-LAPOR!). In doing so, UNDP hires consultant to develop each part of the roadmap.

In this assignment, the consultant will develop a roadmap and masterplan on marketing and communication strategy to increase awareness both of government and citizen side on the existence of national public complaint system and encourage them in utilizing the system. LAPOR! focuses on delivering public complaints and channeling aspiration related to public services delivery for improvement. The marketing and communication strategy roadmap will be developed by paying more attention to gender perspective, person with disability and other marginalized groups in term of accessibility, affordability and easiness on its usage.

The government of Indonesia mandates LAPOR! as the one and only door for public complaint to all of public service provided by government agencies and state-owned enterprises. Through LAPOR! platform, which is managed and operated by central government, all public service unit is mandated to establish LAPOR! at their respective organization and integrate it with national level. It is also applied for the public service unit that has established their own public complaint mechanism in digital platform in which they have to be integrated with the LAPOR! system. Therefore, it is imperative to raise public awareness by using all media channels to optimize public outreach and advocacy.

The roadmap and masterplan on marketing and communication strategy must align with and incorporate the strategy on improvement of public complaint management and business process (output 1.1.) and also with strategy on integration of various complaint handling information system (output 1.2.) which previously have been drafted by other consultants.

## **II. SCOPE OF WORK, ACTIVITIES, AND DELIVERABLES**

### **Scope of Work**

Under supervision from National Project Manager of SP4N-LAPOR!, the Individual Consultant will work together with international consultant and undertake the following tasks:

1. Together with international consultant on developing inception report which consists:
  - a. Desk review and field assessment on communication and marketing need analysis that includes:
    - Background, objective, expected output, approach and methodology, work plan and data collection instrument or tools.
    - Communication and marketing need assessment result;
  - b. International lesson learned on marketing and communication strategy on public service;
2. Together with international consultant on developing draft report on marketing and communication strategy which covers:
  - a. Background, objective, expected output, approach and methodology;
  - b. International lesson learned on the marketing and communication strategy on public service;
  - c. Current communication and marketing strategy;
  - d. Communication and marketing need assessment result;



- e. Gender analysis on the current and the proposed communication and marketing strategy;
  - f. Proposed strategy on marketing and communication in expanding coverage of SP4N-LAPOR! utilization;
  - g. Master plan of communication and marketing of SP4N-LAPOR!
3. Together with international consultant on developing final report on marketing and communication strategy of SP4N-LAPOR!

#### **Expected Outputs and deliverables**

| <b>Deliverables/ Outputs</b>  | <b>Estimated number of working days</b> | <b>Completion deadline</b> | <b>Review and Approvals Required</b>   |
|---|---|----------------------------|--|
| <b>1<sup>st</sup> payment will be made upon submission of the following outputs:</b><br><br>Inception report which includes: <ol style="list-style-type: none"> <li>a. Desk review and field assessment on marketing and communication need analysis;</li> <li>b. International lesson learned on the marketing and communication strategy on public service;</li> </ol>  | 10 working days                         | 25 January 2020            | - NPM of SP4N LAPOR! Project<br>- Assistant Deputy for Policy Formulation and Information System Management of Public Service of KemenPAN-RB |
| <b>2<sup>nd</sup> payment will be made upon submission of the following outputs:</b><br><br>1. Draft report on marketing and communication strategy which covers: <ol style="list-style-type: none"> <li>a. Background, objective, expected output, approach and methodology;</li> <li>b. Current communication and marketing strategy;</li> <li>c. International lesson learned on the marketing and communication strategy on public service;</li> <li>d. Communication and marketing need assessment result;</li> <li>e. Gender analysis on the current and the proposed communication and marketing strategy;</li> <li>f. Proposed strategy on marketing and communication in expanding coverage of LAPOR! utilization;</li> <li>g. Master plan of communication and marketing of SP4N-LAPOR!</li> </ol> 2. Minute of relevant meetings or workshops. | 10 working days                         | 25 February 2020           |  |



|   |                 |               |  |
|---|-----------------|---------------|--|
| 3 <sup>rd</sup> payment will be made upon submission of the following outputs:<br>1. Final report on marketing and communication strategy of SP4N-LAPOR!<br>2. Minute of relevant meetings or workshops | 10 working days | 25 March 2020 |  |
| Total of working day  | 30 working days |               |  |

### III. WORKING ARRANGEMENTS

#### Institutional Arrangement

The consultant for masterplan and roadmap development on communication and marketing strategy will be part of SP4N-LAPOR! Project technical consultant team. S/he will work closely with NPM of SP4N-LAPOR! Project and project team and Assistant Deputy for Policy Formulation and Information System Management of Public Service, KemenPAN-RB in delivering expected outputs. Further, the Consultant will provide regular update on agreed schedule to National Project Manager and UNDP. The Consultant will be home based but will attend relevant meetings as required in Jakarta or other location as pilot project areas.

#### Duration of the Work

The assignment expected to be accomplished overall in 30 working, spread over a period of 3 (three) months in which the duration of assignment is from January 02, 2020 to March 30, 2020.

#### Duty Station

The Consultant will work from home or in co-working space provided by the SP4N-LAPOR Project, if necessary. It means that UNDP does not provide a special office space for the Consultant during his/her assignment in Jakarta.

#### Travel Plan

The Consultant will be required to travel to the below indicated destinations and include the relevant costs into the proposal.

Travel costs from home-based to Jakarta return and travel cost to project sites (roundtrip from Jakarta to Bali, to Yogyakarta and to West Sumatra that all will be using air transport and also from Jakarta to Tangerang in which using land transport) should be included in the financial proposal and arranged by the consultant.

Below is an indicative travel plan for the duration of the assignment.

| No | Destination                           | Frequency | Duration/days |
|----|---------------------------------------|-----------|---------------|
| 1. | Bali (including Badung regency)       | 1 time    | 4 days        |
| 2. | Tangerang regency                     | 1 time    | 1 days        |
| 3. | Yogyakarta (Including Sleman regency) | 1 time    | 4 days        |
| 4. | West Sumatra                          | 1 time    | 3 days        |

### IV. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

Academic Qualifications:



At least Master's degree in marketing, communication, public relation, public or business management, development management, social science or other related discipline; and

Years of experience:

- Minimum 8 years of professional experience in marketing and public communication;
- Experienced in assessing, designing and producing marketing and communication instrument or materials in development issue.
- Strong understanding government policy and government administration as well as on operation management in public service;
- Have working experience with government sector in providing technical expertise in public service and/or public management area;
- Strong experience in technical writing report.

III. Competencies and special skills requirement:

- Practical experience in public organizations at the national and regional level;
- Experience in formulating development strategies and policies;
- Experience in development research and report writing through a participatory approach;
- Excellent public speaking and presentation skills;
- Fluency in English with excellent written communication skills, and strong experience writing research and project reports;
- Understanding gender equality/gender mainstreaming;
- Have ability to work effectively in a team;
- Having initiative, flexibility and innovation;
- Global mind-set;
- Ability to work in a multicultural environment and limited supervision;
- Fluency in English with excellent written communication skills.

## V. EVALUATION METHOD AND CRITERIA

Individual consultants will be evaluated based on Cumulative Analysis. Based on this methodology, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

Cumulative analysis

- a) Responsive/compliant/acceptable, (fully meet TOR requirement), and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation:
  - \* Technical Criteria weight (70%)
  - \* Financial Criteria weight (30%)

Only candidates obtaining a minimum of 70 point would be considered for the Financial Evaluation.

| <b>Criteria</b>   | <b>Weight</b> | <b>Maximum Point</b> |
|---|---------------|----------------------|
| <b>Technical</b>  |               |                      |
| Criteria A: qualification requirements as per TOR:  | 55%           |                      |
| 1. Master's degree in marketing, communication, public relation, public or business management, development management, social science or other related discipline; |               | 5                    |
| 2. Minimum 8 years of professional experience in marketing and public communication;  |               | 10                   |
| 3. Experienced in assessing, designing and producing  |               | 10                   |



|   |       |     |
|---|-------|-----|
| marketing and communication instrument or materials in development issue.   |       |     |
| 4. Strong understanding government policy and government administration as well as on operation management in public service;       |       | 10  |
| 5. Have working experience with government sector in providing technical expertise in public service and/or public management area; |       | 10  |
| 6. Strong experience in technical writing report.   |       | 10  |
| Criteria B: Brief Description of Approach to Assignment   | 45%   |     |
| 1. Understanding the task and applies appropriate methodology for the task;   |       | 15  |
| 2. Important aspects of the task addressed clearly and in sufficient detail;  |       | 15  |
| 3. Sound logical and realistic planning for delivering expected outputs   |       | 15  |
|   | 100 % | 100 |

Prepared by:



Signature

Name

Nasokah

Designation

Technical Officer of SP4N-LAPOR! Project

Date Signed

Approved by:



Signature

Name

Fatahillah

Designation

National Project Manager of SP4N-LAPOR!

Date Signed