



## REQUEST FOR PROPOSAL (RFP)

NAME & ADDRESS OF FIRM	DATE: June 23, 2022
	<b>REFERENCE: RFP/UNDP/ IFL/180481/015/2022 – Blue Finance Impact Accelerator: Building Resilient Coastal Communities and Marine Ecosystems</b>

Dear Sir / Madam:

The United Nations Development Programme (UNDP) hereby invites you to submit a Proposal to this Request for Proposal with reference **Blue Finance Impact Accelerator: Building Resilient Coastal Communities and Marine Ecosystems**

A **bidder's conference** will be held on:

Date/Time : Thursday, 30 June 2022 / 10.00 AM (GMT+7)

Place : Zoom Online Meeting

(<https://undp.zoom.us/j/83515569587?pwd=swFTVeCqEGkzdPGWot-mw4lqGpgFzz.1&from=addon>)

Meeting ID : 835 1556 9587

Password : 434912

Detailed Terms of Reference (TOR) as well as other requirements are listed in the RFP available on UNDP ATLAS e-Tendering system (<https://etendering.partneragencies.org>) **Event ID: IDN10 - 0000012939**

Your offer, comprising of a Technical and Financial Proposal, should be submitted in accordance with the RFP requirements, through the UNDP ATLAS e-Tendering system and by the deadline indicated in <https://etendering.partneragencies.org>.

**NOTE!** The Technical Proposal and Financial Proposal files **MUST BE COMPLETELY SEPARATE** and **uploaded separately in the system and clearly named** as either **“TECHNICAL PROPOSAL”** or **“FINANCIAL PROPOSAL”**, as appropriate. Each document shall include the Proposer's name and address.

The file with the **“FINANCIAL PROPOSAL”** **must be encrypted with a password** so that it cannot be opened nor viewed until the Technical Proposal has been found to be pass the technical evaluation stage. Once a Technical Proposal has been found to be responsive by passing the technical evaluation stage, UNDP shall request the Proposer to submit the password to open the Financial Proposal.

The Proposer shall assume the responsibility for not encrypting the Financial Proposal. **NOTE: DO NOT ENTER BID AMOUNT IN THE SYSTEM, INSTEAD ENTER THE NUMBER 1. Failed to meet this requirement, proposal will be rejected**

In the course of preparing and submitting your Proposal, it shall remain your responsibility to ensure that it is submitted into the system by the deadline. The system will automatically block and not accept any bid after the deadline. In case of any discrepancies, the deadline indicated in the system shall prevail.

Kindly ensure that supporting documents required are signed and stamped and in the .pdf format, and free from any virus or corrupted files and the **FINANCIAL PROPOSAL IS PASSWORD PROTECTED. Failed to meet this requirement, proposal will be rejected**

**NOTE: The file name should contain only Latin characters (No Cyrillic or other alphabets.).**

You are kindly requested to indicate whether your company intends to submit a Proposal by clicking **“Accept Invitation”** but not later than **[30, June, 2022]**. If this is not the case, UNDP would appreciate indicating your reason, for our records.

If you have not registered in the system before, you can register by logging in using:

**Username: event.guest**

**Password: why2change**

The step by step instructions for registration of bidders and quotation submission through the UNDP ATLAS e-Tendering system is available in the attached “Instructions Manual for the Bidders”. Should you require any training on the UNDP ATLAS e-Tendering system or face any difficulties when registering your company or submitting your quotation, please send an email to [dwi.arisanty@undp.org](mailto:dwi.arisanty@undp.org) and [yusef.millah@undp.org](mailto:yusef.millah@undp.org).

Please note that ATLAS has following minimum requirements or password:

1. Minimum length of 8 characters;
2. At least one capital letter; and
3. At least one number.

New proposer registering for the first time, the system will not accept any password that does not meet the above requirement, and thus registration cannot be completed.

For existing vendor whose current password does not meet the abovementioned password requirements, the system will prompt you to change your password upon signing in. Please change your password in accordance with the abovementioned password requirements to be able to login to the system.


The user guide and video are available to you in the UNDP public website in this link: <https://www.undp.org/content/undp/en/home/procurement/business/resources-for-bidders.html>

You are advised to use Internet Explorer (Version 10 or above) to avoid any incompatibility issues with the re-tendering system.

**No hard copy or email submissions will be accepted by UNDP.**

UNDP looks forward to receiving your Proposal and appreciate your interest to participate in UNDP procurement opportunities.

Sincerely yours,

DocuSigned by:  


21B257514E5748B...  
*Martin Stephanus Kurnia*  
*Head of Procurement Unit*  
6/23/2022

## Annex 1

## Description of Requirements

Context of the Requirement	Implementation of Blue Finance Impact Accelerator: Building Resilient Coastal Communities and Marine Ecosystems
Implementing Partner of UNDP	Asian Development Bank, ASEAN Catalytic Green Finance Facility, Coordinating Ministry of Maritime & Investment Affairs
Brief Description of the Required Services <sup>1</sup>	The objective of the assignment is to develop and implement the Blue Finance Accelerator which aims to build business and impact measurement capacity to minimum 12 SMEs/Startups (6 Startups and 6 SMEs) with the focus on Blue Sector, including, but not limited to the sectors: sustainable maritime, aquaculture, fisheries, marine debris waste management (plastic pollution reduction) and climate change mitigation or adaptation.
List and Description of Expected Outputs to be Delivered	<p>The expected output of the assignment is follow :</p> <p>This assignment is for the selected Contractor to support UNDP Indonesia, under ASSIST Joint Programme, to develop and implement the Blue Finance Accelerator programme. The expected deliverables are as follows:</p> <p><b><u>Deliverable 1: Accelerator Inception Inputs and Outreach Campaign</u></b></p> <ul style="list-style-type: none"> <li>• Submission and acceptance of agreed acceleration programme curriculum of training modules, timeline/schedule and design, in line with scope of work. The deliverable will also include a list of mapped potential mentors related to the blue economy for training/mentorship sessions during the Accelerator programme, in line with scope of work.</li> <li>• Agreed marketing and promotional campaign (plan) for the Accelerator programme outreach, including marketing workplan for Launch event, social media (i.e., LinkedIn, Instagram, Twitter) and international mass media partner engagements. Deliverable will also include ongoing statistics of marketing outreach.</li> <li>• Submission of pre-programme interim report which includes: progress of solicitation, call of application and screening of participants, list of total applicants and final screened participants (minimum 12 participants, 6 Startups, 6 SMEs), report on programme Launch Event</li> </ul> <p><b><u>Deliverable 2: Implementation of Accelerator Programme</u></b></p> <ul style="list-style-type: none"> <li>• Agreed Accelerator curriculum plan including list and schedule of modules, individual focus course, timetables as agreed under scope of work. The deliverable includes securing participation of agreed mentors/trainers experienced in related fields, documentation/brief report on curriculum implementation.</li> </ul> <p><b><u>Deliverable 3: Accelerator Reports and Post-Accelerator Activities</u></b></p> <ul style="list-style-type: none"> <li>• Agreed marketing and outreach campaign (plan) for Demo Day activity, including</li> </ul>

<sup>1</sup> A detailed TOR may be attached if the information listed in this Annex is not sufficient to fully describe the nature of the work and other details of the requirements.

	<p>engagements with social media channels (i.e, LinkedIn, Instagram, Twitter) and international mass media partners. Deliverable will also include ongoing statistics of marketing outreach.</p> <ul style="list-style-type: none"> <li>Agreed list of 5 local medias and 5 international medias and minimum 30 investors (venture capital, HNWI, family offices, development banks, private sector banks) for Demo Day activity</li> </ul> <p><b><u>Deliverable 4: Final Accelerator Report and Media Highlight</u></b></p> <ul style="list-style-type: none"> <li>Submission of agreed written final program, written report of the Accelerator, Demo Day, Matchmaking Event activities which should include, but is not limited to: <ul style="list-style-type: none"> <li>Background Summary of Accelerator and partners involved. Success stories and learnings from each Accelerator training session and program activity.</li> <li>Marketing report and all media/documentation of sessions (screenshots or photos).</li> <li>Complete and aggregated (based on gender and SDG focus) list of participants, their brief profiles, and solutions.</li> <li>Attendance list of participants, speakers, facilitators, and organizers in each session.</li> <li>Summary of each training session</li> <li>Complete list of investors, government and potential partners invited/attending each event [Demo Day and Matchmaking].</li> <li>Feedback from participants and other stakeholders.</li> <li>Recommendations for future programmes.</li> </ul> </li> <li>Submission of post-program promotional content and visibility [quality human interest stories, a video reel highlighting participating companies' impact and contribution to SDGs]</li> </ul>
Person to Supervise the Work/Performance of the Contractor	National Project Manager, Technical Coordinator Impact Investing, and Technical Assistant Impact Investing, ASSIST Joint Programme - UNDP
Frequency of Reporting	Please refer to the Terms of Reference (Annex 3)
Progress Reporting Requirements	Please refer to the Terms of Reference (Annex 3)
Location of work	<input checked="" type="checkbox"/> At Contractor's Location, if required, for technical works specifically indicated in the proposal
Expected duration of work	80 working days within 7 months
Target start date	July 2022
Latest completion date	February 2023
Travels Expected	N/A
Special Security Requirements	N/A

Facilities to be Provided by UNDP (i.e., must be excluded from Price Proposal)	N/A
Implementation Schedule indicating breakdown and timing of activities/sub-activities	<input checked="" type="checkbox"/> Required
Names and curriculum vitae of individuals who will be involved in completing the services	<input checked="" type="checkbox"/> Required
Currency of Proposal	<input checked="" type="checkbox"/> United States Dollars OR <input checked="" type="checkbox"/> Local Currency <b>for Local Bidders</b>
Value Added Tax on Price Proposal <sup>2</sup>	<input checked="" type="checkbox"/> must be exclusive of VAT and other applicable indirect taxes
Validity Period of Proposals ( <i>Counting for the last day of submission of quotes</i> )	<input checked="" type="checkbox"/> 90 days  In exceptional circumstances, UNDP may request the Proposer to extend the validity of the Proposal beyond what has been initially indicated in this RFP. The Proposal shall then confirm the extension in writing, without any modification whatsoever on the Proposal.
Partial Quotes	<input checked="" type="checkbox"/> Not permitted
Payment Terms <sup>3</sup>	<i>Please refer to the attached ToR (annex 3)</i>
Person(s) to review/inspect/ approve outputs/completed services and authorize the disbursement of payment	<ul style="list-style-type: none"> <li>- Head of Innovative Financing Lab</li> <li>- National Project Manager of ASSIST Joint Programme</li> </ul>
Type of Contract to be Signed	<input checked="" type="checkbox"/> Professional service contract
Criteria for Contract Award	<input type="checkbox"/> Lowest Price Quote among technically responsive offers <input checked="" type="checkbox"/> Highest Combined Score (based on the 70% technical offer and 30% price weight distribution) <input checked="" type="checkbox"/> Full acceptance of the UNDP Contract General Terms and Conditions (GTC). This is a mandatory criterion and cannot be deleted regardless of the nature of services required. Non-acceptance of the GTC may be grounds for the rejection of the Proposal.

<sup>2</sup> VAT exemption status varies from one country to another. Pls. check whatever is applicable to the UNDP CO/BU requiring the service.

<sup>3</sup> UNDP preference is not to pay any amount in advance upon signing of contract. If the Service Provider strictly requires payment in advance, it will be limited only up to 20% of the total price quoted. For any higher percentage, or any amount advanced exceeding \$30,000, UNDP shall require the Service Provider to submit a bank guarantee or bank cheque payable to UNDP, in the same amount as the payment advanced by UNDP to the Service Provider.

Criteria for the Assessment of Proposal	<p><b><u>Technical Proposal (70%)</u></b></p> <p><input checked="" type="checkbox"/> Expertise of the Firm 30%</p> <p><input checked="" type="checkbox"/> Methodology, Its Appropriateness to the Condition and Timeliness of the Implementation Plan 35%</p> <p><input checked="" type="checkbox"/> Management Structure and Qualification of Key Personnel 35%</p> <p><b><i>NOTE: only bidder(s) who received minimum of 70 points where the financial proposal will be opened</i></b></p> <p><b><u>Financial Proposal (30%)</u></b></p> <p>To be computed as a ratio of the Proposal's offer to the lowest price among the proposals received by UNDP.</p>
UNDP will award the contract to:	<input checked="" type="checkbox"/> One and only one Contractor
Contract General Terms and Conditions <sup>4</sup>	<p><input checked="" type="checkbox"/> General Terms and Conditions for contracts (goods and/or services)</p> <p><input type="checkbox"/> General Terms and Conditions for de minimis contracts (services only, less than \$50,000)</p> <p>Applicable Terms and Conditions are available at:  <a href="http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html">http://www.undp.org/content/undp/en/home/procurement/business/how-we-buy.html</a></p>
Annexes to this RFP <sup>5</sup>	<p><input checked="" type="checkbox"/> Form for Submission of Proposal (Annex 2)</p> <p><input checked="" type="checkbox"/> Detailed TOR (Annex 3)</p> <p><input checked="" type="checkbox"/> Others<sup>6</sup> : sample written self declaration of impartiality</p>
Contact Person for Inquiries (Written inquiries only) <sup>7</sup>	<p>Dwi Arisanty / Yusef Saiful Millah  Procurement Unit  dwi.arisanty@undp.org / yusef.millah@undp.org</p> <p>Mandatory subject of email : <b>RFP/UNDP/ IFL/180481/015/2022 – Blue Finance Impact Accelerator: Building Resilient Coastal Communities and Marine Ecosystems</b></p> <p>Any delay in UNDP's response shall be not used as a reason for extending the deadline for submission, unless UNDP determines that such an extension is necessary and communicates a new deadline to the Proposers.</p>
Other Information [pls. specify]	<ul style="list-style-type: none"> <li>▪ Format: PDF files only</li> <li>▪ File names must be maximum 60 characters long and must not contain any letter or special character other than from Latin alphabet/keyboard.</li> <li>▪ All files must be free of viruses and not corrupted.</li> <li>▪ Max. File Size per transmission: N/A</li> </ul>

<sup>4</sup> Service Providers are alerted that non-acceptance of the terms of the General Terms and Conditions (GTC) may be grounds for disqualification from this procurement process.

<sup>5</sup> Where the information is available in the web, a URL for the information may simply be provided.

<sup>6</sup> A more detailed Terms of Reference in addition to the contents of this RFP may be attached hereto.

<sup>7</sup> This contact person and address is officially designated by UNDP. If inquiries are sent to other person/s or address/es, even if they are UNDP staff, UNDP shall have no obligation to respond nor can UNDP confirm that the query was received.

## FORM FOR SUBMITTING SERVICE PROVIDER (CONTRACTOR)'S PROPOSAL<sup>8</sup>

*(This Form must be submitted only using the Contractor's Official Letterhead/Stationery<sup>9</sup>)*

[insert: Location].

[insert: Date]

To: [insert: Name and Address of UNDP focal point]

Dear Sir/Madam:

We, the undersigned, hereby offer to render the following services to UNDP in conformity with the requirements defined in the RFP dated [specify date], and all of its attachments, as well as the provisions of the UNDP General Contract Terms and Conditions :

### A. Qualifications of the Contractor

*The Contractor must describe and explain how and why they are the best entity that can deliver the requirements of UNDP by indicating the following :*

- a) Profile – describing the nature of business, field of expertise, licenses, certifications.*
- b) Business Licenses – Registration Papers, Tax Payment Certification, etc.*
- c) Latest Audited Financial Statement – income statement and balance sheet to indicate its financial stability, liquidity, credit standing, etc. ;*
- d) Track Record – list of clients for similar services as those required by UNDP, indicating description of contract scope, contract duration, contract value, contact references/list of referees (name, email address and phone number);*
- e) Written Self-Declaration that the company is not in the UN Security Council 1267/1989 List, UN Procurement Division List or Other UN Ineligibility List.*

### B. Proposed Methodology for the Completion of Services

*The Contractor must describe how it will address/deliver the demands of the RFP; providing a detailed description of the essential performance characteristics, reporting conditions and quality assurance mechanisms that will be put in place, while demonstrating that the proposed methodology will be appropriate to the local conditions and context of the work.*

<sup>8</sup> This serves as a guide to the Service Provider in preparing the Proposal.

<sup>9</sup> Official Letterhead/Stationery must indicate contact details – addresses, email, phone and fax numbers – for verification purposes



### C. Qualifications of Key Personnel

*If required by the RFP, the Contractor must provide :*

- a) Names and qualifications of the key personnel that will perform the services indicating who is Team Leader, who are supporting, etc.;*
- b) CVs demonstrating qualifications must be submitted if required by the RFP; and*
- c) Written confirmation from each personnel that they are available for the entire duration of the contract.*

### D. Cost Breakdown per Deliverable\*

	<b>Deliverables</b> <i>[list them as referred to in the RFP]</i>	<b>Percentage of Total Price (Weight for payment)</b>	<b>Price (Lump Sum, All Inclusive)</b>
1	<b><u>Deliverable 1: Accelerator Inception Inputs and Outreach Campaign</u></b> <ul style="list-style-type: none"> <li>Submission and acceptance of agreed acceleration programme curriculum of training modules, timeline/schedule and design, in line with scope of work. The deliverable will also include a list of mapped potential mentors related to the blue economy for training/mentorship sessions during the Accelerator programme, in line with scope of work.</li> <li>Agreed marketing and promotional campaign (plan) for the Accelerator programme outreach, including marketing workplan for Launch event, social media (i.e., LinkedIn, Instagram, Twitter) and international mass media partner engagements. Deliverable will also include ongoing statistics of marketing outreach.</li> <li>Submission of pre-programme interim report which includes: progress of solicitation, call of application and screening of participants, list of total applicants and final screened participants (minimum 12 participants, 6 Startups, 6 SMEs), report on programme Launch Event</li> </ul>	20%	
2	<b><u>Deliverable 2: Implementation of Accelerator Programme</u></b> <ul style="list-style-type: none"> <li>Agreed Accelerator curriculum plan including list and schedule of modules, individual focus course, timetables as agreed under scope of work. The deliverable includes securing participation of agreed mentors/trainers experienced in related fields, documentation/brief report on curriculum implementation.</li> </ul>	30%	
	<b><u>Deliverable 3: Accelerator Reports and Post-Accelerator Activities</u></b> <ul style="list-style-type: none"> <li>Agreed marketing and outreach campaign (plan) for Demo Day activity, including engagements with social media channels (i.e, LinkedIn, Instagram, Twitter) and international mass media partners. Deliverable will also include ongoing statistics of marketing outreach.</li> <li>Agreed list of 5 local medias and and 5 international medias and minimum 30 investors (venture capital, HNWI, family offices,</li> </ul>	30%	

	development banks, private sector banks) for Demo Day activity		
	<b><u>Deliverable 4: Final Accelerator Report and Media Highlight</u></b> <ul style="list-style-type: none"> <li>Submission of an agreed written final program, a written report of the Accelerator, Demo Day, Matchmaking Event activities which should include, but is not limited to: <ul style="list-style-type: none"> <li>Background Summary of Accelerator and partners involved. Success stories and learnings from each Accelerator training session and program activity.</li> <li>Marketing report and all media/documentation of sessions (screenshots or photos).</li> <li>Complete and aggregated (based on gender and SDG focus) list of participants, their brief profiles, and solutions.</li> <li>Attendance list of participants, speakers, facilitators, and organizers in each session.</li> <li>Summary of each training session</li> <li>Complete list of investors, government and potential partners invited/attending each event [Demo Day and Matchmaking].</li> <li>Feedback from participants and other stakeholders.</li> <li>Recommendations for future programmes.</li> </ul> </li> <li>Submission of post-program promotional content and visibility [quality human interest stories, video reel highlighting participating companies' impact and contribution to SDGs]</li> </ul>	20%	
	Total	100%	

*\*This shall be the basis of the payment tranches*

**E. Cost Breakdown by Cost Component [This is only an Example]:**

Description of Activity	Remuneration per Unit of Time	Total Period of Engagement	No. of Personnel/Qty	Total Rate (IDR)
<b>I. Personnel Services</b>				
a. Accelerator Project Manager		40 wds	1	
b. Lead Trainer for Startup		80 wds	1	
c. Lead Trainer for SMEs		80 wds	1	
d. Trainer/Mentors - Business and Innovation		10 wds	4	
e. Trainer – Blue Sector Trainer		10 wds	1	
f. Communications Officer		30 wds	1	
g. ...				
<b>II. Out of Pocket Expenses</b>				
Printing final report		Times	1	
Design social media resources, event poster, ads		Times	1	
Design virtual background		Time	1	

Highlight reel video		Time	2	
Hybrid launch event Resource persons (minimum: MC (, moderator)		Persons	2	
Hybrid launch event production logistics/equipment (minimum: audio, visual logistics, internet connection, camera sets, lighting)		Time	1	
Hybrid launch event logistics resourcepersons (minimum: admin, tech and projection support team)		Persons	3	
Hybrid launch event documentation (photos, videos)		Time	1	
Online Media/press release (five international) (5 medias with 2 exposures)		Times (No. of media x No. of exposure)	10	
Online Media/Press release (five local medias with 2 exposures)		Times (No. of media x No. of exposure)	10	
III. Other related cost: (if any, please provide in detail)				

*[Name and Signature of the Contractor Authorized Person]*

*[Designation]*

*[Date]*

### Terms of Reference

## Blue Finance Impact Accelerator: Building Resilient Coastal Communities and Marine Ecosystems

### A. General Information

Title : Blue Finance Impact Accelerator: Building Resilient Coastal Communities and Marine Ecosystems

Report to : UNDP Indonesia Country Office

Location : Menara Thamrin 8-9<sup>th</sup> Floor  
Jl. MH. Thamrin Kav. 3, Jakarta Pusat 10250

Expected place of travel : Greater Jakarta Area

Duration of assignment : The expected duration of the assignment is 7 (seven) months calculated based on the contract starting date

#### PROVISION OF SUPPORT SERVICES :

Location : Yes ☐ No ☒

Equipment (laptop etc.) : Yes ☐ No ☒

Secretariat Services : Yes ☐ No ☒

### B. Background Information

The Joint SDG Fund is a multi-partner trust fund and an innovative instrument for incentivizing transformative policy shifts and stimulation of strategic investments to achieve the SDGs. It has funded more than 100 joint programmes focused on integrated social protection as well as SDG finance, encouraging over 1,000+ partnerships working alongside the UN in supporting SDG achievement, and tested over 200 innovative solutions in accelerating the 2030 Agenda. The Accelerating SDGs Investment in Indonesia (ASSIST) Joint Programme was established in 2021, amidst the COVID-19 pandemic, bringing together four UN Agencies (UNDP, UNICEF, UNIDO, and UNEP) in Indonesia to support the Government in meeting the SDGs target.

The Project has three Components including 1) Catalyzed Issuance of Thematic Bonds at the National and Sub-National levels, 2) Increased Green & SDG-Linked Loans, and 3) Operationalized Indonesia Impact Fund. Component 3 focuses on supporting the Indonesia Impact Fund, the first Indonesian private impact investment fund focusing on providing support to the growth of impact ventures in Indonesia towards contributing to the SDGs. Under this component, UNDP and UNIDO's robust engagement includes developing and applying impact measurement and management framework to support the Fund as well as its investees to enable impactful and sustainable investments, to assist in developing a pipeline of SDG contributing impact ventures from UNDP/UN networks, provide on-going impact monitoring and advisory during investments and divestments. Likewise, to provide a pipeline of impact enterprises, UNDP will co-develop a thematic impact venture accelerator focused on business scalability as well as impact measurement and management.

In partnership with ASEAN Catalytic Green Finance Facility under Asian Development Bank, UNDP will develop a Blue Finance Accelerator to progress an inclusive and sustainable blue focused economy. The Accelerator will support local governments in implementing blue related projects, and secondly to build capacity of startups/SMEs in the blue sector to better support local governments in their projects. The Accelerator focuses on SDG 5: Gender Equality, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action and SDG 14: Life Below Water and areas related including but not limited to: sustainable aquaculture, fisheries, and marine conservation, as well as resilient coastal communities, which includes marine debris and pollution management (plastic reduction), and green maritime. Additionally, the Accelerator aims to incorporate themes of gender equality as well as climate resilience within the SDG areas above. The Accelerator will become one of the UNDP Impact Venture Accelerators (IVA) that combine business acceleration programs with robust and dedicated efforts on SDG impact alignment and impact measurement and management (IMM).

UNDP is looking for a Contractor to successfully deliver and implement the Blue Finance Accelerator in line with the detailed scope of work and expected outputs outlined below.

### ***C. Objective of the Assignment***

The objective of the assignment is to develop and implement the Blue Finance Impact Accelerator which aims to build the business and impact measurement capacity of 10 SMEs/Startups with the focus on Blue Sector, including, but not limited to areas of: sustainable aquaculture and/or fisheries, marine conservation, marine debris and plastic waste management, maritime and climate change resilience. The Accelerator will take place for an estimated 7 (seven) months where Contractor is expected to organize and oversee the inception, implementation and post-activities of the Accelerator including: preparing and managing business and technology scaling aspects, while UNDP delivers inputs in relation to fundamentals of impact in SDG context, impact measurement and management and impact pitching.

### ***C. Scope of Works and Expected Outputs***

This assignment is for the selected Contractor to support UNDP Indonesia in developing and implementing the Blue Finance Impact Accelerator.

Under each agreed deliverable, the scope of work is as follows:

#### **1. Accelerator Inception Inputs and Outreach Campaign**

- The selected Contractor shall be responsible for organizing the Blue Finance Accelerator Launch event (hybrid) and delivering a brief event report of the activity, in agreement and coordination with UNDP and coordinating partners of the Accelerator programme. The Launch event will invite program partners, relevant line ministries/government agencies involved, UN agencies, other potential stakeholders such as development finance institutions, private sector investors and so on. Importantly, the Contractor as a Launch event organizer shall include in the agenda, presentation materials to promote and engage the interest of potential Startup and SMEs participants for the Accelerator programme, sessions for keynote

speeches, high-level opening remarks, as well as roundtable/panel discussions from relevant stakeholders of the programme through a marketing/promotional campaign (see points below). The event report will consist of a general rundown/agenda of the event, media/documentation, session highlights, a list of invited guests and actual participants (online and offline). Speakers will be directly procured by UNDP.

- The Contractor shall be responsible for developing an overall curriculum and design for the Accelerator, in agreement and coordination with UNDP. The curriculum provided is expected to capture the needs and objectives of the program, where selected Startups & SMEs in the Blue Sector will receive capacity-building in business and impact, as well as acceleration for access to professional networks, including funding from investors and/or collaboration with local government projects.
- The agreed curriculum will thereby include a comprehensive list of activities and training modules facilitated by the Contractor, UNDP and partners (see below for Table 1: Tentative Schedule of Training Modules), which will be incorporated into a logical and feasible timeframe/schedule. Training will be delivered through a set of group workshops and subsequent individual mentoring sessions to consolidate workshops, wherein such sessions will be accompanied by presentation materials (e.g. PPT), business case analyses, and/or interactive learning elements. Details on training structure and delivery will be agreed with UNDP during the design of the program.
- The Contractor shall be responsible for mapping and providing a list of potential Blue-specialized mentors that will be procured by UNDP, who can offer online/hybrid training and mentorship to participants for modules facilitated by the Contractor (see Table 1). The list of mentors proposed is expected to comprise experienced personnel in the blue economy related to sectors listed under Table 3: List of Blue-themed Key Sectors Targeted, with added background in conducting training or workshops, and established network of professional communities as well as experience in engaging with government counterparts in related domains.
- The Contractor shall also be responsible for the development and delivery of a Marketing and Promotional Campaign prior to the start of the programme, which shall be coordinated and agreed by UNDP. The campaign will consist of a feasible workplan and schedule that is expected to generate interest and awareness on the Accelerator program for potential participants (Startups & SMEs, partners such as Demo Day investors, others). As such, the Contractor shall utilize their communication expertise, telecommunication resources, and relevant professional networks, and undertake efforts to publicize information about the program and specific ventures through online international and local media enhancing visibility of the impact ventures in relevant ecosystems and markets.
- The above Marketing and Promotional Campaign is expected to capture engagement in the Contractor's, UNDP and institutional partners' social media channels (i.e., LinkedIn, Instagram, Twitter) and professional mass media partners, through outputs including but not limited to: event flyers(Launch event, Accelerator program main poster); promotional content; digital publications; articles; press releases; and/or promotional webinars. Such media engagements shall be conducted for the organization of the Launch event as stated

above. The Contractor is also expected to monitor and track statistics as well as total outreach/engagement throughout the campaign for reporting purposes to UNDP. All activities herein shall be discussed and coordinated with UNDP during the design of the campaign.

- Following the Marketing and Promotional Campaign, the selected Contractor shall also be responsible for the solicitation, call for applications and screening of potential participants (Startups and SMEs), under the approval of UNDP and institutional partners. The Contractor, together with UNDP and partners will undertake screening and selection process of participants based on agreed criteria (see Table 2: Criteria for Selected Participants) through structured outreach activities. It is expected that the Contractor will develop a pipeline of blue-sector applicants sourced from Indonesia for the Accelerator programme, wherein a minimum of 12 participants in total will be prioritized for program selection, of which at least 6 are Startups and 6 are SMEs.

**Table 1: Tentative Schedule of Training Modules**

<b>PART 1:</b> <b>Business Acceleration &amp; Innovation Modules</b>	
<u>Startups training modules to be delivered and facilitated by Contractor, including but not limited to:</u>	
<ul style="list-style-type: none"> <li>➤ Business Growth Strategies &amp; Scaling-Up for Startups</li> <li>➤ Venture Financing Pathways &amp; Investment Readiness for Startups</li> <li>➤ Value Propositions for Startups</li> </ul>	
<u>SMEs training modules to be delivered and facilitated by Contractor, UNDP and partners, including but not limited to:</u>	
<ul style="list-style-type: none"> <li>➤ Business Growth Strategies &amp; Scaling for SMEs</li> <li>➤ Growth Financing for SMEs</li> <li>➤ Value Propositions for SMEs</li> <li>➤ Financial modelling for SMEs</li> </ul>	
<u>Joint training modules for Startups and SMEs, to be delivered and facilitated by Contractor, including modules below but not limited to:</u>	
<ul style="list-style-type: none"> <li>➤ Management and Leadership</li> <li>➤ Marketing</li> <li>➤ Tech-based Business Model Solutions</li> </ul>	
<b>PART 2:</b> <b>Blue-themed Modules &amp; Joint Government Training</b>	
<ul style="list-style-type: none"> <li>➤ Selected Contractor will deliver and facilitate introductory Blue-themed Modules, covering the Key Sectors (see Table 3: List of Target Blue-themed Areas/Sectors). Under such modules, the Contractor should provide opportunity for participants (startups and/or SMEs) to connect and train together with Government Units under joint Blue-themed Training sessions, where topics may be relevant to each party's activities.</li> <li>➤ Curriculum provided will also include incorporation of UNDP-facilitated Blue sector-specific workshop modules into the overall curriculum schedule.</li> </ul>	
<b>PART 3:</b> <b>Impact Measurement &amp; Management (IMM)</b>	

Selected\_Contractor will incorporate UNDP-facilitated Impact Measurement and Management (IMM) modules into the overall curriculum schedule, covering impact-relevant training for participating Startups and SMEs in the context of the Sustainable Development Goals (SDG) agenda.

#### PART 4:

#### Demo Day Preparation & Individual Mentoring Sessions

Selected Contractor will deliver and facilitate modules covering Demo Day preparation, as well as Individual Mentoring sessions to consolidate above training modules (from Part 1-3). Modules will include, but are not limited to:

- Pitching to Investors workshops
- Impact Pitching workshops (facilitated by UNDP)
- Funding opportunities
- Individual Mentoring Sessions to consolidate modules under Business Acceleration & Innovation, and Impact Measurement & Management (IMM)

**Table 2: Criteria of Selected Participants for Accelerator Programme**

Participants selected for Accelerator programme should have solutions or business that meet the following criteria:

- Composition of founders having or led by at least 1 woman, *or* their solutions/business empower women (with strong evidence through data of beneficiaries);
- Address SDG-related thematic challenges as per blue sector thematic focus (any of the themes specified in Table 3. List of Blue-themed Key Sectors Targeted);
- It is also preferred that selected participants can promote the overarching theme of energy efficiency and renewable energy transition in their sectors
- Be scalable with potential to have systemic and transformative effect on people and planet;
- Empower people and achieve multiplier impact;
- Have specific and identifiable beneficiaries;
- Have product or service with proven technical and economic feasibility, proven market presence and emerging customer based

**Table 3: List of Target Blue-themed Areas/Sectors:**

The below areas are encompassed under the priority SDG focuses: SDG 5: Gender Equality, SDG 12: Responsible Consumption and Production, SDG 13: Climate Action and SDG 14: Life Below Water

#### **Sustainable Oceans:**

- Sustainable aquaculture development
- Sustainable fisheries
- Marine ecosystem conservation and restoration

#### **Resilient Coastal Communities:**

- Marine debris & pollution management (plastic pollution reduction)
- Green maritime industrial activities

Additionally, the Contractor is expected to ensure the Accelerator promotes two overarching themes across all blue-themed sectors above, within modules under their facilitation:

- Gender Equality & Women Empowerment: the Contractor is expected to ensure the Accelerator will consider the



development of startups/SMEs that are women-led or focusing on women-empowering solutions across each sectoral target

- Climate adaptation and resilience: the Contractor is expected to ensure the Accelerator incorporates best-practices on climate adaptation approach such as carbon emission reduction, climate-resilient & energy-efficient aquaculture/fishery, energy efficiency in maritime industry, marine ecosystems conservation, etc.

## **2. Implementation of Accelerator Programme**

- In addition to developing the agreed curriculum, the Contractor shall be responsible for delivering and implementing the curriculum within the Accelerator program, in line with achieving the expected objectives of the program. Depending on the set of activities and structure to be designed, the expected responsibilities include, but are not limited to, individual mentorship sessions, administrating timetable and scheduling components, media/documentation throughout the program, coordinating with experienced mentors/trainers related to proposed training modules above (see Table 1). Implementation of Accelerator programme by the Contractor shall be conducted in full coordination with and approved by UNDP. Under coordination with UNDP, the agreed Accelerator training curriculum will be delivered through a set of group workshops and subsequent individual mentoring sessions to consolidate learnings from workshops, wherein the Contractor may accompany training delivery using presentation materials (e.g., PPT), business case analyses methods.

## **3. Accelerator Reports and Post-Accelerator Activities**

- The Contractor shall also be responsible for the development and delivery of another Marketing and Promotional Campaign, scheduled upon conclusion of Accelerator training, that shall be coordinated and agreed by UNDP. The campaign shall consist of a feasible workplan and schedule and is expected to effectively generate interest and awareness on the post-Accelerator program activities such as the Demo Day & Joint Policy Dialogue event, through invitation and outreach campaigns among potential Demo Day investors, media partners, other relevant/professional networks. As such, the Contractor shall utilize their communication expertise, telecommunication resources, and relevant professional networks, and undertake efforts to publicize information about the program and specific ventures through online international media enhancing visibility of the impact ventures in relevant ecosystems and markets.
- The above Marketing and Promotional Campaign is expected to capture engagement in various social media channels (i.e., LinkedIn, Instagram, Twitter) and professional mass media partners with similar outputs to the above-mentioned Campaign (under Scope of Work 1: Acceleration Inputs and Outreach Campaign).

## **4. Final Accelerator Report and Media Highlight**

- The selected Contractor shall be responsible for delivering a final Accelerator report (in written form) on results and learnings of participating startups and SMEs, to be approved by UNDP. The final report is expected to consist of an analytical review and assessment of the program's results, in line with its initial objectives and aims, based on primary data gathering,

- feedback from participating Startups & SMEs, involved mentors and potential investors.
- The Report shall comprehensively document and capture the full components of the Accelerator programme, including but not limited to, background of the program, full overview of training sessions and post-program activities (e.g. Demo Day, Joint Policy Dialogues, other matchmaking event/activities), full profile list of participants (including training participants, training organizers, program partners, attendees of each session), highlights of achievements, lessons learned and recommendations. Contents of the Report will be agreed with UNDP. .
  - Learnings under the Report shall also be summarized in terms of: (1) Effectiveness of reaching and recruiting ventures, (2) Overall quality of pipeline and selected cohort, (3) Effectiveness of online tools and platforms usage, (4) Implication for the design of main initiative including recommendations on resource mobilization approaches to potential funders and investors.
  - Upon conclusion of the overall Accelerator program, the Contractor shall also be responsible for enhancing visibility of participants (Startups & SMEs) and relevant UNDP efforts within the program. The Contractor shall therefore work on developing promotional content for the program, including quality human interest stories, video reel highlights of the program and participants' impacts and SDGs contribution.

Interested Contractor is expected to include a logical proposed methodology and approach in the proposal to meet the required list of deliverables and in line with the scope of work mentioned above. The proposal will also include indicative workplan, including activities under the Accelerator training, timeline that corresponds to their scheduled deliverables, as well as relevant materials included under the workplan. All virtual meeting rooms and zoom links will be provided by UNDP.

The Contractor is also expected to coordinate accordingly with related stakeholders (e.g., Asian Development Bank, ASEAN Catalytic Green Finance Facility, UNIDO, Coordinating Ministry of Maritime & Investment Affairs, and other potential governments) throughout the design and implementation of the assignment.

#### ***E. Deliverables and Due Date***

The assignment will cover for approximately 80 (eighty) working days from July 2022 to January 2023. Details and estimated timetable for the required deliverables are as follows:

Deliverables/Outputs	Due Dates	Payment Amount
<b><u>Deliverable 1: Accelerator Inception Inputs and Outreach Campaign</u></b> <ul style="list-style-type: none"> <li>• Submission and acceptance of agreed acceleration programme curriculum of training modules, timeline/schedule and design, in line with scope of work. The deliverable will also include a list of mapped potential mentors related to the blue economy for training/mentorship sessions during the Accelerator programme, in line with scope of work.</li> <li>• Agreed marketing and promotional campaign (plan) for the Accelerator programme outreach, including marketing workplan for Launch event,</li> </ul>	July 2022	20%

<p>social media (i.e., LinkedIn, Instagram, Twitter) and international mass media partner engagements. Deliverable will also include ongoing statistics of marketing outreach.</p> <ul style="list-style-type: none"> <li>• Submission of pre-programme interim report which includes: progress of solicitation, call of application and screening of participants, list of total applicants and final screened participants (minimum 12 participants, 6 Startups, 6 SMEs), report on programme Launch Event</li> <li>•</li> </ul>		
<p><b><u>Deliverable 2: Implementation of Accelerator Programme</u></b></p> <ul style="list-style-type: none"> <li>• Agreed Accelerator curriculum plan including list and schedule of modules, individual focus course, timetables as agreed under scope of work. The deliverable includes securing participation of agreed mentors/trainers experienced in related fields, documentation/brief report on curriculum implementation.</li> <li>•</li> </ul>	September 2022	30%
<p><b><u>Deliverable 3: Accelerator Reports and Post-Accelerator Activities</u></b></p> <ul style="list-style-type: none"> <li>• Agreed marketing and outreach campaign (plan) for Demo Day activity, including engagements with social media channels (i.e., LinkedIn, Instagram, Twitter) and international mass media partners. Deliverable will also include ongoing statistics of marketing outreach.</li> <li>• Agreed list of 5 local medias and 5 international medias and minimum 30 investors (venture capital, HNWI, family offices, development banks, private sector banks) for Demo Day activity</li> </ul>	October 2022	30%
<p><b><u>Deliverable 4: Final Accelerator Report and Media Highlight</u></b></p> <ul style="list-style-type: none"> <li>• Submission of agreed written final program written report of the Accelerator, Demo Day, Matchmaking Event activities which should include, but is not limited to: <ul style="list-style-type: none"> <li>• Background Summary of Accelerator and partners involved. Success stories and learnings from each Accelerator training session and program activity.</li> <li>• Marketing report and all media/documentation of sessions (screenshots or photos).</li> <li>• Complete and aggregated (based on gender and SDG focus) list of participants, their brief profiles, and solutions.</li> <li>• Attendance list of participants, speakers, facilitators, and organizers in each session.</li> <li>• Summary of each training session</li> <li>• Complete list of investors, government and potential partners invited/attending each event [Demo Day and Matchmaking].</li> <li>• Feedback from participants and other stakeholders.</li> <li>• Recommendations for future programmes.</li> </ul> </li> <li>• Submission of post-program promotional content and visibility [quality human interest stories, video reel highlighting participating companies' impact and contribution to SDGs]</li> </ul>	January 2023	20%
	Total	100%

All deliverables must be presented first to UNDP for inputs and comments. These comments must be incorporated to the report prior approval. The final reports must contain at least an executive summary,

background, analysis, and recommendations, both in descriptive (Word) and presentation (PowerPoint) format, delivered in English. The Contractor must submit the final report in English version in soft copy of editable version. All modules, presentation materials, photos, and video, and all related data/document obtained during the implementation of the project shall be submitted to UNDP as the property of UNDP.

#### **F. Risk Management**

UNDP Indonesia does not encourage any business travel during COVID-19 situation, thus virtual meeting is preferable for any acceleration activities. Virtual meeting/discussion coordination will be facilitated by UNDP. Contractor is responsible for coordination of activities and communication between SMEs and Startups and other stakeholders. If hybrid arrangements for activities is needed, Contractor must inform UNDP and review the local COVID-19 situation including restrictions. (Note: Cost of any offline or hybrid activities, including venue, will be covered by UNDP based on applied policies and standards).

Another considerable risk is the delayed coordination process between relevant partners which may require additional support. It is expected that the Contractor to consider the success factors of this assignment (e.g., stakeholder coordination) in a timely manner.

The Contractor is required to identify the associated risks prior to the project implementation and develop appropriate countermeasure strategies as part of the Technical Proposal.

#### **G. Institutional Arrangement**

The selected Contractor will work under supervision of the National Project Manager of ASSIST Joint Programme at UNDP Indonesia and coordinate with relevant stakeholders, including Asian Development Bank, ASEAN Catalytic Green Finance Facility, UNIDO, government partners such as the Coordinating Ministry of Maritime & Investment Affairs and coordinated ministries/agencies involved in the program.

#### **H. Location of Work**

Relevant works (including meeting, discussion, consultation, data management) are encouraged to be undertaken virtually. However, if any unforeseen travel is required during the assignment, health protocol standards that comply with UNDP rules and regulations related to the COVID-19 situation should be applied.

Note: the travel expenses, cost of accommodation and venue for those activities mentioned above will be covered by UNDP based on the applied policies and standard.

#### **I. Qualification**

##### **Organization/Company Qualifications**

1. Has experience in implementing at least two accelerator or incubator programmes to SMEs/Startups within the last 5 years;
2. Proven experience in organizing and managing workshops, training, acceleration programmes (offline or online) in Southeast Asia, preferably in Indonesia with experience engaging with startups/SMEs in blue sector (sustainable fisheries, marine conservation, plastic waste management and related fields specified in Table 3. List of Blue-themed Key Sectors Targeted);
3. Has access to SMEs/Startups, communities, and government, including networks of specialized mentors from fields relevant to the thematic sector, able to outreach to relevant startup ecosystems and investor/funder networks.

4. Proven track record of successful start-up development, market expansion, venture investment.
5. Familiar working with international development organizations.

### **Team Requirements**

The team should consist of the following personnel:

#### **A. 1 (one) Accelerator Project Manager**

*Project Manager is expected to oversee overall operations of accelerator programme from its ideation through completion, closely coordinate and plan with Contractor's internal personnel (lead trainers), UNDP Team and project partners. He/she will ensure timely completion of deliverables according to expectation and aligned objectives. He/she is expected to provide inputs in SME/Startup development, access to finance and investment or private sector ecosystem throughout the programme.*

- Master's or Bachelor degree or equivalent in the field of business and management, finance, economics, marketing, entrepreneurship, innovation and investments;
- At least 7 years' experience for Master's Degree or 9 years of experience for Bachelor's Degree in the sector of entrepreneurship and business development, particularly in overseeing project implementation, project management including curriculum and training course design for accelerators or incubators globally.
- An established network and strong working relationships with institutions and individuals with relevant technical background in the start-up business development ecosystems worldwide and across the ASEAN region and Indonesia.
- Experience in gender responsive project development is an asset

#### **B. 1 (one) Lead Trainer for Start Up**

*Lead Trainer for startup is expected to oversee day-to-day operations of the accelerator programme (including organization and scheduling of workshop, training, mentorship sessions between mentors and participant), communicate with accelerator participants, coordinate closely with UNDP Team and project partners. He/she will be the main lead in running workshop/training sessions related to start up and facilitate discussion if there is a guest speaker. He/she will provide overall guidance to accelerator participants.*

- Master's or Bachelor's degree or equivalent in the field of business and management, development, economics, marketing, entrepreneurship, and investments or related fields;
- At least 4 years of experience for Master's degree or 5 years of experience for bachelor's degree in working with/in enterprises (specifically in companies that expanded, entered new markets, restructured, introduced new product lines etc.) and experience in facilitating and running workshop/training sessions for startups.
- Experience in engagement with start-ups in business development and innovation related to the listed training module for start-ups in Table 1: Tentative Schedule of Training Modules
- Established network and strong working relationships with institutions and individuals with relevant technical background in the start-up development ecosystems across the ASEAN region and Indonesia.

- Experience in gender responsive project development is an asset
- Proficiency in written and spoken English and Bahasa Indonesia is required.

### **C. 1 (one) Lead Trainer for SMEs**

*Lead Trainer for Small, Medium Enterprises (SMEs) is expected to oversee day-to-day operations of the accelerator programme (including organization and scheduling of workshop, training, mentorship sessions between mentors and participant), communicate with accelerator participants, coordinate closely with UNDP Team and project partners. He/she will be the main lead in running workshop/training sessions related to SMEs and facilitate discussion if there is a guest speaker. He/she will provide overall guidance to accelerator participants.*

- Master's or Bachelor's degree or equivalent in the field of business and management, development, economics, marketing, entrepreneurship, and investments or related fields;
- At least 4 years of experience for Master's degree or 5 years of experience for bachelor's degree in working with/in enterprises (specifically in companies that expanded, entered new markets, restructured, introduced new product lines etc.) and experience in facilitating and running workshop/training sessions for SMEs
- Experience in engagement with SMEs in Indonesia in business development, capacity-building, innovation, and related fields as listed under modules for SMEs in Table 1: Tentative Schedule of Training Modules
- Established network and strong working relationships with institutions and individuals with relevant technical background in the SMEs development ecosystems across Indonesia and ASEAN region.
- Experience in gender responsive project development is an asset
- Proficiency in written and spoken English and Bahasa Indonesia is required.

### **D. 2 (two) Trainer/Mentor – Business and Innovation Trainer/Mentor (for Startups)**

*Trainers/Mentors are expected to carry out specific training/workshop sessions for the accelerator programme, plan and organize online class activities, coordinate closely with Contractor's internal personnel and UNDP Team. They will be expected to participate in mentoring sessions, related to their specific expertise, provide inputs and advice for accelerator participants (i.e., Startups).*

- Master's or Bachelor's degrees in business and management, development, economics, marketing, entrepreneurship, innovation, investments or related fields;
- At least 8 years of experience for Master's degree or 10 years of experience for Bachelor's degree in delivering training for Startups that cover topics such as customer/business development, marketing strategies, product development, innovation, financial analysis and capital attraction, team management and leadership (or other related fields under Table 1: Tentative Schedule of Training Modules) within global settings.
- Prior experience in delivering training/workshop sessions for internationally-based Startups is an asset.
- Established network and strong working relationships with professional communities in related domains globally.

**E. 2 (two) Trainer/Mentor – Business and Innovation Trainer/Mentor (for SMEs)**

*Trainers/Mentors are expected to carry out specific training/workshop sessions for the accelerator programme, plan and organize online class activities, coordinate closely with Contractor's internal personnel and UNDP Team. They will be expected to participate in mentoring sessions, related to their specific expertise, provide inputs and advice for accelerator participants (I.e. SMEs).*

- Master's or Bachelor's degrees in business and management, development, economics, marketing, entrepreneurship, innovation, investments or related fields;
- At least 8 years of experience for Master's degree or 10 years of experience for Bachelor's degree in delivering training for local SMEs, that cover topics related to the listed modules for SMEs under Table 1: Tentative Schedule of Training Modules, such as business growth strategies, marketing strategies, financial modelling, product development, team management/leadership.
- Prior experience in delivering training/workshop sessions or capacity-building for local SMEs in Indonesia is an asset.
- Established network and strong working relationships with professional communities in related domains.
- Proficiency in written and spoken English and Bahasa Indonesia is required.

**F. 1 (one) Trainer – Blue Sector Trainer**

*Blue Sector Trainer is expected to carry out specific training/workshop sessions for the accelerator programme, plan and organize online class activities related to blue sector as well as provide case study analyses on Indonesia's blue economy development, coordinate closely with Contractor's internal personnel and UNDP Team. He/she will be expected to participate in mentoring sessions, specifically related to blue sector, provide insights and advice for accelerator participants.*

- Master's or Bachelor's degree in marine ecosystems development, aquaculture, fisheries, renewable energy or relevant disciplines (or based on Table 3: List of Blue-themed Key Sectors Targeted);
- At least 8 years of experience for Master's degree or 10 years of experience for Bachelor's degree in blue economy sector such as marine ecosystem development, aquaculture and fisheries, blue economy business value/supply chain, plastic waste management and related sectors (see Table 3: List of Blue-themed Key Sectors Targeted);
- Preferably has experience in engaging with government counterparts within maritime or aquaculture or marine or fisheries, or related sectors.
- Experience in conducting training or workshops is an asset.
- Established network and strong working relationships with professional communities in related domains.
- Proficiency in written and spoken English and Bahasa Indonesia is required.

**G. 1 (one) Communication Officer**

*Communication Officer is expected to develop promotional materials for the accelerator programme (including posters, online meeting backgrounds, programme handbook/syllabus, programme landing page, etc) and work closely with UNDP Communications Team(s) as well as project partners on*

*coordination of branding, develop partnership with local/international media for marketing activities and other duties related.*

- Bachelor's degree in communication, journalism, IT, social science.
- At least 3 years of experience in communication, media, digital media, design, publication, public relation, etc
- Proficiency in written and spoken English and Bahasa Indonesia required.

#### **Other Competencies:**

- Excellent skill in Word and Excel, able to develop efficient and effective Power Point
- Client-result orientation skill and time management is an advantage
- Proficiency in written and spoken English required.

#### **J. List of Deliverables and Payment Schedule**

Deliverables/Outputs	Payment Date	Payment Amount	Condition for Payment Release
<b><u>Deliverable 1: Accelerator Inception Inputs and Outreach Campaign</u></b> <ul style="list-style-type: none"> <li>Submission and acceptance of agreed acceleration programme curriculum of training modules, timeline/schedule and design, in line with scope of work. The deliverable will also include a list of mapped potential mentors related to the blue economy for training/mentorship sessions during the Accelerator programme, in line with scope of work.</li> <li>Agreed marketing and promotional campaign (plan) for the Accelerator programme outreach, including marketing workplan for Launch event, social media (i.e., LinkedIn, Instagram, Twitter) and international mass media partner engagements. Deliverable will also include ongoing statistics of marketing outreach.</li> <li>Submission of pre-programme interim report which includes: progress of solicitation, call of application and screening of participants, list of total applicants and final screened participants (minimum 12 participants, 6 Startups, 6 SMEs), report on programme Launch Event</li> </ul>	August 2022	20%	Within 30 days from the date of meeting the following conditions: a) UNDP's written acceptance (i.e not mere receipt) of the quality of the outputs; and b) Receipt of invoice from the Contractor
<b><u>Deliverable 2: Implementation of Accelerator Programme</u></b> <ul style="list-style-type: none"> <li>Agreed Accelerator curriculum plan including list and schedule of modules, individual focus course, timetables as agreed under scope of work. The deliverable includes securing participation of agreed mentors/trainers experienced in related fields, documentation/brief report on curriculum implementation.</li> <li></li> </ul>	October 2022	30%	
<b><u>Deliverable 3: Accelerator Reports and Post-Accelerator Activities</u></b> <ul style="list-style-type: none"> <li>Agreed marketing and outreach campaign (plan) for Demo Day activity, including engagements with social media channels (i.e, LinkedIn, Instagram, Twitter) and international mass media partners. Deliverable will also include ongoing</li> </ul>	November 2022	30%	



<ul style="list-style-type: none"> <li>statistics of marketing outreach.</li> <li>Agreed list of 5 local medias and 5 international medias and minimum 30 investors (venture capital, HNWI, family offices, development banks, private sector banks) for Demo Day activity</li> </ul>			
<p><b><u>Deliverable 4: Final Accelerator Report and Media Highlight</u></b></p> <ul style="list-style-type: none"> <li>Submission of agreed written final program written report of the Accelerator, Demo Day, Matchmaking Event activities which should include, but is not limited to: <ul style="list-style-type: none"> <li>Background Summary of Accelerator and partners involved. Success stories and learnings from each Accelerator training session and program activity.</li> <li>Marketing report and all media/documentation of sessions (screenshots or photos).</li> <li>Complete and aggregated (based on gender and SDG focus) list of participants, their brief profiles, and solutions.</li> <li>Attendance list of participants, speakers, facilitators, and organizers in each session.</li> <li>Summary of each training session</li> <li>Complete list of investors, government and potential partners invited/attending each event [Demo Day and Matchmaking].</li> <li>Feedback from participants and other stakeholders.</li> <li>Recommendations for future programmes.</li> </ul> </li> <li>Submission of post-program promotional content and visibility [quality human interest stories, video reel highlighting participating companies' impact and contribution to SDGs]</li> </ul>	February 2023	20%	
	Total	100%	

The above timetable has considered lead time needed by UNDP and partners to review outputs, provide feedback, and certify the outputs/work completed. Delay on the completion of the work might affect total budget approved unless it is due to reasons beyond the selected Contractor's control thus close coordination with the supervisor from UNDP and written notification should always be used to anticipate any delay.