



**ASEAN Foundation**

**Request For Quotation**

**No: 056/AF/RFQ/2025**

**Background**

Three decades after ASEAN was established, ASEAN Leaders recognised that there remained inadequate shared prosperity, ASEAN awareness and contact among people of ASEAN.

It was of this concern that ASEAN Leaders established the ASEAN Foundation during ASEAN's 30th Anniversary Commemorative Summit in Kuala Lumpur, Malaysia, on 15 December 1997.

After its establishment, the ASEAN Foundation has been tasked with supporting ASEAN's community-building efforts by promoting greater awareness of the ASEAN identity, human resource development, people-to-people interaction, and close collaboration among the business sector, civil society, academia, and other stakeholders in ASEAN.

We continue to complement ASEAN priorities. To date, we work to strengthen the ASEAN Community. We work in four thematic areas: education, arts and culture, environment, media development, and community building. We provide support through community projects, training, scholarships, fellowships, internships, and exchanges. We also organise meetings, conferences, roundtables, and workshops in support of the ASEAN Community.

**Programme Overview**

With support from Google.org, the ASEAN Foundation is implementing **the Scam Ready ASEAN Programme** to address the growing threat of online scams and cyber fraud across ASEAN. This threat has escalated due to rapid digitalisation, widespread adoption of online payment systems, socio-economic pressures, and the increasing sophistication of scam tactics—including those enabled by artificial intelligence. The resulting financial and social harm has had a profound impact on individuals, families, and communities across ASEAN.

The programme aims to strengthen digital resilience by expanding access to scam-prevention resources, delivering large-scale training, fostering regional policy dialogues, and launching a regional social media campaign. A key component of the programme is interactive **'Be Scam Ready' game**, targeted to reach 3 million users as an engaging tool for building practical scam awareness. Complementing this, a Train-the-Trainer model will empower 2,000 Master Trainers to deliver in-depth sessions to 550,000 end-beneficiaries, including youth, parents, and the elderly. Together, these efforts strengthen digital confidence and nurture a culture of looking out for one another, helping communities stay vigilant and safe online.

The ASEAN Foundation is now seeking a skilled Impact Measurement Agency to develop impact measurement reports, compile critical data into a centralised database, and ensure the programme's long-term sustainability across the ASEAN region. The Impact Agency will commence work in February 2026 and conclude by July 2027, with mid-year and annual performance reviews. Should the performance be deemed unsatisfactory during these reviews, the engagement may be subject to re-evaluation and potential termination.

**Therefore, ASEAN Foundation is seeking quotations with the following details:**

1	RFQ No.	056/AF/RFQ/2025
2	Issue Date	26 December 2025
3	Title	Impact Measurement Agency for Scam Ready ASEAN Programme
4	Email Address for Submission of Quotes	<a href="mailto:procurement@aseanfoundation.org">procurement@aseanfoundation.org</a> with copy to <a href="mailto:Indah.kurnia@aseanfoundation.org">Indah.kurnia@aseanfoundation.org</a> , <a href="mailto:satria.ugahari@aseanfoundation.org">satria.ugahari@aseanfoundation.org</a>
5	Closing Date and Time for Receipt of Quotes	9 January 2026 by 17.00 PM GMT +7 (Jakarta Time)
6	Questions Regarding the Request for Quotes	All communications regarding this request are to be made solely through email no later than 9 January 2026 by 17.00 PM GMT +7 (Jakarta Time)
7	Contact Person	Ms. Indah Kurnia <a href="mailto:indah.kurnia@aseanfoundation.org">indah.kurnia@aseanfoundation.org</a>
8	Anticipated Award Type	<b>Fixed Price Purchase Order</b> Issuance of this quote in no way obligates ASEAN Foundation to award a subcontract or purchase order and offerors will not be reimbursed for any costs associated with the preparation of their quotation.
9	Basis for Award	An award will be made to the responsible offeror whose offer is responsive to the request and is most advantageous to ASEAN Foundation, considering price or/and other factors. <b>No discussions or negotiations are permitted with offerors, and therefore offerors shall submit their best and final price.</b>
10	General Instructions to Bidders	Offerors shall submit quotes through e-mail to <a href="mailto:procurement@aseanfoundation.org">procurement@aseanfoundation.org</a> , and cc:

		<p><a href="mailto:indah.kurnia@aseanfoundation.org">indah.kurnia@aseanfoundation.org</a>  <a href="mailto:satria.ugahari@aseanfoundation.org">satria.ugahari@aseanfoundation.org</a></p> <p>Offerors shall confirm in writing that the offeror fully understands that their quotes must be valid for a period of <b>7 months</b> by signing Attachment A</p> <p><b>Value Added Tax (VAT) shall be included in the quoted price</b>, and offeror is responsible for any taxes that might be levied on payments.</p>
11	Requirements	<ol style="list-style-type: none"> <li>1. Submit one (1) proposal demonstrating the proposed methodology, approach and implementation plan</li> <li>2. An established impact measurement agency or academic institution, evidenced by a company profile or institutional profile</li> <li>3. Minimum five (5) years of relevant experience in conducting research, impact assessment, or programme evaluation, evidenced by project timelines in the portfolio</li> <li>4. Proven experience in impact measurement for large-scale and multi-country development programmes, evidenced by portfolio projects indicating geographic coverage and scale</li> <li>5. Demonstrated expertise in both qualitative and quantitative research methodologies, including data collection, analysis, and reporting, evidenced by sample evaluation or research reports</li> <li>6. Experience working in multi-stakeholder and donor-funded settings, including collaboration with international organisations and within the ASEAN regional context, evidenced by client lists, portfolio descriptions, or reference letters</li> <li>7. Ability to produce high-quality analytical reports in English, evidenced by previous work samples and a minimum of two (2) reference letters from previous clients</li> </ol>



		Refer to attachment A – Criteria and Technical Proposal for Impact Measurement Agency for Scam Ready ASEAN Programme
12	Term of Payment	<p>The payment will be paid based on our assignment or Purchase Order during the period of the agreement.</p> <p><b>100% Payment will be transferred a maximum of fourteen (14) working days after satisfactory receipt of all services</b> delivered and upon submission the original invoice and other supporting documents.</p>
13	Goods/Service Specification and Price	Offerors should send their quotes by fill/modify the attachment B.



**Attachment A:**

**Criteria and Technical Proposal for Impact Measurement Agency for Scam Ready ASEAN Programme**

*Bidders are required to submit the following documents in a single, consolidated PDF file, organized with a clear Table of Contents for ease of navigation.*

<b>I. Organisational Profile &amp; Experience</b>	
<b>Organisation Overview</b>	<i>Brief history and core competencies</i>
<b>Proof of Expertise</b>	<i>Demonstrate at least 5 years of experience in impact assessment/evaluation.</i>
<b>Regional Track Record</b>	<i>Highlight experience working with international organizations or specifically within the ASEAN region.</i>
<b>Portfolio Samples</b>	<i>Provide examples of high-quality English reports and data visualization/infographics.</i>
<b>Reference Letters</b>	<i>Minimum of two (2) reference letters from previous clients for similar projects</i>

<b>II. Technical Approach &amp; Methodology</b>	
<b>Proposed Methodology, Approach and Implementation Plan</b>	<i>Demonstrate the ability to plan, integrate and effectively implement sustainability impact measures in the execution of contract and activities proposed are properly sequenced, logical and realistic.</i>
<b>MERL Implementation</b>	<i>Describe how the MERL framework and detailed implementation plan will be developed in collaboration with the MERL Consultant.</i>
<b>Analysis Strategy</b>	<i>Detail the approach for conducting impact analysis to show financial and non-financial value for beneficiaries across different age groups (Youth, Working Adults, Seniors).</i>
<b>Data Standardization</b>	<i>Outline the methodology for training partners (Influencers, Local Implementing Partners, etc.) and standardizing data across 11 ASEAN Member States.</i>
<b>Data Hosting</b>	<i>Specify the shared platforms to be used for secured data maintenance and accessibility.</i>

<b>III. Resource Allocation Matrix (Personnel)</b>			
<b>Personnel Name</b>	<b>Project Role</b>	<b>Qualification Highlights</b>	<b>Total Man-days Allocated</b>
	<i>e.g., Team Lead</i>	<i>[e.g., 10 yrs MERL exp]</i>	<i>120 days</i>
	<i>e.g., Data Analyst</i>	<i>[e.g., Expert in SPSS]</i>	<i>60 days</i>

**IV. Deliverable Schedule & Workplan**



ASEAN FOUNDATION

The ASEAN Secretariat Heritage Building 1<sup>st</sup> Floor  
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12110, Indonesia  
secretariat@aseanfoundation.org  
021-2709 1702  
021-2709 1700

*Confirm adherence to the timeline from February 2026 to July 2027. Provide a visualization of how the 16 key deliverables—including the 6 progress reports, annual reports, and final report—will be managed.*

**Attachment B: Goods/Service Specification and Price**

Please complete the item(s) and price below and print on your business letterhead.

Description of Preferred Commodity Specification	UoM	Qty	Unit Price (USD)	Total Price (USD)
<b>Personnel Fees*:</b>				
- Team lead	Person			
- Data Analyst	Person			
- Researcher	Person			
<b>Impact Measurement Development:</b>				
- Data Collection (KIIs, FGDs, Survey, etc)	Package			
- Data Analysis	Package			
- Report development	Package			
- Meetings or admin supply				
<b>Dissemination Costs:</b>				
- Design & production of infographic	Package			
Other Expenses:				
<b>Total (USD)</b>				
Term of Payment	Fourteen (14) working days counting from the submission of the receipts, original invoice, and other relevant supporting documents satisfactorily			
<b>Complementary:</b>				
Delivery fee				
Free charge for change order				
*Feel free to add				

*\*The bidder may adjust items as necessary to meet the TOR Deliverables and Scope of Work.*

I, the undersigned, provide the attached rate in accordance with **RFQ No. 056/AF/RFQ/2025 issued on 26/12/2025.**

I certify that the prices provided are valid for a period of **7 (seven) months** and shall be binding upon us subject to the modifications.

I understand that the ASEAN Foundation is not bound to accept any rate/quote it receives.



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Signature:

Name of Professional:

Title:

Address:

Telephone:

Email: