



ASEAN Foundation
Request For Quotation
No: 057/AF/RFQ/2025

BACKGROUND

In today's technology landscape, while there are massive opportunities arising from digital advancement, it can also be disruptive, presenting unique challenges and harm loss. Digital scams and cyber fraud are among the major issues rising across ASEAN. In 2024, the region faced financial loss of up to USD 23,6 billion in Southeast Asia, 37 billion in Southeast Asia and East Asia.¹ Increasingly sophisticated scams continue to emerge due to the rise of AI and the widespread use of online payment systems, social and economic pressures, and cross-border enforcement challenges, leading to financial loss and exploitation. Notably, Malaysia and Indonesia have seen a 40% increase in document fraud, while Singapore, Thailand, and Viet Nam report growing losses from QR payment scams and phishing.² Additionally, certain areas within the region have been noted for cross-border challenges related to transnational online fraud, such as a hub for scammers who operate their global criminal activities from these SEA bases. Subsequently, Artificial Intelligence (AI) has rapidly transformed sectors like governance and finance.

These challenges underscore the need for strong governance and joint collaboration to help communities recognise and respond to scams whenever they arise. Building on this, at the regional government level, ASEAN has established the Anti-Scam Working Group at the 5th ASEAN Digital Ministers Meeting in 2025, committing to establishing national Anti-Scam Centres across ASEANAPOL Member Countries.

To contribute to these efforts, the ASEAN Foundation, with support from [Google.org](#), will implement the Scam Ready ASEAN programme from 2025 to 2027 to help ASEAN communities protect themselves from scams. This initiative will expand access to online scam prevention resources, including through a gamification approach, the new 'Be Scam Ready' game for 3 million people to increase user resilience against online scams and fraud, foster digital confidence and critical thinking. This initiative encompasses Training of Trainers as part of the core activities by empowering 2,000 Master Trainers, who will then continue to deliver in-depth training to 550,000 end-beneficiaries, including youth, parents, and the

¹ [State of Scams in Southeast Asia 2025 Report](#)

² <https://www.gbg.com/apac/blog/emerging-fraud-trends-in-southeast-asia-for-2025/>



elderly. Complementing this, the programme will strengthen public-private collaboration through a series of regional and national policy convenings to strengthen the region's response to online scams. This 2.5-year programme will equip the ASEAN communities with the skills and awareness to detect and respond to scams, particularly those leveraging AI technologies, while strengthening digital confidence and resilience.

To support this objective, a centralised Resource Hub will be developed as the primary platform for anti-scam learning materials, connecting Master Trainers and learners while enabling coordinated knowledge dissemination and collective vigilance. The platform will also promote multi-stakeholder collaboration by showcasing joint public-private efforts, serving as a gateway to ASEAN Foundation knowledge assets, programme data, and impact information of the Scam Ready ASEAN initiative.

The platform is expected to promote ASEAN identity, be accessible in all 11 ASEAN languages, and include features of anti-scams courses, anti-scams reports in the region, programme's success stories, and subscriber notifications for content updates.



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

1	RFQ No.	057/AF/RFQ/2025
2	Issue Date	26 December 2025
3	Title	Resource Hub Platform Consultant for Scam Ready ASEAN Programme
4	Email Address for Submission of Quotes	procurement@aseanfoundation.org with a copy to intan.faradila@aseanfoundation.org and indah.kurnia@aseanfoundation.org
5	Closing Date and Time for Receipt of Corporate Rate	9 January 2026 by 17.00 PM GMT +7 (Jakarta Time)
6	Questions Regarding the Request for Corporate Rate	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. Intan Faradila intan.faradila@aseanfoundation.org and Ms. Indah Kurnia indah.kurnia@aseanfoundation.org
8	Anticipated Award Type	Fixed Price Purchase Order 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. No discussions or negotiations are permitted with offerors, and therefore offerors shall submit their best and final price.
10	General Instructions to Bidders	Offerors shall submit quotes through e-mail to procurement@aseanfoundation.org and cc: indah.kurnia@aseanfoundation.org Offerors shall confirm in writing that the offeror fully understands that their quotes must be valid for a period of 7 months Value Added Tax (VAT) shall be included, and the offeror is responsible for any taxes that might be levied on payments.



11	Requirements	<p><i>Minimum Eligibility Criteria</i></p> <ol style="list-style-type: none">1. Submission of one (1) technical proposal outlining the methodology and approach for platform development, including design, user journey, and implementation plan. A platform mock-up is an added value.2. Minimum five (5) years of experience in designing, developing, and delivering open-source Learning Management System (LMS) or Resource Hub Platform development. Provide business legal certificates.3. Proven ability to develop and maintain widely adopted open-source platforms. Provide at least three (3) completed projects within the last seven (7) years and links to at least two (2) previous Resource Hub or LMS platforms.4. Demonstrated experience in web development, interface design, deployment, and post-launch support in the education or international development sector. Provide project portfolio or case summaries in company profile or credentials.5. Expertise in creating intuitive, navigable, and accessible platform interfaces for diverse users. Provide a minimum of three (3) client reference letters confirming performance.6. Proven capacity to implement robust data protection and privacy measures .Provide description of security practices, policies, or compliance standards applied in the proposal. <p><i>B. Technical Evaluation Criteria</i></p> <p>Bidders meeting the minimum eligibility criteria will be assessed against the following technical criteria.</p> <ol style="list-style-type: none">1. Experience delivering projects funded by ASEAN entities or UN agencies, philanthropies and global led tech companies. Provide project descriptions and client details in the company profile/credentials.2. Experience developing platforms for a high
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		<p>number of users. Provide project summaries indicating target users in the company profile/credentials.</p> <p>3. Proven ability to customise technical solutions and provide responsive user support. Include support arrangements or client testimonials in the company profile/credentials.</p> <p>4. Experience implementing projects at regional and/or international levels. Provide relevant experience in company profile/credentials.</p>
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>Passing all testing</p> <p>Each payment will be completed within fourteen (14) working days counting from the submission of the receipts, original invoice, and other relevant supporting documents satisfactorily</p>
13	Goods/Service Specification and Price	Offerors must use the quotation template from this RFQ (refer to the attachment B)

**Attachment A****Assessment Criteria of the Resource Hub Platform Consultant's Proposal**

No	Criteria	Remarks
1.	Platform performance, quality and responsiveness of platform	<ul style="list-style-type: none">- Share previous relevant project with high number of users and across countries- User-friendly and can be used in multiple browser (pc, mobile phones, tablet)- Include secure coding for standard security measures.
2.	Information structure and online learning journeys	<p>Framework for the users journey including for learners and trainers comprise:</p> <ul style="list-style-type: none">- Incorporation for few Google products such as YouTube, Gemini, etc- Courses comprises of Modules on Anti-Scam- Discussion room- A compilation of Scam Ready ASEAN campaigns, (key visuals, infographics, testimonials, etc.)- Dashboard of the learners progress
3.	Design recommendation for the interface	<ul style="list-style-type: none">- Incorporate proposed design of interface and its structure. A mock-up platform is a plus.- Incorporate the colour palette from the two organisations
4.	Visual elements that are inclusive and gender responsive	<ul style="list-style-type: none">- Design of the platform should pay attention to the photosensitivity element, accessible for PWDs (colour blind, hearing and visual impairment, etc).- Accessible in multiple languages within ASEAN- Comments submission for PWDs (using voice feature?)
6.	Maintenance and training to the Staffs	Training for the staffs around the maintenance and the use of the platform
7.	Strong Project Management with sufficient team capacity	The Consultant must work closely and proactively with the client to discuss the platform development, validate critical objectives, and develop a plan to guide the platform to its completion. Strong team personnel composition as outlined in Attachment A (point 9) or Attachment B (section Personnel) is a plus.
8.	Proven experience in web development, design, and support	<p>The Consultant must attach their portfolio by submitting:</p> <ul style="list-style-type: none">- Three (3) previous relevant project- Three (3) client references



	in the international development sector	
9.	<p>Definition – Team Personnel as preferred.</p> <p><i>Bidder may adjust the personnel as necessary to meet the TOR Deliverables and Scope of Work.</i></p>	<ol style="list-style-type: none">1. Project Manager will be the leader of the platform development for managing the team of content and the platform development. The PM will prepare a detailed design of the product development plan.2. The UI/UX Designer will create an interactive visual design and craft an effective user experience and journey. This role is responsible for designing the platform's appearance during the planning stage, prior to development by the Front-End Developer.3. Back End Developer Engineer will work and develop the system logic, the database and system integration process. This role is important to continue the process of designing into programming which includes the relations of databases.4. The Front-End Developer shall ensure that the platform's front-end implementation is fully aligned with the UI/UX design and conforms to the Scam Ready ASEAN Programme curriculum.5. Infrastructure Engineer will design, supervise and participate in the implementation of technologies and platforms that support data and network infrastructure. In addition, the infrastructure engineer also plays a role in identifying and solving problems that affect the operation of data infrastructure, maintaining website servers, assisting with system planning, and implementation and network integration.6. System Analyst will bridge the user and team developer to ensure the flow of the learning journey is smooth.7. Admin officer is the one responsible to manage project documentation, updating calendar, scheduling presentation and meetings, and support with financial requirements.8. Content planner and developer will manage the content planning according to requirement in the Term of Reference and in consultation with ASEAN Foundation. The officer will then be responsible to



		develop the content with writers and editors (including editing, re-writing and proofreading).
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Attachment B: Service Specification and Price

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

No	Specification	UoM	Qty	Unit Price (USD)	Total Price (USD)
	Personnel*				
1.	Team leader/Project Manager				
2.	UI/UX designer				
3.	Back End Developer				
4.	Front End Developer				
5.	Infrastructure Engineer				
6.	System Analyst				
7.	Admin Officer				
8.	Content planner/developer				
	Others				
	Multimedia Content in Platform				
11.	Video introduction for Resource Hub				
	Activity				
12.	Meeting expenses (coordination meeting, interviews, focus group discussion, validation meetings)				
13.	Travel (if needed)				
	Others				
	Infrastructure, Maintenance and Training				



14.	Technical maintenance (1 year and 6 months after launching)	a			
15.	Training to staff				
16.	Server, VPS Infrastructure, Security & SSL Management				
	Others				
Total (USD)					

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

Compliment:

Warranty:

Shipping cost :

Others :

I, the undersigned, provide the attached corporate rate in accordance with **RFQ No. 057/AF/RFQ/2025 issued on 26 December 2025**.

I certify that the prices provided are valid for a period of **6 (six) 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.

Signature:

Name of Professional :

Title :

Name of Institution :

Address :

Telephone :

Email :