

ASEAN Foundation
Request For Quotation
No: 045/AF/RFQ/2025

Introduction

Three decades after ASEAN was established, ASEAN leaders recognised that there remained inadequate shared prosperity, ASEAN awareness and contact among the people of ASEAN. It was of this concern that ASEAN leaders established ASEAN Foundation in Jakarta, Indonesia, at ASEAN's 30th Anniversary Summit in Kuala Lumpur, Malaysia, on 15 December 1997.

The ASEAN Foundation is an organisation from and for the people of ASEAN. The Foundation exists because of one vision: to build a cohesive and prosperous ASEAN Community. As an ASEAN body, the Foundation is tasked to support ASEAN mainly in promoting awareness, identity, interaction and development of the people of ASEAN. For more information, visit: www.aseanfoundation.org.

In recent years, the vision of a cohesive and prosperous ASEAN has been increasingly challenged by the surge of online scams and cyber fraud. In 2022, ASEAN recorded over 400,000 scam cases resulting in losses of approximately USD 5 billion, and by 2024 this figure had soared to USD 37 billion. AI-driven fraud, online payment vulnerabilities, cross-border criminal networks, and gaps in enforcement are fuelling increasingly sophisticated attacks, with some countries now reporting that cybercrime accounts for up to half of all reported crime. In response, ASEAN has established the Anti-Scam Working Group and committed to national Anti-Scam Centres, yet challenges such as inconsistent messaging, cultural barriers, and inadequate victim support remain.

Against this backdrop, the Global Anti Scam Summit (GASS) Asia 2025 in Singapore on 2-3 September will convene governments, regulators, law enforcement, financial institutions, and technology leaders to accelerate joint action. Aligned with its mission to promote awareness, capacity building, and regional solidarity, the ASEAN Foundation will participate in the plenary session *Fighting Scams in the Philippines, Indonesia, and Oceania*, and announce a new partnership with Google.org to expand access to scam prevention resources for youth and elderly communities across Southeast Asia.

This programme will equip vulnerable groups with the skills to recognise and respond to scams, develop a scalable multilingual curriculum, and foster a network of anti-scam advocates to sustain awareness. To ensure the announcement reaches audiences across ASEAN and generates lasting impact, the ASEAN Foundation seeks to engage an experienced media agency to craft compelling narratives, manage regional outreach, and highlight the programme's role in protecting communities and strengthening trust in the region's digital economy.



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

1	RFQ No.	045/AF/RFQ/2025
2	Issue Date	October 2025
3	Title	Graphic Design Services
4	Email Address for Submission of Quotes	procurement@aseanfoundation.org and AF.Influencers@aseanfoundation.org .
5	Closing Date and Time for Receipt of Quotes	24 October 2025 by 23.59 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 24 October 2025 by 23.59 PM GMT +7 (Jakarta Time)
7	Contact Person	Ms. Yulfia Arnis (Project Specialist of the Programme) yulfia.arnis@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 AF.Influencers@aseanfoundation.org . Offerors shall confirm in writing that the offeror fully understands that their quotes must be valid for a period of 7 months by signing Attachment A Value Added Tax (VAT) shall be included in the quoted price , and offeror is responsible for any taxes that might be levied on payments



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secretariat@aseanfoundation.org

12	Term of Payment	The payment will be paid based on our assignment or Purchase Order during the period of the agreement.
		100% Payment will be transferred a maximum of fourteen (14) working days after satisfactory receipt of all services delivered and upon submission the original invoice and other supporting documents.
13	Goods/Service Specification and Price	Offerors should send their quotes by fill/modify the attachment A.

I, the undersigned, provide the attached rate in accordance with **RFQ No. 045/AF/RFQ/2025 issued on 10/13/2025.**

I certify that the prices provided are valid for a period of **4 (four) 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 :

Address :

Telephone :

Email :

ANNEX II: Terms of Reference of Graphic Designer Consultant for the ASEAN Youth Creators for Impact Programme 2025

Terms of Reference Graphic Design Consultant for ASEAN Youth Creators for Impact Programme

Background

The ASEAN Foundation was established in 1997 during ASEAN's 30th Anniversary Summit in Kuala Lumpur to advance shared prosperity, foster ASEAN identity, and strengthen people-to-people connections. For nearly three decades, it has championed community-building through education, dialogue, and advocacy, empowering young people to play an active role in shaping the region's future.

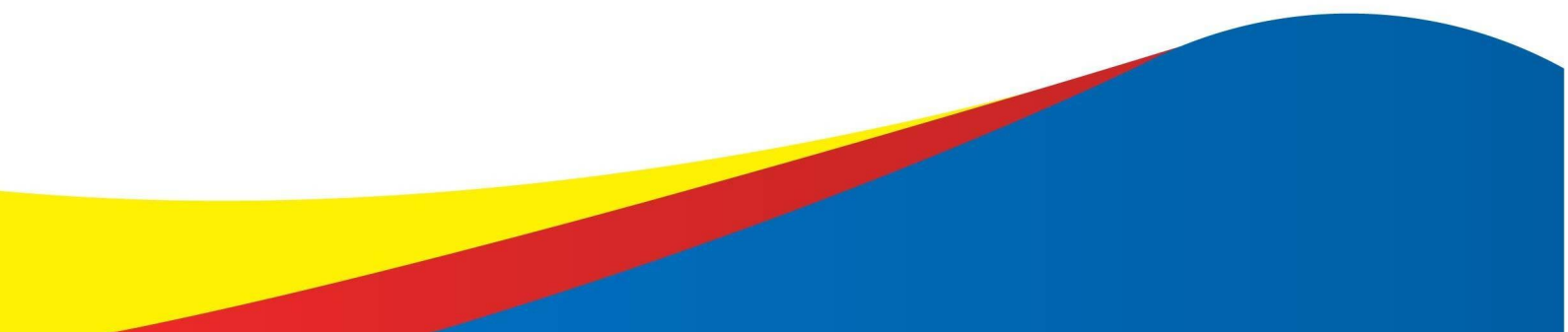
With support from the Mission of Canada to ASEAN through the Canada Fund for Local Initiatives, the ASEAN Foundation is proud to launch the ASEAN Youth Creators for Impact (ASEAN Y-Impact) Programme, with aim to empower 11 young content creators from across ASEAN member states to raise awareness on key social equality topics; including women's empowerment, education rights, mental health, digital inclusion, media literacy and peacebuilding. This initiative builds on the ASEAN Communication Master Plan II and the ASEAN Work Plan on Youth 2021–2025, while also contributing directly to the Sustainable Development Goals (SDGs), including SDG 5 on women's empowerment, SDG 4 on inclusive and equitable education, and SDG 16 on peace, justice, and strong institutions.

To strengthen the visibility of the programme and ensure the production of high-quality promotional materials for both online and offline use, the ASEAN Foundation is seeking a Graphic Design Consultant. The consultant will support the programme's visibility, particularly during the onboarding, campaign implementation, and awarding phases. The consultant is expected to produce visually engaging and cohesive materials aligned with the branding guidelines of the ASEAN Foundation and its partner.

Position Summary

Under the supervision of the Project Specialist of ASEAN Y-Impact in collaboration with the Communications Officer at the ASEAN Foundation, and the guidance from the Head of Communications of the ASEAN Foundation, the Graphic Design Consultant will be responsible in conceptualising, designing, and producing creative visual materials for effective communication purposes, aligning with the programme's objectives and outcomes. The consultant will closely work and coordinate with the programme and communications teams to design digital and print assets for social media, onboarding and training activities, materials for presentation, and event collaterals.

Duties and Responsibilities



Expected Deliverables

The consultant is expected to fulfil the following deliverables:

No	Deliverables	Details	Timeline
1	Social media assets	Development of social media content for campaign highlights, key announcements, and other relevant content related to the programme's milestones.	November 2025 – February 2026
2	Event Collaterals	Development of Collateral assets and publication materials for onsite events.	January – February 2026
3	Digital Assets	Development of: • Virtual backgrounds for online trainings • PowerPoint design template • E-Certificates for participants • Social Media Toolkit	November 2025 – January 2026

Person Qualifications

- Proven experience in graphic design, preferably for regional and international projects.
- Proficiency in various design software, including but not limited to Adobe Illustrator, Photoshop, InDesign, and CorelDraw.
- Strong understanding of branding, layout composition, and visual storytelling.
- Creative, attentive to detail, and capable of meeting tight deadlines.
- Flexible revision and accommodating input desirable.

Remuneration

A lump-sum consultancy fee will be provided commensurate with the consultant's qualifications and experience. The payment schedule terms will be discussed upon contract signing between the Consultant and the ASEAN Foundation.

INTELLECTUAL PROPERTY

The existing intellectual property rights (including but not limited to patents, copyright and related rights) used in connection with this consultancy shall remain with the respective Party. Any new intellectual property rights resulting from or in connection with the Services under this consultancy ("New IPR") shall belong to the ASEAN Foundation. For avoidance of doubt, New IPR shall include, but not limited to all or any reports as generated in accordance to the TOR and in relation to the service.



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How to Apply

Please send your applications consisting of the following documents:

- Curriculum Vitae (CV)
- Design Portfolio (Showcasing relevant works)
- Proposed lump-sum fee or quotation
- Filled Request For Quotation ()
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Please submit your application by 24 October 2025 with the subject line: "Graphic Design Consultant – [Your Name]". Send your application to: procurement@aseanfoundation.org with a copy to AF.Influencers@aseanfoundation.org.

All submitted applications will be thoroughly and fairly evaluated based on various criteria, including the quality of the proposal and price. However, only shortlisted candidates will be contacted.

IMPORTANT NOTES

In line with the ASEAN Foundation's payment terms, the final payment will be made within 14 working days upon completion of all deliverables and receipt of the vendor's invoice.