



**Term of Reference  
The ASEAN COVID-19 Response Program  
Malaysia**

**1. Project Overview**

The coronavirus disease 2019 (COVID-19) pandemic has triggered an unprecedented global health, humanitarian and socio-economic crisis, and continues to exacerbate the vulnerability of affected communities. In ASEAN, the pandemic has mostly affected at-risk communities in the region which makes up 70% of the ASEAN workforce. Many of the affected people consist of daily wage earners, and/or members of marginalised communities, whose livelihoods are severely affected by pandemic response measure.

The ASEAN COVID-19 Response is a collaborative project between ASEAN Foundation and United Way Worldwide (UWW) with the support from 3M that aimed to strengthen the awareness and resilience of the ASEAN affected populations on COVID-19 pandemic. This ASEAN COVID-19 response will support the immediate needs of the affected, at-risk and vulnerable communities with particular focus in Malaysia. The project will strengthen the resilience of the community via provision of basic hygiene such as construction and/or rehabilitation of sanitation facilities including hygiene promotion and distribution of food packages/vouchers and also non-food items which are essentials for affected communities. This project is expected to bring significant impact on the strengthening of the resilience of the affected, at-risk and vulnerable communities in the face of COVID-19 threat.

**2. Objective**

- a. To ensure that emergency-affected populations (communities at-risk and vulnerable groups) have a safe, sufficient, equitable and dignified access to basic food security and hygiene services.
- b. To raise awareness of the COVID-19 pandemic among targeted groups to minimise human suffering.

**3. Milestones of the Project**

**Milestone 1.**

*Food supply/vouchers will be distributed to a total of 1,700 affected communities, communities at-risks and vulnerable groups in Malaysia with the following detail*

- a) 850 families with children (50%)
- b) 510 Individual or family's (30%) they include PWDs, elderly, ethnic groups, pregnant and lactating women
- c) 340 refugee and migrants (20%)

**Milestone 2**

*Affected and at-risks communities and vulnerable group will have access to safe sanitation facilities with the gender appropriate*

**Milestone 3**

*A total of 1,700 affected and at-risks communities and vulnerable group in Malaysia will receive the essential non-food items including hygiene kits with the following detail:*

- a) 850 families with children (50%)
- b) 510 Individual or family's (30%) they include PWDs, elderly, ethnic groups, pregnant and lactating women
- c) 340 refugee and migrants (20%)

<p><b>Milestone 4</b> The handwashing demonstrations and socialisation will target a total of 1,700 people at the affected and at-risk communities to prevent the COVID-19 transmission.</p> <p><b>Milestone 5</b> The national-level campaigns developed for this programme aim to effectively educate project stakeholders, such as media, local government, donors and general public in Malaysia on COVID-19 by achieving the following results:</p> <ul style="list-style-type: none"> <li>a) National-level campaigns conducted by CSO partners, engaging at least 1,700 people through social media.</li> <li>b) At least three media clippings about the programme generated from each country, reaching at least 1,700 people.</li> <li>c) At least 500 information, education and communication materials about COVID-19 with local language produced and distributed to key stakeholders in each project location in the two countries.</li> </ul>
<p><b>4. Project Type of Activity</b> Provide food and hygiene package to low-income citizens who are severely hit by COVID-19 and Public campaign on the prevention of the COVID-19 transmission</p>
<p><b>5. Project Location</b> Malaysia</p>
<p><b>6. Project Duration</b> September – December 2020</p>
<p><b>7. Institution in Charge</b> The institution in charge for the implementation of the project on-site will be selected through open bidding. The selected organization will closely coordinate with the ASEAN Foundation for the overall project implementation, from planning to reporting. During the implementation of this project—the selected organisation also will be required to attend the request from the partners of the ASEAN Foundation—United Way Worldwide (UWW) and 3M Science.</p>
<p><b>8. Target Participants</b></p> <ul style="list-style-type: none"> <li>a. Families with children</li> <li>b. Individual or families             <ul style="list-style-type: none"> <li>1) Person with disabilities</li> <li>2) Women headed household</li> <li>3) Pregnant and lactating women</li> <li>4) Ethnic, indigenous, national, and regional minorities</li> <li>5) Elderly</li> </ul> </li> <li>c. Refugee and migrants</li> </ul>
<p><b>9. Total Number of Beneficiaries</b> At least 1.700 people</p>
<p><b>10. Selection Process</b> The submitted application will be going through screening process by the ASEAN Foundation and United Way Worldwide (UWW). Shortlisted applicants will be contacted for an interview. Please refer to Annex I for detail information on selection process.</p>
<p><b>11. Inquiry</b> For further inquiries please contact ASEAN Foundation by email on <a href="mailto:secretariat@aseanfoundation.org">secretariat@aseanfoundation.org</a>.</p>
<p><b>12. How to apply</b> To apply for this initiative, those who are interested are required to apply by filling your application form sending the proposal through <a href="#">JotForm</a> (← CLICK HERE) by 11 September 2020 at the latest.</p>



ANNEX 1.



**Request for Application  
The ASEAN COVID-19 Response Program  
Malaysia**

**Project Proposed**

The ASEAN COVID-19 Response Program

*Detail of said project is available in the Term of Reference.*

**Applicants Eligibility**

Every Civil Society Organizations (CSOs) registered in project location who are interested and have similar working experience with the above-mentioned project or activity are welcome to submit their applications. Each organization who are applying must be a legal entity during the signing of contract.

Individuals will not be considered for partnering, and all applications should be made on behalf of the organisation.

**Submitting Applications**

Applicants must submit their proposals by filling in the application form through

[JotForm](#) (← CLICK HERE) by 11 September 2020 (23:59 GMT+7).

**Inquiry**

Any questions regarding the project or application should be written and sent through email to [secretariat@aseanfoundation.org](mailto:secretariat@aseanfoundation.org) with the subject of COVID-19 Response Program Inquiry.

**Selection Process**

The assessment and scoring process, and the selection of organization will be conducted by a panel representing the ASEAN Foundation and United Way Worldwide (UWW). Below is the phase of application selection process.

1. Applications will be screened through their administrative documents to ensure the eligibility and fulfilling the qualifications.
2. Shortlisted applications will be assessed and scored based on the narrative and budget proposed.
3. Shortlisted proposals who have reach the minimum score will be invited for further evaluation through pitching and interview.
4. The panel for assessment will deliberate and decide the selected organization.
5. Selected organization or applicants have to complete all the necessary administration documents and sign the contract.

**Applicants Criteria**

The project is eligible and preferred for CSOs that fulfil these criteria:

1. Legally registered in the country of project location.
2. Experienced in disaster relief and emergency response, refugee, hygiene and sanitation issues.
3. Experienced working with vulnerable/ marginalise communities, refugees, ethnic groups, and persons with disability.
4. Experienced working with the local government in your country.
5. Having broad networks with local and national media.
6. Showing active online presence (on social media and website).
7. Have experience in developing and implementing both online and offline campaigns.
8. Have experience in creating and distributing education and communication materials (banner, brochure, video) for campaign purposes.



9. Possess adequate communication equipment (camera, tripod, etc.).
10. Fluency in English, as general communication during project implementation and report development.
11. Experienced handling project fund, having financial internal regulation and finance staff.
12. Possess a bank account with any major bank in Southeast Asia.
13. Commitment to implement the project based on the contract period and obey to follow the project regulation.

### Proposal Scoring

Any incomplete or improper writing of the proposal will not be continued to assessment process.

In the first selection phase, proposals will be assessed through several evaluations criteria:

Proposals Criteria	Points
<p><i>Substantive: Relevancy with the objectives of project</i></p> <ul style="list-style-type: none"> <li>- Showing good comprehension of the problems addressed in the project.</li> <li>- Include milestones as mentioned in the TOR.</li> <li>- Showing good comprehension of the TOR.</li> </ul>	20
<p><i>Substantive: Proposed Activities</i></p> <ul style="list-style-type: none"> <li>- Details of activities are elaborated well and comprehensive.</li> <li>- Details of activities are relevant to the milestones as mentioned in the TOR.</li> <li>- Results of activities can be measured well through proper and clear monitoring mechanism.</li> </ul>	20
<p><i>Project Management</i></p> <ul style="list-style-type: none"> <li>- Reflecting adequate capacity of the organisation in project management, from program planning to reporting.</li> <li>- Having networks in all locations in the targeted country.</li> <li>- Reflecting credibility in managing project accountably in both narrative and financial management aspects.</li> <li>- Reflecting in detail that the activities will be conducted in accordance to the project period as mentioned in the TOR.</li> <li>- Reflecting additional impact or sustainability aspect to the organization if selected or receive the fund for implementing the project.</li> </ul>	20
<p><i>Financial Management</i></p> <ul style="list-style-type: none"> <li>- The proposed budget is relevant to the activities and proper.</li> <li>- Composition of budget comprises of 85:15 between program implementation and operational.</li> </ul>	20
<p><i>Communications</i></p> <ul style="list-style-type: none"> <li>- Reflecting adequate ability in communication management including managing database of media clipping covering organisation's projects and communication workplan</li> <li>- Reflecting adequate ability in social media or website management, including graphic design and narrative content production</li> <li>- Showcasing the previous and/or existing education and communication materials with brief explanation of dissemination or distribution strategy</li> </ul>	20
<b>Total Scoring Points</b>	<b>100</b>
<b>Minimum score for further evaluation process</b>	<b>70</b>

If the applications are able to reach the minimum score, they will be continued to the second evaluation process where the panel of assessment will decide based on the principals of institution partner selection process owned by the ASEAN Foundation and United Way Worldwide (UWW).



Further information to take note by the applicants:

1. If there are any information need to be reconfirmed, the panel may contact the applicants for further clarification.
2. Contract agreement will be given to only one (1) proposal or institution chosen through the selection process explained above, after fixating the proposal in terms of details of activities and budget.
3. If there is no proposal able to reach the minimum score, the program management unit deserves to re-open the request for application or undertake direct appointment.

### **Provisions to Adhere**

The selected organization have responsibilities to:

1. Formulate the concept and strategy of activities implementation as aligned to the TOR.
2. Dedicate one communication staff to coordinate with the Communications Unit of ASEAN Foundation to develop and implement campaign.
3. Develop working plan and budget of the project.
4. Having regular coordination in terms of substantive and administrative to the ASEAN Foundation as part of program management unit.
5. Manage all administrative documents related to the project implementation.
6. Documenting every activity in various multimedia.
7. Provide the monthly progress narrative report according to the template.
8. Deliver any product knowledge as results of project implementation which also will be owned by the program management unit, the ASEAN Foundation and United Worldwide Way.

Before signing the contract agreement, the selected organisation must complete all administrative documents as follows:

1. Constitution/ set of rules of the organization/ Standard Operational Procedure (SOP)
2. Copy of Deed of Incorporation
3. Please list (names and roles) of the leadership team under your organisation
4. Latest Audit report within the previous three years
5. List of cooperation and/or collaborative activities within the previous three years

The selected organisations will also be listed in the ASEAN Foundation's database of CSO/ NGO partner for future collaboration. The condition may have opportunity of being directly appointed for any possible cooperation in the future or firstly invited for a proper screening process.

### **Applications Requirements**

1. Submit the application form and proposal through JotForm
2. Proposal Cover Page;
3. Narrative Proposal;
4. Budget Proposal;
5. Activities Workplan & Communication Workplan;
6. CV of staffs involved in the project;
7. List of cooperation and/or collaborative activities within the previous three years, which include the Brief Report; Photographs; and Total Value (or total fund).



ANNEX II.

PROPOSAL COVER PAGE

Name of Organization		Name of Director	
Country of Operations		Date of Establishment	
Registered Address of Representing Organization			
Phone Number	Email	Website	
<p>I hereby declare that:</p> <ol style="list-style-type: none"><li>1. I am representing on behalf of my organization to propose for “ _____ ”</li><li>2. Our organization is subject to legal entity.</li><li>3. The proposal and all personal/ organization data provided is held strictly confidential and proposed solely to the ASEAN Foundation for ASEAN COVID-19 Response Program.</li><li>4. I have read the TOR and RFA documents thoroughly and willing to comply the terms and conditions mentioned within or any rules and regulations applied within the ASEAN Foundation – ASEAN COVID-19 Response program.</li></ol> <p>Date:</p> <p><i>Signature</i></p> <p><i>Name and Designation</i></p>			



ANNEX III.



## NARRATIVE PROPOSAL

The proposal submitted must be written in English and consists of several points as follows:

1. **Background**  
Elaborate the justification of choosing the project, complete with relevant data and information, include the description of problems, any actions or efforts done by other parties, and the current initial condition of targets addressed. Proposed activities must be aligned with provisions as mentioned in the Term of Reference.
2. **Objective and Milestones**  
Explain the objective and milestones of the proposed project.
3. **Detail of Activity**
  - a) Describe the activities
  - b) Describe the target of beneficiaries, including the target number and type of beneficiaries, location, etc
  - c) Describe the target of product knowledge or communication materials that will be produced and the communication workplan
  - d) Workplan of overall project activity that will be implemented within project period as mentioned in the TOR
4. **Personnel**  
Describe each staff that will be involved in the project implementation, complete with each detail CV in the annex.
5. **Budget**  
Attach the budget structure with proportion of allocation 85:15 between program and office support & management. The budget in excel format must be submitted through JotForm.
6. **About the Organization**
  - a. Brief description of your organization history or core business
  - b. Provide list of cooperation and/or collaborative activities within the previous three years including projects or activities related to disaster relief, emergency responsibility, refugee, and vulnerable communities. Please complete each mentioned project or activity with brief report or description, total budget, and photographs
  - c. Provide links of social media accounts and website
  - d. Provide a report of media clipping covering your organization activities or projects
  - e. Provide list of communication equipment currently in possession
  - f. Attach samples of communication materials and a brief explanation about how the materials were distributed