Request for Proposal (RFP)
Title: Consultancy services for Communication Strategy Development, Stories of Change Documentation, and Communication Materials Production Consultant for the Batang Toru Forest Ecosystem (BTFE) Conservation Program
RFP No.: 030/X/05/2026
Date of Issuance: 5 October 2026

I. Background and Justification

The Batang Toru Forest Ecosystem (BTFE) is one of the most important high-conservation-value landscapes on the island of Sumatra, playing a critical role in maintaining biodiversity and the ecological functions of the region. The area is widely recognized as the habitat of numerous important plant and animal species, including the Tapanuli Orangutan (*Pongo tapanuliensis*), a great ape species found only within the Batang Toru Ecosystem and currently classified as Critically Endangered. The uniqueness and ecological significance of this landscape make Batang Toru a priority area for conservation efforts, sustainable natural resource management, and development initiatives that seek to balance environmental protection with community well-being.

Over the past several years, a wide range of conservation initiatives have been implemented across the Batang Toru Ecosystem through collaboration among government agencies, civil society organizations, research institutions, private sector stakeholders, and local communities. These initiatives have included strengthening governance systems, habitat protection and restoration, human-wildlife conflict mitigation, community institutional development, sustainable livelihood enhancement, capacity building for local community groups, as well as environmental education and awareness-raising programs.

Despite these efforts, many valuable lessons learned and field-level changes have not been systematically documented or widely communicated to key stakeholders. Developing Stories of Change is therefore essential to demonstrate program impacts, strengthen learning processes, increase the visibility of conservation efforts, and build public support for the sustainable management of the Batang Toru Ecosystem. Such documentation should also ensure that the voices, perspectives, and dignity of local communities, local partners, and vulnerable groups involved in these initiatives are appropriately represented and respected.

Therefore, Konservasi Indonesia (KI) seeks a qualified partner to conduct field information gathering, develop compelling Stories of Change narratives, and produce credible, engaging, and accessible communication materials for diverse audiences, including international donors.

Konservasi Indonesia (KI) has facilitated and supported a range of collaborative conservation initiatives across the **Batang Toru Ecosystem (BTE)** aimed at strengthening landscape governance, protecting biodiversity, enhancing community participation, and promoting sustainable natural resource management. These efforts have involved partnerships among government agencies, local communities, civil society organizations, academic institutions, and private sector actors.
These collaborative efforts have resulted in several notable achievements, including:

a) Strengthening multi-stakeholder collaboration for the protection and integrated management of the Batang Toru Ecosystem through coordination forums, stakeholder

engagement processes, and joint conservation initiatives involving government, local communities, NGOs, academia, and the private sector.

b) Supporting the development and implementation of conservation and sustainable management initiatives, including habitat protection and restoration, Orangutan corridor development, SMART-based monitoring systems, collaborative patrols involving local communities and forest management authorities, and other conservation innovations.
c) Enhancing community participation and institutional capacity through environmental awareness programs, capacity building, sustainable livelihood initiatives, and community-based conservation activities.
d) Supporting the implementation of an integrated communication strategy to promote conservation outcomes, strengthen stakeholder engagement, and increase public awareness of conservation issues and achievements within the Batang Toru Ecosystem.

These initiatives have generated important conservation outcomes, valuable lessons learned, and significant changes at the community, institutional, and landscape levels. However, many of these achievements and experiences have not been systematically documented or communicated to broader audiences.

Documenting and communicating these Stories of Change is essential to demonstrate conservation impacts, strengthen organizational learning, increase the visibility of conservation efforts, and build support among stakeholders and donors for the sustainable management of the Batang Toru Ecosystem. Such documentation should also ensure that the voices, experiences, and perspectives of local communities, local partners, and vulnerable groups are accurately and respectfully represented.

Therefore, KI seeks a qualified partner to conduct field information gathering, develop compelling Stories of Change narratives, and produce communication materials that effectively communicate conservation achievements, lessons learned, and impacts from the Batang Toru Ecosystem to local, national, and international audiences.

II. Project Overview

The Batang Toru Ecosystem (BTE) is one of Indonesia's priority conservation landscapes and the only known habitat of the Tapanuli Orangutan (Pongo tapanuliensis). Over the years, Konservasi Indonesia (KI) and its partners have implemented various collaborative conservation initiatives across the landscape, including habitat restoration, Orangutan corridor development, SMART-based monitoring, collaborative patrols, community empowerment, and multi-stakeholder engagement activities. These efforts have generated important conservation outcomes, lessons learned, and positive changes at the community, institutional, and landscape levels.

However, many of these achievements and experiences have not been systematically documented or communicated to wider audiences. To address this gap, KI seeks to develop Stories of Change

and supporting communication materials that capture and communicate the impacts of conservation efforts in the Batang Toru Ecosystem. Through compelling narratives and visual storytelling, this initiative aims to increase the visibility of conservation achievements, strengthen stakeholder engagement, support organizational learning, and demonstrate conservation impact to local, national, and international audiences, including donors and development partners.

III. Objectives

This assignment will be carried out by a qualified consultant or firm with demonstrated experience in conservation communications, storytelling, and multimedia content development to ensure that the objectives are achieved effectively and within the agreed timeframe.

The objectives of this study are as follows:

- To identify, document, and communicate conservation outcomes, lessons learned, and field-level changes resulting from collaborative conservation initiatives in the Batang Toru Ecosystem.
- To develop compelling Stories of Change that capture the experiences, perspectives, and contributions of local communities, partners, and other stakeholders involved in conservation efforts.
- To produce high-quality communication materials, including videos, photo stories, and social media content, that effectively showcase conservation achievements and increase the visibility of conservation efforts in the Batang Toru Ecosystem.
- To strengthen stakeholder engagement, knowledge sharing, and public awareness by delivering credible, audience-oriented communication products suitable for local, national, and international audiences, including donors and development partners.

Term of Reference, Deriverables, and deliverables schedule (This may include here or as an attachment to the RFP, particulary if the terms of reference (See Attachment 2))

IV. Submission Details

a. Deadline. Proposals must be received no later than **October 19, 2026, at 16:00** Jakarta Time. Late submissions will not be accepted. Proposals must be submitted via email to: procurementKI@konservasi-id.org All proposals must be submitted in accordance with the guidelines listed in this RFP.

b. Validity of bid 120 days from the submission deadline.

c. Clarification. Questions may be submitted to ke procurementKI@konservasi-id.org by the spesific date and time in the schedule below. The subject line of the email must include the RFP number and title of the RFP. KI will respond in writing to clarifications by the date specified in the schedule below. Responses to questions that may be of common interest to all bidders will be posted to the KI website and/or communicated via email.

d. Amendments. At any time prior to the deadline for submission of proposals, KI may, for any reason, modify the RFP will be posted on the KI website and/or communicated via email.

V. Qualification and Experience

The successful applicant must demonstrate strong professional qualifications and extensive relevant experience in environmental communication, storytelling, multimedia production, and conservation or development program documentation. Specifically, the applicant should meet the following requirements:

A. Institution, Organization, or Team Composition:

- Team Leader with demonstrated experience in development communication, environmental communication, journalism, media, program documentation, or other relevant fields.
- Team members comprising personnel with demonstrated experience in one or more of the following areas, including Stories of Change development, article writing, feature writing and human-interest storytelling, documentary and conservation photography, video production, digital communications and social media management, visual communication design, and documentation of development, conservation, or community empowerment programs.

B. Team Leader and Experts:

- Demonstrated knowledge and experience in environmental communication, development communication, biodiversity conservation, community empowerment, or related fields.
- Proven experience in qualitative data collection, in-depth interviews, narrative development, and Stories of Change documentation.
- Strong ability to identify and document good practices, program learning, and inspirational stories from field-level interventions.
- Experience in developing articles, program impact profiles, communication reports, or similar publications.

C. Creative Production Team:

- Proven experience in professional photography and videography for program documentation, campaigns, or public communication purposes.
- Strong skills in photography, photo editing, video editing, and multimedia content production.
- Ability to produce engaging, high-quality communication materials tailored to different communication platforms and audiences.

D. Analytical and Communication Skills:

- Experience in translating field-based information into communication products that are informative, accurate, and accessible to diverse audiences.
- Strong analytical and writing skills in Bahasa Indonesia.

- Excellent interpersonal communication skills, including the ability to conduct interviews and facilitate discussions with a wide range of stakeholders.
- Ability to work in an organized manner, meet deadlines, and manage communication production processes effectively.

E. Contextual Experience:

- Previous experience working in the Batang Toru Ecosystem landscape or other conservation landscapes will be considered an advantage.
- Understanding biodiversity conservation, sustainable landscape management, human-wildlife conflict issues, and community empowerment approaches.
- Experience working with local communities, government institutions, civil society organizations, and conservation partners.

VI. Copyright and Ownership of Materials

- All deliverables produced under this assignment, including articles, photographs, videos, raw files, and any derivative materials, shall become the exclusive property of KI and may be used indefinitely for publication, communications, campaigns, and donor reporting purposes.
- The Consultant shall provide all raw/source files, in addition to the final edited products, as part of the required deliverables.
- Where third-party materials are used, including talent, music, or stock footage, the Consultant shall ensure that all necessary licenses are secured, royalty-free where applicable, and free from any copyright infringement claims or ownership disputes.

VII. Submission Guidelines and Proposal Format

Proposal Document to include

- Signed cover page on bidder's letterhead with contact information.
- Signed Representation of Transparency, Integrity, Environmental and Social Responsibility (Attachment 1).
- Proposals must be submitted in English or Indonesian.
- Each proposal must include the following components:

- **Technical Proposal**

  Corporate Capabilities, Experience, and Past Performance
  - Description of similar projects or assignments.
  - At least 3 client references.

  Qualifications of Key Personnel
  - CVs demonstrating compliance with minimum requirements (see Section V).

  Technical Approach, Methodology, and Detailed Work Plan
  - Detailed description of how requirements in Terms of Reference will be met (see Section 3 or Attachment 2).
  - Include any specific requirements and page limits if applicable.

- **Financial Proposal**
  Completed cost proposal template (Attachment 3).
- All proposals must be submitted online. Deadline: Proposals must be submitted no later than **October 19, 2026, at 16:00 WIB.**
- Submission Method: Proposals must be submitted online to e-mail to: procurementKI@konservasi-id.org

VIII. Evaluation Criteria

In evaluating proposals, KI will seek the best value for money considering the merits of the technical and cost proposals. Proposals will be evaluated using the following criteria:

Evaluation Criteria	Score
The proposed methodology, framework, and work plan are aligned with the assigned tasks and the expected implementation of activities.	15%
The presentation is clear, systematically organized by activities, logically structured in planning, and demonstrates realism, effectiveness, and efficiency.	20%
Performance and prior work experience meet the minimum qualification requirements.	25%
The team and personnel possess the capacity and specialized technical expertise necessary to support the effective execution of the work.	20%
The proposed costs are realistic and reasonable, reflecting a strong understanding of the requirements for fulfilling the assigned tasks.	20%
Total	

IX. Timeline

RFP Issued	5 October 2026
Clarifications submitted to KI	8-9 October 2026
Clarifications provided to Known Bidders	12-13 October 2026
Complete proposals due to KI	19 October 2026
Final Selection	30 October 2026

X. Resulting Award

KI anticipates entering into an agreement with the selected bidder by November/December 2025. Any resulting agreement will be subject to the terms and conditions of KI's Services Agreement. A model form of agreement can be provided upon request.

This RFP does not obligate KI to execute a contract, nor does it commit KI to pay any costs incurred in the preparation or submission of the proposals. Furthermore, KI reserves the right to reject any

and all offers if such action is in the best interest of KI. KI will, in its sole discretion, select the winning proposal and is not obligated to share individual evaluation results.

XI. Confidentiality

All proprietary information provided by the bidder shall be treated as confidential and will not be shared with potential or actual applicants during the solicitation process. This includes, but is not limited to, price quotations, cost proposals, and technical proposals. KI may, but is not obliged to, post procurement awards on its public website after the solicitation process has concluded and the contract has been awarded. KI's evaluation results are confidential, and applicant scoring will not be shared among bidders.

XII. Code of Ethics

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting, and if selected, eventually carrying out the specified work in accordance with KI's Code of Ethics [for GCF-funded projects only, add: "and the Green Climate Fund's Policy on Prohibited Practices"]. Konservasi Indonesia's reputation derives from our commitment to our values: Integrity, Respect, Courage, Optimism, Passion, and Teamwork. KI's Code of Ethics (the "Code") provides guidance to KI employees, service providers, experts, interns, and volunteers in living KI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violation of the Code of Ethics, as well as concerns regarding the integrity of the procurement process and documents, should be reported to KI via its Ethics Hotline at www.ci.ethicspoint.com.

XIII. Attachments

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility
Attachment 2: Terms of Reference
Attachment 3: Cost Proposal Template

Attachment 1: Representation of Transparency, Integrity, Environmental and Social Responsibility

RFP No. **030/X/05/2026**
UEI Number (if applicable):

All Offerors are expected to exercise the highest standards of conduct in preparing, submitting and if selected, eventually carrying out the specified work in accordance with KI's Code of Ethics. KI's Code of Ethics provides guidance to KI employees, service providers, experts, interns, and volunteers in living KI's core values, and outlines minimum standards for ethical conduct which all parties must adhere to. Any violations of the Code of Ethics should be reported to KI via its Ethics Hotline at www.ci.ethicspoint.com.

KI relies on the personal integrity, good judgment and common sense of all third parties acting on behalf, or providing services to the organization, to deal with issues not expressly addressed by the Code or as noted below.

I. With respect to KI's Code of Ethics, we certify:

a. We understand and accept that KI, its contractual partners, grantees and other parties with whom we work are expected to commit to the highest standards of Transparency, Fairness, and Integrity in procurement.

II. With respect to social and environmental standards, we certify:

a. We are committed to high standards of ethics and integrity and compliance with all applicable laws across our operations, including prohibition of actions that facilitate trafficking in persons, child labor, forced labor, sexual abuse, exploitation or harassment. We respect internationally proclaimed human rights and take no action that contributes to the infringement of human rights. We protect those who are most vulnerable to infringements of their rights and the ecosystems that sustain them.

b. We fully respect and enforce the environmental and social standards recognized by the international community, including the fundamental conventions of International Labor Organization (ILO) and international conventions for the protection of the environment, in line with the laws and regulations applicable to the country where the contract is to be performed.

III. With respect to our eligibility and professional conduct, we certify:

a. We are not and none of our affiliates [members, employees, contractors, subcontractors, and consultants] are in a state of bankruptcy, liquidation, legal settlement, termination of activity, or guilty of grave professional misconduct as determined by a regulatory body responsible for licensing and/or regulating the offeror's business

b. We have not and will not engage in criminal or fraudulent acts. By a final judgment, we were not convicted in the last five years for offenses such as fraud or corruption, money laundering or professional misconduct.

c. We are/were not involved in writing or recommending the terms of reference for this solicitation document.

d. We have not engaged in any collusion or price fixing with other offerors.

e. We have not made promises, offers, or grants, directly or indirectly to any KI employees involved in this procurement, or to any government official in relation to the contract to be performed, with the intention of unduly influencing a decision or receiving an improper advantage.

f. We have taken no action nor will we take any action to limit or restrict access of other companies, organizations or individuals to participate in the competitive bidding process launched by KI.

g. We have fulfilled our obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country where the contract is to be performed.

h. We have not provided, and will take all reasonable steps to ensure that we do not and will not knowingly provide, material support or resources to any individual or entity that commits, attempts to commit, advocates, facilitates, or participates in terrorist acts, or has committed, attempted to commit, facilitate, or participated in terrorist acts, and we are compliant with all applicable Counter-Terrorist Financing and Anti-Money Laundering laws (including USA Patriot Act and U.S. Executive Order 13224).

i. We certify that neither we nor our directors, officers, key employees or beneficial owners are included in any list of financial or economic sanctions, debarment or suspension adopted by the United States, United Nations, the European Union, the World Bank, or General Services Administration's List of Parties Excluded from Federal Procurement or Non-procurement programs in accordance with E.O.s 12549 and 12689, "Debarment and Suspension". [Include additional sanctions lists of the country of a public donor, if required by the donor.]

Name: _____

Signature: _____

Title: _____

Date: _____

Attachment 2: Terms of Reference

Term of Reference		
Study Title	:	Communication Strategy Development, Stories of Change Documentation, and Communication Materials Production Consultant for the Batang Toru Forest Ecosystem (BTFE) Conservation Program
Period	:	November 2026 – 30 April 2027

I. Background and Justification

The Batang Toru Forest Ecosystem (BTFE) is one of the most important high-conservation-value landscapes on the island of Sumatra, playing a critical role in maintaining biodiversity and the ecological functions of the region. The area is widely recognized as the habitat of numerous important plant and animal species, including the Tapanuli Orangutan (*Pongo tapanuliensis*), a great ape species found only within the Batang Toru Ecosystem and currently classified as Critically Endangered. The uniqueness and ecological significance of this landscape make Batang Toru a priority area for conservation efforts, sustainable natural resource management, and development initiatives that seek to balance environmental protection with community well-being.

Over the past several years, a wide range of conservation initiatives have been implemented across the Batang Toru Ecosystem through collaboration among government agencies, civil society organizations, research institutions, private sector stakeholders, and local communities. These initiatives have included strengthening governance systems, habitat protection and restoration, human-wildlife conflict mitigation, community institutional development, sustainable livelihood enhancement, capacity building for local community groups, as well as environmental education and awareness-raising programs.

Despite these efforts, many valuable lessons learned and field-level changes have not been systematically documented or widely communicated to key stakeholders. Developing Stories of Change is therefore essential to demonstrate program impacts, strengthen learning processes, increase the visibility of conservation efforts, and build public support for the sustainable management of the Batang Toru Ecosystem. Such documentation should also ensure that the voices, perspectives, and dignity of local communities, local partners, and vulnerable groups involved in these initiatives are appropriately represented and respected.

Therefore, Konservasi Indonesia (KI) seeks a qualified partner to conduct field information gathering, develop compelling Stories of Change narratives, and produce credible, engaging, and accessible communication materials for diverse audiences, including international donors.

Konservasi Indonesia (KI) has facilitated and supported a range of collaborative conservation initiatives across the **Batang Toru Ecosystem (BTE)** aimed at strengthening landscape governance, protecting biodiversity, enhancing community participation, and promoting sustainable natural

resource management. These efforts have involved partnerships among government agencies, local communities, civil society organizations, academic institutions, and private sector actors. These collaborative efforts have resulted in several notable achievements, including:

e) Strengthening multi-stakeholder collaboration for the protection and integrated management of the Batang Toru Ecosystem through coordination forums, stakeholder engagement processes, and joint conservation initiatives involving government, local communities, NGOs, academia, and the private sector.
f) Supporting the development and implementation of conservation and sustainable management initiatives, including habitat protection and restoration, Orangutan corridor development, SMART-based monitoring systems, collaborative patrols involving local communities and forest management authorities, and other conservation innovations.
g) Enhancing community participation and institutional capacity through environmental awareness programs, capacity building, sustainable livelihood initiatives, and community-based conservation activities.
h) Supporting the implementation of an integrated communication strategy to promote conservation outcomes, strengthen stakeholder engagement, and increase public awareness of conservation issues and achievements within the Batang Toru Ecosystem.

These initiatives have generated important conservation outcomes, valuable lessons learned, and significant changes at the community, institutional, and landscape levels. However, many of these achievements and experiences have not been systematically documented or communicated to broader audiences.

Documenting and communicating these Stories of Change is essential to demonstrate conservation impacts, strengthen organizational learning, increase the visibility of conservation efforts, and build support among stakeholders and donors for the sustainable management of the Batang Toru Ecosystem. Such documentation should also ensure that the voices, experiences, and perspectives of local communities, local partners, and vulnerable groups are accurately and respectfully represented.

Therefore, KI seeks a qualified partner to conduct field information gathering, develop compelling Stories of Change narratives, and produce communication materials that effectively communicate conservation achievements, lessons learned, and impacts from the Batang Toru Ecosystem to local, national, and international audiences.

II. Project Overview

The Batang Toru Ecosystem (BTE) is one of Indonesia's priority conservation landscapes and the only known habitat of the Tapanuli Orangutan (Pongo tapanuliensis). Over the years, Konservasi Indonesia (KI) and its partners have implemented various collaborative conservation initiatives across the landscape, including habitat restoration, Orangutan corridor development, SMART-

based monitoring, collaborative patrols, community empowerment, and multi-stakeholder engagement activities. These efforts have generated important conservation outcomes, lessons learned, and positive changes at the community, institutional, and landscape levels.

However, many of these achievements and experiences have not been systematically documented or communicated to wider audiences. To address this gap, KI seeks to develop Stories of Change and supporting communication materials that capture and communicate the impacts of conservation efforts in the Batang Toru Ecosystem. Through compelling narratives and visual storytelling, this initiative aims to increase the visibility of conservation achievements, strengthen stakeholder engagement, support organizational learning, and demonstrate conservation impact to local, national, and international audiences, including donors and development partners.

III. Objectives

This assignment will be carried out by a qualified consultant or firm with demonstrated experience in conservation communications, storytelling, and multimedia content development to ensure that the objectives are achieved effectively and within the agreed timeframe.

The objectives of this study are as follows:

- To identify, document, and communicate conservation outcomes, lessons learned, and field-level changes resulting from collaborative conservation initiatives in the Batang Toru Ecosystem.
- To develop compelling Stories of Change that capture the experiences, perspectives, and contributions of local communities, partners, and other stakeholders involved in conservation efforts.
- To produce high-quality communication materials, including videos, photo stories, and social media content, that effectively showcase conservation achievements and increase the visibility of conservation efforts in the Batang Toru Ecosystem.
- To strengthen stakeholder engagement, knowledge sharing, and public awareness by delivering credible, audience-oriented communication products suitable for local, national, and international audiences, including donors and development partners.

IV. Consultant's Tasks and Deliverables

The consultant's scope of work consists of three main milestones: (1) the development of a communication strategy and implementation plan, (2) the production of Stories of Change articles, and (3) the production of photographs, videos, and social media content. The deliverables, implementation period, and proportion of the contract value allocated to each milestone are detailed as follows:

The details are presented in the following table:

No	Activities	Period of Deliverable	Deliverable	Value (IDR)
1.	**Milestone 1:** Development of creative concepts based on the Batang Toru Ecosystem communication strategy.	Early November 2026	Communication implementation planmatrix, including a content calendar, list of Stories of Change topics, and a six-month photo/video production plan.	20%
2	**Milestone 2:** Development and writing of *Stories of Change* highlighting collaborative conservation initiatives in the Batang Toru Ecosystem, including restoration activities, multi-stakeholder engagement, SMART Patrol implementation, collaborative patrols with MMP and KPH, orangutan corridor initiatives, field innovations, human-interest stories, and other conservation issues.	Mid November 2026 - 25 April 2027	Minimum of four articles per month (at least 20 articles by the end of the contract period), each consisting of 800-1,200 words in Bahasa Indonesia and accompanied by a 150–200-word English summary for donor reporting purposes.	40%

No	Activities	Period of Deliverable	Deliverable	Value (IDR)
3	**Milestone 3:** Production of communication materials, including videos, photo stories, and social media content.	November 2026 - 25 April 2027	• Minimum of four social media posts per month. • High-resolution photo and video assets. • Minimum of one short-form reel/video per month (vertical 9:16 format, 30-90 seconds duration).	40%

V. Technical Guidance

To ensure that all deliverables are ready for publication and immediate use, the Consultant shall comply with the following technical specifications:

a) Stories of Change Articles

- Each article shall be between 800-1,200 words, written in Bahasa Indonesia using a human-interest/feature writing style, and include direct quotations from relevant sources/interviewees.
- Each article shall be accompanied by an English summary of 150-200 words for P&G donor reporting purposes.
- A minimum of five high-resolution supporting photographs shall be provided for each article, complete with captions and photo credits.
- The first draft shall be submitted in an editable document format to facilitate the review and revision process.

b) Photography and Video Materials

- Photographs: Minimum resolution of 12 MP, delivered in RAW and/or high-quality JPEG format, with compositions suitable for both print and digital use (landscape and portrait orientations).
- Videos/Reels: Minimum 1080p resolution (4K preferred where feasible), delivered in both landscape format for primary documentation and 9:16 vertical format for social media reels, with reel durations ranging from 30 to 90 seconds.

- All raw and edited files shall be submitted to KI as part of the deliverables.

c) Social Media Content

- A minimum of four social media content pieces per month, ready for publication upon KI approval.
- All content shall comply with KI's visual identity and branding guidelines.

VI. Timeline

The consultants will carry out the assignment within a six-month period, from November 2026 to April 2027.

VII. Data Collection Ethics

Given that this assignment involves interviews with and documentation of local communities, including potentially vulnerable groups, the Consultant shall:

- Obtain informed consent from each interviewee, either in written or recorded form, before any information, quotations, photographs, videos, or other materials are used for publication.
- Obtain additional consent from a parent or legal guardian when the interviewee is a child or minor.
- Adhere to the Do No Harm principle and KI's community engagement code of conduct, including sensitivity to issues related to human-wildlife conflict and the socio-economic circumstances of interviewees.
- Refrain from publishing geographic coordinates or specific information that could endanger protected wildlife, such as the locations of Tapanuli Orangutan nests or habitats, without prior written approval from KI's technical team.

VIII. Qualification and Experience

The successful applicant must demonstrate strong professional qualifications and extensive relevant experience in environmental communication, storytelling, multimedia production, and conservation or development program documentation. Specifically, the applicant should meet the following requirements:

A. Institution, Organization, or Team Composition:

- Team Leader with demonstrated experience in development communication, environmental communication, journalism, media, program documentation, or other relevant fields.
- Team members comprising personnel with demonstrated experience in one or more of the following areas, including Stories of Change development, article writing, feature writing and human-interest storytelling, documentary and conservation photography, video production, digital communications and social media management, visual communication design, and documentation of development, conservation, or community empowerment programs.

B. Team Leader and Experts:

- Demonstrated knowledge and experience in environmental communication, development communication, biodiversity conservation, community empowerment, or related fields.
- Proven experience in qualitative data collection, in-depth interviews, narrative development, and Stories of Change documentation.
- Strong ability to identify and document good practices, program learning, and inspirational stories from field-level interventions.
- Experience in developing articles, program impact profiles, communication reports, or similar publications.

C. Creative Production Team:

- Proven experience in professional photography and videography for program documentation, campaigns, or public communication purposes.
- Strong skills in photography, photo editing, video editing, and multimedia content production.
- Ability to produce engaging, high-quality communication materials tailored to different communication platforms and audiences.

D. Analytical and Communication Skills:

- Experience in translating field-based information into communication products that are informative, accurate, and accessible to diverse audiences.
- Strong analytical and writing skills in Bahasa Indonesia.
- Excellent interpersonal communication skills, including the ability to conduct interviews and facilitate discussions with a wide range of stakeholders.
- Ability to work in an organized manner, meet deadlines, and manage communication production processes effectively.

E. Contextual Experience:

- Previous experience working in the Batang Toru Ecosystem landscape or other conservation landscapes will be considered an advantage.
- Understanding of biodiversity conservation, sustainable landscape management, human-wildlife conflict issues, and community empowerment approaches.
- Experience working with local communities, government institutions, civil society organizations, and conservation partners.

IX. Copyright and Ownership of Materials

- All deliverables produced under this assignment, including articles, photographs, videos, raw files, and any derivative materials, shall become the exclusive property of KI and may be used indefinitely for publication, communications, campaigns, and donor reporting purposes.
- The Consultant shall provide all raw/source files, in addition to the final edited products, as part of the required deliverables.

- Where third-party materials are used, including talent, music, or stock footage, the Consultant shall ensure that all necessary licenses are secured, royalty-free where applicable, and free from any copyright infringement claims or ownership disputes.

X. Cost

The proposed cost which will be charged to the implementation of the BTFE Protection, Restoration, and Wildlife Corridors Project managed by Konservasi Indonesia:

- Consultancy service fees will be charged to the P&G BTFE donor under Charging Code: 1003027 /P&G-BTFE/A1/40306 and will be subject to income tax in accordance with applicable Indonesian regulations.
- No reimbursement of expenses will be provided.

a. Payment terms and conditions

The consultancy service provider is expected to submit invoices based on the deliverables due, as detailed in the delivery table above (tasks and deliverable). Payment will be processed upon submission of the corresponding invoice by the consultant.

b. Submission Guidelines and Proposal Format

- Proposals must be submitted in English or Indonesian.
- Each proposal must include the following components:

  - Institutional Profile and Legal Status.
  - Relevant References demonstrating technical qualifications and international experience.
  - Curriculum Vitae (CV) of key personnel who will deliver the consultancy services described in the Terms of Reference.
  - Detailed Budget, providing a clear breakdown of costs.
  - Work Plan, which should specify:

- The methodology and approach for executing each task.
- Tools and techniques for data collection and analysis.
- A comprehensive schedule of activities to be implemented
- All proposals must be submitted online Deadline: Proposals must be submitted no later than **19 October 2026 at 16:00 WIB.**
- Submission Method: Proposals must be submitted online to e-mail to procurementKI@konservasi-id.org;

Attachment 3: Cost Proposal Template

No.	Budget Item	Quantity	Unit	Frequency	Unit	Unit Rate	Sub totals
I	**Expert team professional fees**						
1.1	Team Leader & Conservation Finance Specialist		Person		man-days		
1.2	Investment Expert		Person		man-days		
1.3	Social economic Expert		Person		man-days		
1.4	Data analysis Expert		Person		man-days		
II	**Data collection personnel fees**						
2.1	Local Facilitator/Project Assistant		Person		man-days		
3	**Operational costs**						
3.1	Meeting with Stakeholders		Time		lump sum		
3.2	***Travel***						
3.2.1	Transport - flight expert team from Consultant Base-BTFE		Time		Person/unit		
3.2.2	Land transport - intercity expert team		Time		day		
3.2.3	FGD facilitator		Time		person/day		
3.3	***Accommodation***						
3.3.1	Expert team		Time		Person night		
3.4	***Meals/Perdiem***						-

No.	Budget Item	Quantity	Unit	Frequency	Unit	Unit Rate	Sub totals
3.4.1	Expert team		Time		person/day		
3.4.2	FGD Facilitator		Time		person/day		
4	**Tax - PPh 23 (2%)**						
	Total Budget						