



Request for Tender

Submission deadline: July 4, 2025

In preparation for the online workshop, “**ImpactLink: ASEAN-Japan Women Social Entrepreneurs Workshop on Digitalization and Investment (Online)**,” scheduled to start from the first week of August 2025, the ASEAN Promotion Centre on Trade, Investment and Tourism (ASEAN-Japan Centre, AJC)—established in 1981 in Tokyo, hereby invites qualified business accelerators, entrepreneur training providers, and professionals to submit proposals for the workshop design and delivery. The selected provider will be responsible for developing a three-session online investment readiness workshop (three full day sessions, one session per week for three consecutive weeks) that equips 33 women-led social enterprises (30 from ASEAN Member States and 3 from Japan) with the knowledge, skills, and networks necessary to secure seed-stage investments.

1. Project Details

1.1 Title of the Service: ImpactLink: ASEAN-Japan Women Social Entrepreneurs Workshop on Digitalization and Investment

1.2 Platform: Online capacity-building workshop

1.3 Duration: Three full day sessions, one session per week for three consecutive weeks

1.4 Expected Period of Service: August 2025 (exact workshop dates to be confirmed)

1.5 Budget: The maximum budget for this assignment is up to 2,000,000 JPY (inclusive of all fees, taxes, expert honorarium, online platform, and other workshop expenses).

1.6 Objectives: The program aims to:

- Ignite and amplify the potential of impact-driven women-led social enterprises in ASEAN and Japan with the skills, knowledge, and networks necessary to attract pre-seed or seed-stage investment.
- Build capacities in impact storytelling, financial narrative development, and investor engagement.
- Contribute to broader regional goals of gender-responsive investments and inclusive business model promotion under ASEAN-Japan frameworks.

1.7 Scope of Work:

1.7.1 Workshop Design and Curriculum Development



- Design a three-session online workshop (three full day sessions, one session per week for three consecutive weeks).
- Develop detailed session plans and a structured curriculum for each workshop day to ensure clear learning objectives and interactive activities.
- Develop pre-workshop assessments to determine the level of investment readiness and needs of the participants.
- Identify and secure qualified speakers and facilitators with demonstrated expertise in scaling women's social enterprises across ASEAN and Japan.

1.7.2 Participant Selection Support

- Collaborate with AJC to screen applications based on eligibility criteria.
- Shortlist 33 women social entrepreneurs (30 from AMS; 3 from Japan).

1.7.3 Online Platform Management

- Select, facilitate, and configure a reliable online delivery platform (e.g., Zoom or equivalent online platform).
- Manage and ensure technical setup for each session (breakout rooms, live polling, recording, Q&A).
- Provide technical support during the workshop, including a dedicated moderator and helpdesk to troubleshoot in real time.

1.7.4 Workshop Materials Development

- Produce all necessary materials including presentations, worksheets, templates etc.
- Distribute materials to participants in advance and maintain an organized repository.
- Archive recordings of all sessions and grant AJC access to the complete library.

1.7.5 Evaluation and Follow-Up

- Design and administer an immediate post-workshop evaluation survey following the third session to capture participant feedback on content relevance, facilitator effectiveness, and overall satisfaction.
- Develop and administer a six-month follow-up assessment measuring key impact indicators (e.g., capital raised, revenue growth, new partnerships formed).
- Analyze results and include findings in the Six-Month Follow-Up Report to be submitted in March 2026.

2. Submission of Proposal

Kindly ensure that your proposal includes but is not limited to the following requested documents. You may also provide any additional materials that demonstrate your qualifications and capacity.

2.1 Organizational profile

- Organizational profile (core competencies; relevant capacity-building or workshop-facilitation projects for social enterprises or SMEs/MSMEs in ASEAN and/or Japan)
- Curricula vitae for key team members
- Minimum two (2) references from past projects of similar scope.

2.2 Technical proposal

- Outline proposed format for the three sessions to be implemented over three consecutive weeks and provide a detailed session curriculum and workshop agenda. **Refer to 7. Reference Information for Workshop Content** below for background and session components.
- Explain technical platform management plan, specifying platform choice, required features (e.g., breakout rooms, polling, recording, Q&A), backup options, moderation and helpdesk procedures, and sample evaluation instruments alongside your data-collection, analysis, and reporting methodology.
- Outline a monitoring and evaluation plan that identifies key performance indicators and describes how to measure and report immediate and long-term workshop impact (1-2 years).

2.3 Workplan and timeline

- Gantt chart or equivalent covering the implementation period with the milestones upon selection:
 - July 15 – Submission of final workshop program complete with identified speakers and facilitators, and key performance indicators
 - July 30 – Provide evaluation feedback for the shortlisted applicants
 - Aug 1-30 – Pre-workshop assessment of the selected participants, and implementation of the three full day sessions spread over three weeks
 - Aug 30 – Immediate post-workshop evaluation
 - Mar 1, 2026 – 6-month post-workshop evaluation

2.4 Financial proposal and budget breakdown

- This should include management costs (project manager, speakers, facilitators, technical support among others), platform subscription and technical infrastructure for online sessions, material development, and 5% maximum contingency of total budget.
- For any budget line proposed in a currency other than JPY, please provide the equivalent amount in JPY using the exchange rate prevailing on the date of submission.



Submission:

Please submit your complete proposal by 17:00 (JST) on 4 July 2025 to info_rpa@asean.or.jp and cc katrina@asean.or.jp; preechaya@asean.or.jp

When submitting, please use the following subject line,

Subject: Proposal – ImpactLink: ASEAN-Japan Women Social Entrepreneurs Workshop on Digitalization and Investment

**If you have any inquiries about submission, please send inquiries to the emails above.*

3. **Evaluation Criteria**

Proposals will be evaluated on a quality-and-cost basis, according to the following weighted criteria:

Criteria	Weight
Technical approach (Methodology, workplan, KPIs)	20%
Expertise and team composition (Relevant experience and roster)	20%
Mentoring, monitoring and evaluation framework	10%
Past performance and references	10%
Budget reasonableness and cost efficiency	40%

4. **Evaluation Process**

AJC will review all proposals. Shortlisted proposals may be invited for an online interview or presentation (tentatively scheduled for early July 2025). AJC also reserves the right to negotiate any aspect of the proposal, including scope, budget allocation, and timeline, before awarding the contract. All costs incurred in preparing and submitting a proposal are the contractors' responsibility.

5. **Intellectual Property**

All intellectual property rights related to the workshop content produced by the contractor during the implementation period (three full-day sessions, one session per week for three consecutive weeks) under this contract shall belong to AJC. The contractor shall obtain necessary permissions if third-party provider is involved during the implementation period; otherwise, no additional permissions are required.

5.1. Ownership of Materials

All original content, materials, presentations, recordings, and documentation specifically developed and produced by the selected contractor for the purposes of the workshop shall be the sole property of AJC. The contractor shall assign all rights, titles, and interests in such materials to AJC upon completion of the contract.

5.2. Exclusion of Third-Party Content

Any materials used during the workshop that are owned or copyrighted by third parties shall remain the intellectual property of their respective owners. Such third-party materials must be properly cited and used in accordance with applicable licensing agreements or permissions. AJC shall not claim ownership of such third-party materials.



6. **Contract Terms**

A standard consultancy agreement will be carried out with the successful bidder. Under this agreement, the AJC retains sole ownership of all intellectual property and organizational rights related to the workshop. Payment will be made on the following terms: 50% initial payment upon signing of contract, and remaining balance to be paid upon submission of the six-month evaluation report in March 2026. All materials submitted by bidders will be treated as confidential, and under no circumstances should contractors disclose information regarding the request for tender or the proposals of other bidders.

7. **Reference Information for Workshop Content**

Building on the [Centre's activities supporting women entrepreneurs in the region](#), the workshop reaffirms the Centre's commitment to empowering women-led social enterprises in ASEAN and Japan. **The investment component** aims to feature sessions centered on (1) scaling social enterprises, (2) deep network building, and (3) impact fund pitching session. **Participants** will engage in discussions with successful social entrepreneurs, impact investors, and business leaders with extensive experience in supporting social entrepreneurship across both Japan and ASEAN. **Main target participants** are female social entrepreneurs, leading a social enterprise that has been in operation for at least 3 years, and must have audited accounts for 2 years.

7.1 **Background and alignment with Japan and ASEAN frameworks:**

- The agenda for supporting women entrepreneurs in ASEAN is mainly addressed through the [2022 Declaration on Building a More Sustainable, Inclusive and Resilient Future: Unlocking Women's Entrepreneurship in ASEAN](#).
- **Future Design and Action Plan for Innovative and Sustainable ASEAN-Japan Co-Creation 2023-2033**
[Pillar 2: Co-Creation of Dynamic Human Capital](#) aims to empower and connect young women entrepreneurs from AMS and Japan, to organize the collaborative platform focusing on addressing challenges faced by women in business, including accessing investments, scaling their ventures, and balancing dual roles at home and in their businesses.



8. Contact Information

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