REQUEST FOR QUOTATION FOR SERVICES

ENERGY SAVINGS INSURANCE INDONESIA

**Adaptation of a branding and website for the ESI project in Indonesia**

1. **SUMMARY**

The Basel Agency for Sustainable Energy (BASE) is seeking services for designing and producing a website, based on an existing one, for a project entitled Energy Savings Insurance (ESI) Indonesia. BASE is a Swiss not-for-profit foundation and a specialised partner of the United Nations Environment. BASE is located in Basel, Switzerland.

Quotes should be submitted electronically by 5pm CET, 20th October, 2025. The quote submission details are below.

**B. PROJECT BACKGROUND AND OBJECTIVES**

The Energy Savings Insurance (ESI) in Indonesia project is implemented by the Basel Agency for Sustainable Energy (BASE) in collaboration with the ASEAN Centre for Energy (ACE), with funding from the UK Partnering for Accelerated Climate Transitions (UK PACT) programme. The programme is funded by the UK Foreign, Commonwealth and Development Office (FCDO) and administered through Palladium International Ltd. The ESI Indonesia project aims to catalyse investments in energy efficiency (EE) among small and medium-sized enterprises (SMEs) in Indonesia by deploying a de-risking model that combines:

● standardised contracts,

● third-party technical validation,

● insurance coverage,

● and access to green finance.

In a nutshell, by guaranteeing energy savings, the ESI model encourages SMEs to invest in efficient systems rather than conventional ones. As the mechanism reduces performance and credit risks, it helps drive investments towards cleaner energy solutions.

The project contributes to UK PACT’s goals of reducing carbon emissions, supporting green growth, and strengthening institutional capacity in partner countries. ACE, as a regional intergovernmental organisation, plays a key role in engaging with high-level political and institutional actors, while BASE leads the technical and financial coordination. The project activities are aligned with the regulatory and market context of Indonesia and aim to foster the integration of ESI-backed products into the portfolios of local banks. The consultancy services requested in this RFQ will focus on engaging and supporting commercial banks in adopting and applying the ESI model in their operations, including but not limited to partnership development, technical assistance, capacity building, and reporting on financial-sector engagement.

For more information, please visit the [project page](https://energy-base.org/projects/energy-savings-insurance-in-indonesia/) on our website.

During the ESI projects development in Europe, from 2018 to 2024, the brand “GoSafe with ESI” was created (and registered under BASE ownership), bundling all ESI model elements and facilitating promotion in the local markets. Two separate websites were used to operate and share project knowledge: <https://www.esi-europe.org/> and <https://gosafe-esi.com/>. The [ESI Europe website](https://www.esi-europe.org/) served to engage a global audience, providing an overview of the origins of the insurance-based model, the ESI model and its key features, and case studies of the successful implementation of the model in different countries. The GoSafe with ESI was created to market the model in the target countries.

**C. SCOPE OF WORK**

Drawing from this past experience, ESI Indonesia requires the branding adaptation and creation of a new website that will support the promotion of the Energy Savings Insurance in the archipelago, based on and with a similar purpose to the GoSafe with ESI website. The website will need to engage potential local ESI adopters, namely financial institutions, insurance companies, technology providers and SMEs. The brand will package all elements offered under the ESI model.

The online activities will support stakeholder engagement but will not represent a core component of the strategy. The timeframe of the project being relatively short, the available time for website development is also constrained. For these two reasons, the work items reflect **basic needs and the hired developer would be encouraged to reuse existing material for efficiency purposes.**

In more detail, the work packages would include:

(i) Adapting the branding

As mentioned above, a modern and effective branding was developed over our past ESI projects. The project aims to adapt it for the Indonesian market. This comprises:

* Reusing past projects' websites' general look and feel, creating a simple branding for ESI Indonesia, including logo, colours, font, brand name and catchphrase.
* The development of this branding should consider local insights and on-ground knowledge of best Indonesian marketing practices, to best tailor elements and key messaging (e.g. tagline, catchphrases…) to Indonesian audiences and language.

(ii) Creating the website

Due to a new marketing strategy that reduces the role of online activities, this new ESI website would only include essential information to engage target audiences, such as clear explanations of how the model functions and the benefits for stakeholders. In detail, that includes:

* The website developer would be required to reuse the existing WordPress website material for the creation of a new, simpler site for ESI Indonesia, consisting of 2-3 main pages. The selection of the content to be included will be decided by the BASE team and its partners, also depending upon suggestions from the hired agency.
* The website should include a multilingual interface to enable translation in Bahasa. The BASE team and partners will be responsible for providing the Bahasa version.
* The developer should be responsible for adapting the website to the ESI Indonesia branding (as per i).
* The website developer should be responsible for reorganising content on fewer pages, depending on discussions with the BASE and resulting decisions.The website should comprise an adapted version of the [‘downloads’ page](https://gosafe-esi.com/downloads/), with essential tools users need for the implementation of the ESI model. Using the existing page developed under ESI Europe as a template, this page should be replicated, adapted to the new website branding, and updated to include only material relevant to the Indonesia project (see deliverable iii).
* The website should allow for lead collections, in order to enable the team to receive expressions of interest from target audiences to adopt the model.
* Partners and coordinators, as well as country-specific content, will have to be updated.
* SEO: the website should be designed and developed to make it search engine friendly, demonstrating optimal performance, and potentially enhancing content with relevant keywords.

(iii) Uploading downloadable documents

All documentation relevant to users will be developed over the spring 2026, by the 31st of March at the latest. These documents shall be uploaded to the replicated and adapted [‘downloads’ page](https://gosafe-esi.com/downloads/).

The hired developer will be responsible for uploading around 45 documents to this page.

**OUT OF SCOPE**

This request for quotation for services does not include the development of the content such as infographic, video, marketing material, texts and translations.

**D. DELIVERABLES/SPECIFIC OUTPUTS EXPECTED FROM CONSULTANT AND TIMING**

It is expected that the selection of the service provider and signing of the contract will occur in October 2025. The timeline of this project is:

| **Deliverables** | **Timing** |
| --- | --- |
| Milestone 1: Kick-off meeting | Week of 6 November 2025 |
| Deliverable 1: ESI Indonesia branding | By the end of November 2025 |
| Deliverable 2: ESI Indonesia website | By the 15th of December 2025. |
| Deliverable 3: Uploading documents to the Downloadables pages | By the end of March 2026 (potentially earlier based on the documentation development pace) |

**E. SUBMISSION OF QUOTATION AND EVALUATION CRITERIA**

Quote submission process:

* Please kindly submit a quotation (in English) for tasks (i), (ii), separately and a detailed breakdown of costs.
* Please provide a brief work programme, outlining how you would address each of the tasks, and provide suggestions where applicable and the timeline.
* Please provide work samples of the elements listed in section C, where possible.

Please send questions and quotes via email to:

pablo.oses@energy-base.org and hugo.manticello@energy-base.org

Deadline for submission: 5pm CET, 20th October, 2025

Quotes will be evaluated and selected based on the principle of best value for money. This includes quality/suitability as well as price criteria. Quotes will be evaluated on a best value for money basis, considering quality, price, and ability to deliver within the required timeline.

**Given the project’s short duration, timely delivery is particularly important and will therefore carry significant weight in the evaluation, alongside cost and quality considerations.**

i) Quality and suitability of the proposal:

* Suitability and quality of the work samples
* Suitability and quality of additional suggestions

ii) Ability to deliver on time

iii) Price