



TERMS OF REFERENCE (TOR)

WEBSITE CONSULTANT

PROJECT NAME:

“ACE WEBSITE REVAMP”

I. PROJECT NAME

ACE Website Revamp

II. POST TITLE

Website Consultant

III. BACKGROUND

Established on 1 January 1999, the ASEAN Centre for Energy (ACE) is an independent intergovernmental organisation within the Association of Southeast Asian Nations (ASEAN) structure that represents the 10 ASEAN Member States' (AMS) interests in the energy sector. ACE accelerates the integration of energy strategies within ASEAN by providing relevant information and expertise to ensure the necessary energy policies and programmes are in harmony with the economic growth and the environmental sustainability of the region.

Guided by a Governing Council composed of Senior Officials on Energy from each AMS and a representative from the ASEAN Secretariat (as an ex-officio member), ACE is hosted by the Ministry of Energy and Mineral Resources of Indonesia and headquartered in Jakarta.

As a data and knowledge hub for the ASEAN energy sector, ACE actively uses its website (www.aseanenergy.org) as the main platform for sharing information, updates, publications, and activities to the public. In 2025, ACE plans to redesign the website to improve its overall performance, user experience, and backend features. To support this project, ACE is seeking an experienced Website Consultant to lead the development of the new and improved website.

IV. OBJECTIVES

1. Rebuild the website system to a more efficient and scalable platform
Replace the current website system to a platform that aims for the backend efficiency, easier content management, better features or modules, and support the integration with third-party tools (e.g. analytics, search engines, etc).
2. Optimise website performance and architecture
This is aims to have better page load times, responsive design for seamless various devices, strengthening SEO elements.
3. Minimise website bugs and ensure stable functionality across all devices
This revamp will identify the existing bugs before develop the new system and ensure a smooth and reliable user experience by conducting thorough QA testing before launch.

V. SCOPE OF WORK AND EXPECTED DELIVERABLES

The draft product of the ACE website is on the sitemap shown in **ANNEX**

1. The scope of work and deliverables will be summarised in the following table that consists of 5 (five) phases:

Phase	Scope of Work	Expected Deliverables
Kick-off	<ul style="list-style-type: none"> Conduct a kick-off meeting for project brief introduction, project team introduction, timeline discussion, scope of work, communication plan, and review the administrative requirements. The meeting will be held at the ACE office after the announcement. 	<ul style="list-style-type: none"> Kick-Off Meeting Workplan document Agreement/contract document
Milestone 1: Assessment	<p>The consultant conduct an assessment of the existing website (aseanenergy.org), including technical, design, and content audit.</p> <p>Note: The consultant is expected to retain the existing website design. However, if changes are required based on the assessment results to improve the performance, user experience, and functionality may be proposed and approved by the ACE team.</p>	Website Assessment Report
Milestone 2: Development	<p>2.1. The consultant is expected to develop the website according to the ANNEX I, with the features as follows:</p> <ul style="list-style-type: none"> Front-end and back-end development Responsive design for desktop and mobile User-friendly interface Good readability and SEO Score Integrated with third-party apps, such as Google Analytics, Google Search, Tableau, Power BI, etc Efficient file storage for documents, photos, and videos (with the link) Reliable search results Page builder 	2.1. Beta version of website hosted on a staging server

	<ul style="list-style-type: none"> • Filter and sort functions • Website security development (firewall, anti-bot, etc) • Login system and payment gateway feature <p>2.2. Migrate the contents from the existing website to the new system</p> <p>Note: On this phase, the consultant is expected to recommend the most suitable system to be used for the new website.</p>	2.2. Content migration checklist and upload to the new website
Milestone 3: Final Construction and Go-Live	<p>3.1 Deploy the final website version.</p> <ul style="list-style-type: none"> • Provide recommendations for suitable hosting based on the website's technical requirements. • Ensure that the performance (page speed, responsiveness, and accessibility) is optimised as It is expected to achieve a performance score from GT Metrix grade with a minimum B, load time under 2 seconds, and pass all the core web vitals. <p>3.2 Be on standby and provide real-time technical support during the go-live process.</p> <p>3.3 Conduct a User Acceptance Testing (UAT) session with ACE (after go-live).</p> <p>3.4 Conduct a user training</p>	<p>3.1. Live version of the website hosted in ACE server and using ACE domain (aseanenergy.org)</p> <p>3.2 Website can be accessed publicly</p> <p>3.3 UAT material</p> <p>3.4 Training material</p>

	with ICT and Communication teams. 3.5 Provide the documentation for website content editor and website management.	3.5 Website documentation
Post-launch Support	Provide a one (1) year warranty for support and maintenance. Warranty shall start upon handover of website manual. Besides maintenance, the support must consists of: <ul style="list-style-type: none"> - Regular monitoring - Bug fixing - Broken links fixing - Security issues fixing - System updates - Other supports (kindly state the support lists that would be provided) 	Warranty: Support and regular maintenance

VI. WORK MECHANISM

The implementation of the project will be led by the Corporate Affairs (CA) Manager and ICT Unit. ACE is fully responsible for overseeing the implementation, managing coordination, and facilitating communication between the consultant and relevant ACE management and staffs.

VII. DURATION OF ENGAGEMENT

The consultant awarded with the assignment will be hired from **July 2025 to November 2025** and is obliged to work within the required deadlines. An indicative timeline for each milestone is provided below.

No	Description	Timeline
1	Milestone 1: Assessment	28 July 2025 – 15 August 2025
2	Milestone 2: Development	15 August 2025 – 31 October 2025
3	Milestone 3: Final Construction and Go-Live	3 - 21 November 2025
4	Training & Documentation	November 2025
5	Post-launch Support	Effective from the official launch date (go-live) and valid for a period of one (1) year thereafter

VIII. Qualification of the Website Consultant

The selected consultant must meet the following qualifications.

1. Experience

- Demonstrated at least five (5) years of experience in website development.
- Demonstrated experience in develop the website for Intergovernmental Organisation, Non-profit Organisation, or International Organisation in the past five (5) years.
- Previous experience with large-scale content migration and website revamp is an advantage.
- The consultant team is expected to consists of Project Manager, UI/UX Designer, Web Developer, QA/QC Tester, and any relevant roles to ensure a well-rounded project implementation.

2. Technical Expertise

- Proficiency in web development languages, frameworks, and CMS platforms.
- Understanding of responsive design, web accessibility standards, SEO, and UI/UX best practices.
- Understanding of page builder development in frameworks or CMS platforms.
- Experience with integration of third-party applications, such as Google Analytics, Tableau, Power BI, and others.
- Strong knowledge to develop efficient file storage for documents, images, and videos.
- Strong knowledge in website performance optimisation and security measures.
- Ability to deliver high GTmetrix scores and meet Core Web Vitals standards.
- Ability to provide technical support and regular maintenance services after go-live.

3. Reporting and Communication Skills

- Ability to produce clear and comprehensive technical documentation, training and user manuals.
- Able to write clear and concise reports and manuals in English.
- Strong communication skills for effective coordination with ACE teams.
- Responsiveness and reliability in adhering to timelines, reporting progress, and addressing issues.

IX. PROPOSAL

The website consultant is required to submit a proposal in which the consultant showed its understanding of the scope of work and provides indication of fee for the services. The submitted proposal should have the following information:

1. Technical offer based on the above scope of work that includes:

- Detailed approach and methodology
- Page wireframes according to **ANNEX 1**
- Proposed plugins and tools that will be used on the website
- 2. Working plan with milestones (indicate the number of revisions during the design and development)
- 3. Company profile and portfolio
- 4. CV of the Team Members (highlights the role, technical skills, and relevant project experience)
- 5. Contact information
- 6. Financial proposal/quotation that refers to **ANNEX 2**
- 7. All the reports are made by using British English

X. CONSULTANT FEE

- a. The indicative budget range for this assignment is USD 6,000 – 15,000
- b. Payment will be made to the Consultant's nominated bank account.
- c. ACE is an intergovernmental organisation and is not liable for any taxes. Your company shall file and settle any payment for income tax arising from the income from ACE. ACE shall not be responsible for any consequences of your failure to fulfil your obligation relating to the income tax laws of your respective country.
- d. The website consultant is able to travel to the ACE Office or other meeting venue, however, this might be changed over time.

XI. SELECTION PROCESS AND TIMELINE

The selection process and timeline are as follows.

No	Description	Timeline
1	Call for Proposal	30 June 2025 – 15 July 2025
2	Aanwijzing	10 July 2025
3	Proposal Shortlisting	14 – 18 July 2025
4	Interview *Note: Only shortlisted candidates will be contacted	21 – 23 July 2025
5	Final Evaluation and Winner Announcement	24 – 25 July 2025

Interested candidates to join aanwijzing session shall send your email to ict@aseanenergy.org.

XII. SUBMISSION OF APPLICATION

The **proposal** based on the defined scope of work, deliverables, and requirements shall be sent to: procurement@aseanenergy.org and ict@aseanenergy.org with the subject **[ACE Website Revamp] Proposal – (company name)** no later than **15 July 2025**.

XIII. COMMUNICATION AND REPORTING

The consultant will report and consult with ACE during period of contract. **By default, it is mandatory to report the progress on, at least, bi-weekly basis.** The communication channel and frequency shall be agreed during kick-off meeting.

XIV. AMENDMENT TO TERMS OF REFERENCE

These TOR may be amended in writing only, subject to the agreement of both parties.

XV. CONFIDENTIALITY AGREEMENT

Without written permission from ACE, the consultants shall, in no case, disclose any data or information to external parties.

XVI. ACE GOVERNANCE POLICIES ON FRAUD AND CORRUPTION

ACE takes a zero-tolerance approach to fraud and corruption involving ACE Staff Members and third parties concerning their work with ACE. ACE encourages the use of the Whistle-Blower Policy to report any identified cases of fraud and/or corruption in ACE operations.

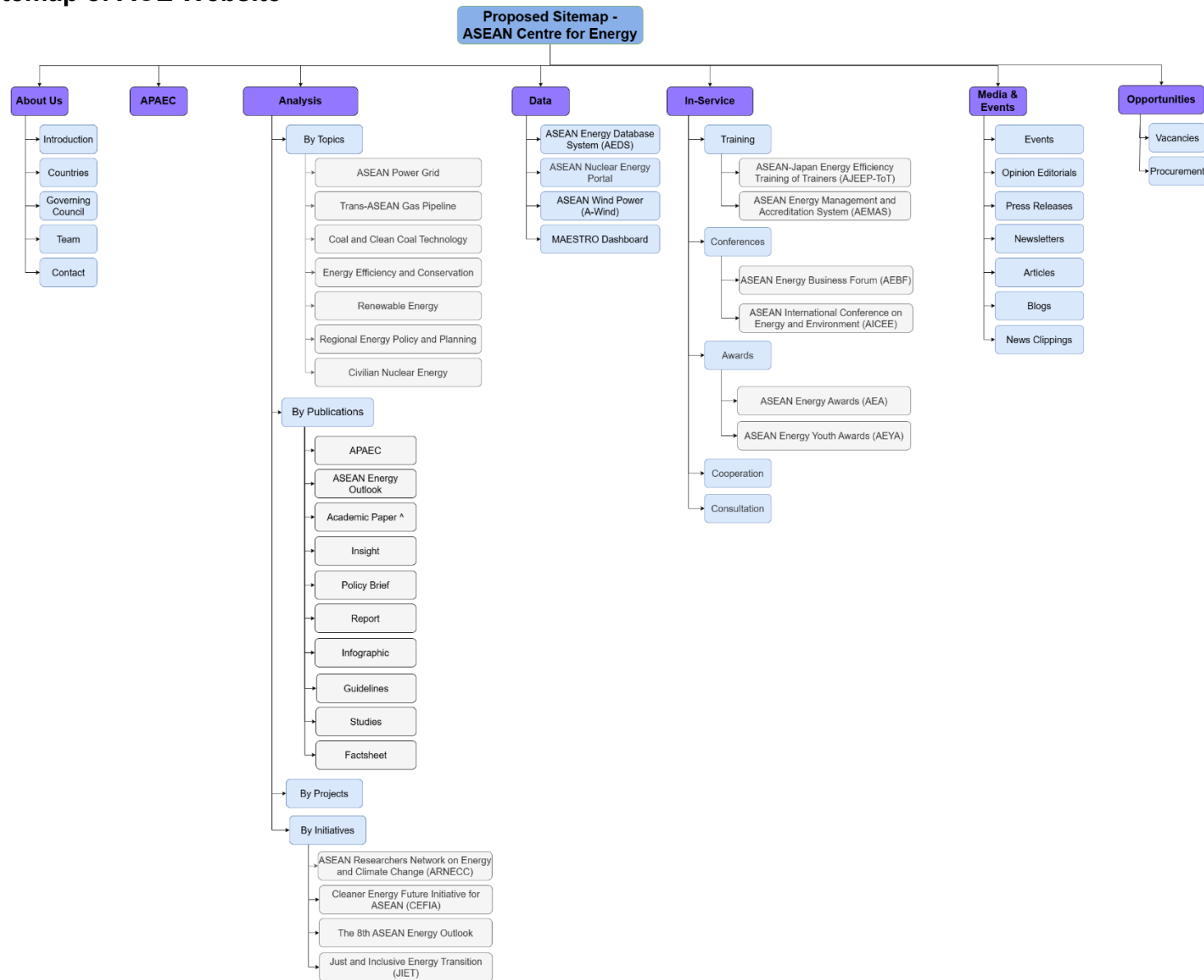
XVII. COPYRIGHT AND INTELLECTUAL PROPERTY

All material produced under this assignment will belong to ACE and remain the property of ACE. The consultants will not have any control over copyright claims and intellectual property.

XVIII. CONTACT PERSON

All communications and queries related to this ToR shall be submitted in writing through email to ict@aseanenergy.org and cc to procurement@aseanenergy.org.

ANNEX 1 –Sitemap of ACE Website



Detail description *

Menu Template <i>Click the page to see the actual content in the current website</i>	Components
Homepage	<ul style="list-style-type: none"> • Header and Footer • Image or Video Banner • The ASEAN Energy Progress • Event date sorting based on the upcoming, past, and ASEAN Meeting • Topic (7 Programme Area) • Projects List • The newsletter • Search feature
About	<ul style="list-style-type: none"> • Layouting • ACE Introduction • Name and Feedback on subject in Contact Us • Share feature on Vacancy
APAEC	<ul style="list-style-type: none"> • Documents of APAEC Phase I and APAEC Phase II • 7 Programme Areas
Analysis	<p><u>By Topics</u> 7 Programme Areas as the Topics list</p> <p><u>By Project</u> Ongoing and Completed / Past Projects List</p> <p><u>By Publications</u></p> <ul style="list-style-type: none"> • Publications list • Sort and Filter features • Category (Academic Paper, APAEC, Energy Outlook, Factsheet, Guidelines, Infographic, Insight, Policy Brief, Report, Studies) • Publication monetisation • Payment Gateway <p><u>By Initiatives</u></p> <ul style="list-style-type: none"> • ARNECC Group: https://go.aseanenergy.org/arneccgroup • ARNECC FAQ list • CEFIA: https://www.cefia-dp.go.jp/ • AEO8 Report, AEO8 Executive Summary, AEO8 Press Release, Joint Ministerial Statement of the 42nd AMEM, AEO8 Activities, AEO8 Videos, and Congratulatory Messages from Partners
Data	<ul style="list-style-type: none"> • A-Wind: http://39.98.48.48/asean-en/#/view/home • Embed the visualisation from Tableau and Microsoft Power BI to AEDS and Maestro
In-Service	<ul style="list-style-type: none"> • Contents list • AEMAS: About, Implementing Partners, and AEMAS FAQ

	<ul style="list-style-type: none"> • AJEEP ToT: About, AJEEP Scheme 2, Objectives, Supported by, and Tableau form • AICEE: About, Call for Abstract, Speakers & Committee, Our Partners, Registration & Scholarship, News & FAQ, and Previous AICEE • AEA: About, Three Pillars, and Winner List • AEYA: Home, About, and Information • Contact Form
Media	<ul style="list-style-type: none"> • Contents list • Event share • Sort and Filter features • News Clipping: https://aseanenergy.org/aeds/news-clipping
Vacancies	<ul style="list-style-type: none"> • Vacancy and Procurement list • Sort and Filter features

**adjustments may occur as a result of discussion during project period*

ANNEX 2

Fees and Payment Schedule

(To be submitted as part of the Financial Proposal)

A. FEES

Unit: in USD

No	Description	Unit	Fees (Total estimated cost)
1	Professional Services		
	- Input days for each expected output	(# of days)	
2	Travel Expenses (if any)		
3	Other Expenses (if any)		
TOTAL			

B. PAYMENT SCHEDULE

The FIRST PARTY shall make payment in the following manner of the total contract amount after completing the deliverables by the Consultant:

- First payment: 10% (within one month after signing the contract)
- Second payment: 30% (after assessment phase)
- Third payment: 50% (after website go-live)
- Final payment: 10% (after post-launch support has ended)

The payment shall be remitted to the following bank account:

Name of Bank:

Address of Bank:

BIC* (Swift Code):

Account No.:

Beneficiary's

Name: