

Terms of Reference

SMEs' Circular Business Video Challenge and Circular Market

I. Introduction

Modern life has increased demands on the planet's resources. This is exasperated by rapid urbanization, population growth and economic development. Unsustainable economic growth is causing pollution and flooding, spreading disease and affecting human health, harming wildlife and impacting biodiversity. Mankind faces a harsh reality: the planet can no longer sustain humanity's exponential growth in production and consumption. And climate change is raising the stakes, increasing the urgency to accelerate the transition from a linear to a circular economy.

In tackling planetary crises, an understanding of a circular economy is not a 'nice to have' – it is a 'need to have'. It is not just a buzzword but a paradigm shift in how we produce and consume. However, many confuse Circular Economy with Waste Management. In fact, even though Waste Management is a catalyst of Circular Economy, the former is only a part of the latter. Waste management focuses on the end of life of a product, whereas Circular Economy deals not only with the last part of the chain but with the entire cycle, including design. To accelerate the shift from a linear to a circular model, we should more focus on smarter design with using more secondary (recycled and renewable) biobased raw materials and less primary materials. Furthermore, the circular economy is an approach that should be embraced not only by policymakers and large producers but also by small businesses (SMEs).

Currently, Indonesia is a home to about 620,000 SMEs but there are also substantial barriers to circular business practices. While large producers often dominate the discussion around circular economy, SMEs have the potential to be the pioneer in adopting circular practice. This is due to the fact that SMEs tend to be more flexible and open to innovation and new business models. In light of this, the Embassy of the Kingdom of the Netherlands (EKN) in Indonesia would like to organize the "SMEs' Circular Business Video Challenge and Circular Market" and seek an Implementing Organization for the event. This event will be an avenue for SMEs adopting circular business practice to share their experiences, such as their efforts to conserve resources, reduce waste, apply innovative design and end of life management (referring to 9R strategies). It is hoped that circular business initiatives that are shared in video challenge will inspire other SME's to adopt similar model and therefore can gain benefit from it.

The aforementioned event will be comprised of two activities:

- a. **Video Challenge.** This challenge will invite Indonesian SMEs to share their circular journey in the whole of their business cycle (i.e. from production, packaging, delivery etc.) in the form of a short video. The video should tell the story of how their circular journey started, the challenges they faced and how they embraced it, the achievements and impacts and a call to action to inspire other SMEs. Participants should upload no longer than five minutes video on Instagram.
- b. **Award Ceremony and Circular Market.** A circular market will be organized at Erasmus Huis with the tenants being the selected SMEs participating in the video challenge. In between, three winners of the Video Competition will be announced followed by a sharing session to inspire others to circular practices.

II. Scope of Work

The selected Implementing Organization will be responsible for making arrangements for the event's realization, which include, among others:

a. SME's Circular Business Video Challenge:

- Collecting basic information about the participants, such as their name, occupation, institution, email, and so forth;
- Creating social media posts to announce the beginning, ending, and winners of the competition. The social media posts should include the Netherlands logo as well as tag and collaborate with the Instagram account of the EKN in Indonesia (@NLinIndonesia);
- Developing selection criteria for the competition in consultation with EKN in Indonesia;
- Inviting people from the Indonesian government and CSO as well as Dutch private sector as judges;
- Managing two weeks extension of the competition, if needed;
- Issuing certificates of achievement for the three winners. The certificate should include the Netherlands logo;
- Prize disbursement for the three (3) winners of the competition.

b. Award Ceremony and Circular Market:

- Creating social media posts to announce about the circular market event;
- Inviting participants of the Video Competition and public to attend Award Ceremony and Circular Market at Erasmus Huis and collecting their basic information, such as their name, occupation, institution, email, and so forth;
- Inviting the Indonesian government and CSO as well as Dutch private sector as judges for the award ceremony;
- Nominating an MC for the award ceremony;
- Organize the circular market (including registration, coordination with curated tenants and venue setup);
- Organize the award ceremony and brief sharing session with the winners. This can serve as the official opening of the event (max. two hours). Air travel and hotel accommodation for three (3) winners will be directly managed by EKN in Indonesia (only if the winners are from outside of Greater Jakarta).

III. Tentative Timeline

Activity	Date
Open call for the competition	15 September 2025
Deadline for participants to upload videos	15 October 2025
Deadline extension, if needed	16-23 October 2025
Marking process	24-31 October 2025
Award Ceremony + Circular Market	21 or 22 November 2025
Prize Disbursement to Winners	November-December 2025

IV. Requirement for Submission Technical

- a. Interested Implementing Organization with experience in organizing competitions or events for SMEs and/or Circular Economy are invited to submit a proposed package in Indonesian Rupiah (IDR) with its component (inclusive tax). Provide the organization profile when submitting the proposal;
- b. Availability to respond to urgent requests for assistance and coordination by providing 1 designated person in charge since being selected as the designated Implementing Organization.