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Terms of Reference

Newsletter & Project Profile
IKI Small Grants Issue 1 – June 2026

1 Background

Yayasan Plan International Indonesia (Plan Indonesia) aims to reach 3 million girls, particularly those excluded or marginalized, through high-quality programmes that deliver long-lasting benefits by increasing its income, strengthening partnerships, and operating effectively. Under its Country Strategy 5 (CS5), Plan Indonesia focuses on addressing critical child rights and gender equality issues that prevent marginalized children and youth, especially girls and young women, from transitioning from home to school and into decent work. This includes providing technical support and implementing poverty-reducing programmes, supporting more than 20 youth organisations with direct funding, and advocating for youth as green influencers in climate change.

The International Climate Initiative (IKI) Small Grants, funded by the German Federal Government and implemented by GIZ, supports global climate mitigation, adaptation, and biodiversity initiatives. In Indonesia, the programme is delivered by Plan Indonesia and Plan International Germany with support from GIZ and German ministries (BMWK, AA, BMUV) to strengthen the climate-resilience capacity of young leaders, especially girls and youth with disabilities, through gender-responsive, youth-led climate initiatives in vulnerable areas such as water, agriculture, and coastal conservation. Implemented across four districts in Nusa Tenggara Timur (NTT) in two cohorts over 36 months, the programme aims to mainstream youth leadership in climate adaptation by providing transparent funding, capacity-building, and sustained support. It targets 270 young leaders (60% girls, 3% persons with disabilities) with an expected 80% capacity increase, and the development of 60 climate action plans, including 24 formally submitted and discussed with village governments.

The NTT province is a province facing mounting climate risks such as prolonged drought, erratic rainfall, flooding, coastal erosion, and declining agricultural productivity. Rural households depend on a diverse range of livelihoods, including perennial crops such as clove, candlenut, coffee, and cacao; rice cultivation and vegetable farming; and subsistence corn production, which is central to household food security. Many families also rely on animal husbandry, particularly cows, goats, and pigs, as a key source of income and savings, yet these systems are increasingly stressed by drought, fodder shortages, and disease risks linked to climate variability. Coastal communities depend on fishing, gleaning, and salt production; these livelihoods systems are highly vulnerable to sea-level rise, coastal erosion, and unpredictable weather patterns. At the same time, district capitals such as Ruteng, Mbay, Lewoleba, and SoE exhibit desakota characteristics, where agricultural practices coexist with growing service-sector employment, rising trade activities, and daily rural–urban mobility. This

rural–urban hybridity contributes to additional development pressures, including plastic waste accumulation, water scarcity, and inadequate drainage systems, further intensifying the region’s climate vulnerabilities.

The programme seeks to strengthen youth leadership and community resilience across four districts in NTT through youth’s climate initiative across many sectors. After more than 6 month of implementation, the project has many stories to tell and therefore, newsletter is the right tool to inform stakeholders about our current achievement and progress.

2 Objectives of the Newsletter & Project Profile

The newsletter aims to document stories, learning, project’s progress, and as a media information for other stakeholders such as donors, local governments, media, and others. This ToR will also produce a project profile, embedded to the newsletter and as a stand-alone communication product.

As part of the Information, Education and Communication materials produced throughout the lifetime of the project, the Newsletter Issue 1 become the first newsletter produced in this project. The design, contents, and production quality will set the bar for upcoming newsletters and or other IEC materials produced over the course of project lifetime.

3 Target Audience

The main target audience for this Newsletter issue is (in priority order):

- 1) Local government (Manggarai & Nagekeo)
- 2) GIZ and IKI team
- 3) Plan Indonesia

4 Outputs

Outputs are as follows:

1. Newsletter Issue 1 June edition, in two languages. Documents all best practices, highlight stories, key learnings, infographics to inform stakeholders
2. Project profiles, embedded to the newsletter and as a stand-alone, also in two languages.
3. Newsletter and project profile distribution (to local stakeholders) and publication to wider audience in online formats.

5 Contents

Drawing inspiration from the [IKI Indonesia Newsletter](#), the newsletter will combine human-centred stories with technically grounded climate content. It will not only document youth experiences and programme milestones, but also discuss climate-relevant themes such as

mitigation, adaptation, climate risk, nature-based solutions, local knowledge, and emerging lessons from youth-led climate actions.

5.1 Structure

In total, the newsletter will feature seven articles: three stories with a strong human-interest perspective, and four stories that combine human perspectives with more technical climate content. Rather than following a purely magazine-style format, the stories will be framed to connect personal experiences with concrete climate relevance, including their contribution to environmental protection, resilience, mitigation, or adaptation.

5.2 Writing process

The writing process will be collaborative, involving the Plan Indonesia team, consultants, and youth participants. The distribution of roles and responsibilities is outlined in Table XX. The MER Officer will coordinate the overall process, including data collection, writing coordination, review, and publication preparation, under the supervision and approval of the Project Manager and Plan Indonesia Communication Team.

The story outline, key messages, framing, and final content direction will be determined by the Plan Indonesia team. Consultants will support the writing, editing, layout, and finalisation process based on the agreed direction and inputs from Plan Indonesia. Consultants are not expected to independently decide the story angle, content priority, key messages, or what should be included or excluded from each article. Final quality control, approval, and ownership of the products will remain with Plan Indonesia. The final products must respond to the needs of the Plan Indonesia team and align with the programme's communication objectives and quality standards.

Below are the clear distribution of tasks:

○ MER Officer

- Lead the overall newsletter development process.
- Coordinate content planning, story identification, data collection, writing, review, and publication preparation.
- Coordinate consultants and ensure that all deliverables follow the agreed timeline and milestones.
- Provide technical inputs, especially on programme progress, monitoring data, climate indicators, youth activities, and emerging results.
- Determine the story outline, key messages, content direction, and framing of each article.
- Track the review process and consolidate feedback from the Project Manager, Communication Team, technical reviewers, and youth contributors.

○ Project Manager

- Provide strategic direction for the newsletter.
- Review and approve key messages, article direction, and final content.
- Ensure that the newsletter aligns with programme objectives, donor expectations, and Plan Indonesia's implementation priorities.
- Support decision-making when there are delays, content gaps, or quality issues.
- Maintain final quality control and ownership of the newsletter.

- Ensure that all content responds to Plan Indonesia's needs and programme communication objectives.
 - Approve the final product before it is published or shared externally.
- **Plan Indonesia Communication Team**
 - Review the newsletter from a communication, branding, and publication perspective.
 - Ensure that the tone, layout, visuals, and final product follow Plan Indonesia's communication standards.
 - Review safeguarding, consent, image use, quotations, and publication requirements.
 - Provide final communication approval before publication.
- **Technical Reviewers (GEDSI and CC Focal Point)**
 - Review climate-related content to ensure that technical claims are accurate and evidence-based.
 - Check references to mitigation, adaptation, resilience, GEDSI, nature-based solutions, local knowledge, and environmental contribution.
 - Ensure that articles do not overclaim results or climate impact.
- **Consultants**
 - Support the writing, editing, layout, design, and finalisation of the newsletter.
 - Develop article drafts based on the story outline, key messages, data, interviews, and direction provided by the Plan Indonesia team.
 - Follow the agreed story angle, content scope, and framing determined by the Plan Indonesia team.
 - Revise drafts based on feedback from the MER Officer, Project Manager, Communication Team, and technical reviewers.
 - Ensure that the final layout is readable, visually appealing, and ready for publication.
 - Consultants are not responsible for independently determining the story direction, content priority, or final key messages.
 - Apply Plan Indonesia's Brand Guidelines consistently across all products.
 - Use only approved visual styles, fonts, colours, icons, doodles, and design elements, unless additional elements have been reviewed and approved by Plan Indonesia.
 - Avoid introducing unrelated cartoon-style illustrations, decorative elements, or stock visuals that may make the newsletter look inconsistent with Plan Indonesia's visual identity.
 - Develop the first issue as the master visual template for future newsletter editions and related infographic products.
- **Youth Participants / Contributors**
 - Contribute stories, reflections, quotations, photos, or other relevant materials where appropriate.
 - Participate in interviews or story development processes.
 - Review their own youth-authored or youth-centred stories before publication to ensure accuracy and consent.
 - Share lived experiences, challenges, lessons learned, and early changes from their climate action journey.

5.3 Use of Brand Guideline

All newsletter products, including the newsletter, project profile, infographics, templates, and related visual assets, must adhere to Plan Indonesia's Brand Guidelines. This includes the use of approved fonts, colour palette, logo placement, visual elements, doodles, layout principles, and overall communication tone. The products are not expected to create a separate or new visual identity. Any additional visual elements, including new illustration styles, cartoon elements, icons, doodles, characters, colour treatments, or decorative assets, must be aligned with the approved Brand Guidelines and reviewed by Plan Indonesia before use.

The first issue of the newsletter will serve as the master visual reference for future issues and related infographic products. Therefore, the design must establish a consistent, reusable, and adaptable visual style across all sections. Article layouts, infographics, project profile pages, and other visual assets must look like part of the same publication and programme, and should not combine unrelated design styles. Editable templates and clearly organised source files must be provided to allow Plan Indonesia and future consultants to reuse the approved design style in future editions without redesigning the publication from scratch.

5.4 Main theme and title (TBD)

TBD: Please decide the name of the newsletter (if necessary), otherwise it will just be called Newsletter IKI Small Grants Indonesia Issue 1 June 2026

The main theme for this issue should be: Climate Smart Agriculture.

Table 1 List of proposed contents

Chapter title	Description	Tone	Potential story to highlight	Inspiration of structures and how stories are told	PIC
Opening Remarks	Short note introducing the first issue, why the newsletter exists, and what readers can expect	Warm, welcoming, institutional			Comms
At a glance	Quick overview of key updates, numbers, activities, and progress	Light, visual, easy to scan, minimum word length (50 – 150 words)			Data source: MER Layout: consultant Final review: MER Final approval: IKI PM
Feature	Feature section written by youth/project participants, sharing their own experiences, reflections, challenges, and early changes from joining or leading climate action	Feature! Personal, warm, authentic, human-centred, told by youth. 300-500 words max	Open call for youth contributors; selected youth story for each issue (1 form each)	https://urbanexus.plan-international.or.id/better-life-menjaga-laut-menyulap-limbah/index.html	Story writing: youth Editor, photo selection: consultant Final review: MER Final approval: IKI PM
Journey So Far	Stories on the early stages of the programme, from youth recruitment and selection to kick-off and initial capacity-building activities	Energetic, narrative, accessible, human-centred, reports on activities but focus on what changes it bring. 200-300 words max	Open call, youth selection, kick-off, first youth training		Story writing: consultant Editor, photo selection: consultant Final review: MER Final approval: IKI PM
GEDSI stories/ <i>Kisah GEDSI</i>	Stories showing how gender equality, disability, and social inclusion are being practised	Human-centred, reflective. 300-500 words max	Gendang Netra (Manggarai)	https://planindonesia.org/bahasa-gambar-bagas-cerita-dari-yogyakarta-tentang-ketangguhan-dan-kesetaraan/	Story writing: consultant Editor, photo selection: consultant Final review: MER Final approval: IKI PM
Knowledge Product ¹	Introduce reports, learning products, findings, infographics, or practical resources	Abstracts to the knowledge products. minimum word length (50 – 150 words)	Climate Risk Assessment	https://caseforsea.org/post_knowledge/study-for-indonesia-energy-transition-financing-framework-and-financial-risk-management/	Data source: MER Layout: consultant Final review: MER Final approval: IKI PM
Climate Solution: Mitigation	Highlight youth actions that reduce emissions or support low-carbon practices	Technical-heavy, evidence-based. 200-300 words max	Organic fertilisers (compilation story 1 from each)	https://www.international-climate-initiative.com/en/iki-media/news/south-africa-conserving-nature-and-heritage-for-livelihoods/	Story writing: consultant Editor, photo selection: consultant Final review: MER Final approval: IKI PM

¹ In the future, we might produce other learning products such as technologies developed by youth, waste management, CSA, conservation, etc

Climate Solution: Adaption	Highlight youth actions that strengthen resilience to climate impacts	Technical-heavy, evidence-based. 200-300 words max	Drip Irrigation (Nagekeo)	https://www.international-climate-initiative.com/en/iki-media/news/from-pastures-to-power-empowering-herder-women-in-mongolia/	Story writing: consultant Editor, photo selection: consultant Final review: MER Final approval: IKI PM
Rooted in Local Wisdom	Highlight local knowledge, nature-based practices, and community approaches to climate resilience	Reflective, grounded, yet technical heavy and evidence based. But should be easy to read. 200-300 words max	- Rorak(?), or - Coastal conservation using a Laudato Si approach (Manggarai)	https://www.international-climate-initiative.com/en/iki-media/news/south-africa-conserving-nature-and-heritage-for-livelihoods/	Story writing: consultant Editor, photo selection: consultant Final review: MER Final approval: IKI PM
Project Update	Operational updates on programme implementation, tools, monitoring, and progress tracking	Clear, factual, practical, visual heavy. minimum word length (50 – 150 words)	Dashboard monitoring live		Data source: MER Layout: consultant Final review: MER Final approval: IKI PM
Coming up	Preview upcoming activities, deadlines, trainings, knowledge products, or next issue themes	Forward-looking, concise, minimum word length (50 – 150 words)	Upcoming youth activities, next training, next newsletter theme		Data source: MER Layout: consultant Final review: MER Final approval: IKI PM

6 Deliverables

The deliverables from both consultants are as follows:

a. From Layout Consultant

- **Final bilingual newsletter – print-ready version**
Final designed newsletter in two languages, delivered in high-resolution PDF format suitable for printing.
- **Final bilingual newsletter – mobile-optimised version and accessible version**
Final designed newsletter in two languages, delivered in compressed PDF format, optimised for mobile reading and digital distribution. The file must use readable font sizes, clear layout, sufficient colour contrast, compressed file size, and clickable links where relevant to support accessibility and ease of use on mobile devices.
- **Final bilingual project profile – print-ready version**
Final designed project profile in two languages, delivered in high-resolution PDF format suitable for printing.
- **Final bilingual project profile – mobile-optimised version**
Final designed project profile in two languages, delivered in compressed PDF format optimised for mobile reading and digital distribution.
- **Editable source files**
Final editable design files for the newsletter, project profile, infographics, templates, and related visual assets, submitted in CorelDRAW, Canva, Adobe InDesign, or another format agreed with Plan Indonesia. The files must be clearly organised and reusable for future updates.
- **Master design template and visual reference**
A reusable master layout and visual reference for future newsletter issues and related infographic products, developed based on Plan Indonesia's Brand Guidelines. The template should include consistent layout structure, typography, colour use, section styles, infographic style, photo treatment, spacing, and bilingual formatting.
- **Visual asset package**
All final images, icons, illustrations, doodles, charts, maps, infographic elements, and other visual assets used in the products, submitted in clearly organised folders. Any additional asset introduced during the layout process must be approved by Plan Indonesia before use.
- **Layout-ready infographic templates**
Editable infographic templates that follow the approved visual style and can be reused for future data, charts, indicators, project updates, or climate-related content.
- **Design handover package**
A short handover note explaining how to reuse the templates, update text and images, maintain section styles, and export print-ready and mobile-optimised PDF versions.

b. From Writing/editing consultants

- Final text in .docx format for both languages

7 Timeline

The timeline is expected from 1 June 2026 – 10 Aug 2026.

Table 2 Proposed Timeline

Activities	Date Start	Date End
Preparation (consultan hiring, etc)	01-Jun	14-Jun
Data collection for stories: template for stories, identify potential stories, providing data for infographics, development of story outline,	01-Jun	14-Jun
Initial meeting with comms, consultants, and contributors such as youths	15-Jun	15-Jun
Writing draft 1 in Bahasa Indonesia by consultants and contributors	16-Jun	23-Jun
Writing review by MER, PM & comms 1	24-Jun	28-Jun
Writing revision by consultants 1	28-Jun	03-Jul
Writing review by MER, PM & comms 2	04-Jul	08-Jul
Writing revision by consultants 2 and proceed to translation	09-Jul	15-Jul
Writing review & approval by PM & comms (both languages) 3	16-Jul	21-Jul
Writing revision on English version and more	22-Jul	25-Jul
Final bilingual version	26-Jul	26-Jul
Initial layout concept and master design template development	16-Jun	28-Jun
Review and approval of layout concept/master template by Plan Indonesia	29-Jun	03-Jul
Layout revision 1	04-Jul	08-Jul
Review 2	09-Jul	15-Jul
Full layout ID newsletter and project profile	21-Jul	26-Jul
Layout review by MER Officer, Project Manager, and Communication Team	27-Jul	31-Jul
Layout revision by layout consultant and EN	01-Aug	05-Aug
Final quality check: branding, accessibility, links, photo captions, credits, consent, and file formats	06-Aug	10-Aug

8 Budget

The budget is as follows:

Table 3 Proposed budget

No	Item	Quant	Unit	Freq	Unit	Cost	Total
1	Consultant fee for layout designer newsletter & project profiles (ID & EN), 3 times revision, for both printing & online layout	1	person	1	time		
2	Consultant fee for writing & editing, 3 times revision, photo selection, in both language	1	person	1	time		
3	Printing & distribution	2	region	25	eks		
	TOTAL BUDGET						

