

REQUEST FOR PROPOSAL

Communication and marketing services: Design and printing of institutional portfolio and elaboration of 5mins documentary and five 1min segment infographics

Under

AFDAL Project

Funded By

WFP under BMZ

RFP Release Date:	05/07/2019
Proposal Submission Deadline:	20/07/2019
Question/ Inquiry Submission Deadline:	15/07/2019

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I. INTRODUCTION

A. COMPANY BACKGROUND

Cooperative for Assistance and Relief Everywhere “CARE” is a leading relief and development non-governmental organization fighting global poverty. With more than 65 years of experience and long-term presence in many of the world’s poorest and most vulnerable countries. CARE is supporting 1,051 poverty-fighting projects to reach more than 122 million people in 84 countries.

CARE helps tackle underlying causes of poverty so that people can become self-sufficient. CARE is often one of the first to deliver emergency aid to survivors of natural disasters and war and, once the immediate crisis is over, we help people rebuild their lives. While CARE is a large international organization with more than 11,000 employees worldwide, we have a strong local presence: 97% of our staff are nationals of the countries where our programmers are run.

CARE International first established a mission in Lebanon in 2006 and in April 2013 further enhanced its presence in Lebanon in order to address needs of the refugee population and host communities due to the current situation. Currently, CARE International in Lebanon operates from two offices located in Beirut and Tripoli with programs being implemented also in the South of the country. All our projects focus on ensuring women and girls have a voice in their own development and the basic services they need to receive. Our portfolio of programs encompasses strengthening economic opportunities, WASH, shelter and protection working with and through local partners.

Read More at: <https://www.daleel-madani.org/civil-society-directory/care-international-lebanon> Copyrights © 2019 Lebanon Support. All rights reserved.

B. PROGRAM BACKGROUND

Through a market-driven approach that builds sustainable linkages among value chain actors (including producers, processors, supplier and traders), CARE is leading a project funded by WFP through BMZ and implemented by CARE Lebanon, Fairtrade, ADR (Association for the Development of Rural Capacities), and IDRAC. The Project Objective to improve sustainable livelihood opportunities for 1085 vulnerable women and youth (18+) in targeted refugee and Lebanese communities in North Lebanon, Mount Lebanon, and South Lebanon, will therefore increase incomes of rural farmers, benefiting the broader Lebanese economy through rural job creation that also benefits marginalized youth and women, by increasing producer value in both domestic and export markets by upgrading entrepreneurial skill-sets and production/processing capacities in order to improve quality, quantity and consistency of agro-products.

II. PURPOSE

The purpose of this RFP is to solicit experienced communication and advertising service providers to participate to the procurement procedure of the communication and marketing component of **AFDAL Project** project which aim at implementing different communication and marketing activities in line with the project spirit and values in a coherent, comprehensive and effective manner that can contribute to better position Care International’s main partner for this project “the Chamber of Commerce Industry and Agriculture of Tripoli and North Lebanon – CCIAT.”

A. SCOPE OF WORK

The communication and marketing activities of this project should be designed to strengthen and actively support CCIAT marketing strategy and enhance the visibility of its projects and services providing marketing orientations and implementing two specific activities; the institutional portfolio and the promotional and informative documentary and infographics.

The communication activities should reflect CCIAT vision and aspiration in terms of an active economic platform and a strategic stakeholder engaged in the stimulation of the local economic development in North Lebanon (Greater Tripoli and T5) and Akkar. The Chamber contributes in promoting the good governance mechanism and best practices, builds the capacities of SMEs at the local level and establishes strong and balanced partnerships with the international community, central government and key players from the private sector.

The communication and marketing service provider should explore and review the existing marketing activities of the CCIAT in order to better understand of the institution's services, projects & programs and strategy. They have to interact and gather information with CCIAT strategic players (President and director) and staff throughout focus group, KII and other appropriate tools while designing the required communication and marketing materials.

The communication and marketing service provider will be working on the design and execution of a comprehensive communication identity in line with CCIAT image and with the requested marketing strategic orientations.

He should coordinate with CCIAT different departments and affiliated entities (such as but not limited to QCC, IDRAC, BIAT, North LEDA)

He should work in close coordination with Care international's marketing advisor assigned to support CCIAT and with the QCC and IDRAC director but should get final approvals and endorsement from CCIAT General Director.

He should abide by the recommendations and remarks of CCIAT general director before the issuance of the final material, the printing and the publication processes.

He will be responsible of the concept elaboration, design and implementation of all activities stated below in "deliverables" paragraph.

B. DELIVERABLES

According to the communication and marketing plan of the project, below are the deliverables, the technical specs and delivery schedule expected from the service provider:

Deliverable	Description	Due Date	Technical specs
Inception report	A brief report of maximum 3 pages after the contract signature including a detailed action plan	.../.../.....	N/A
Preliminary design of portfolio and documentary	After a debriefing session (inception meeting) with CCIAT and care international's concerned staff, the consultant is asked to submit a guiding document that includes general orientations upgrading the CCIAT marketing strategy, a preliminary design and the ideation process for both the institutional portfolio and the 5 mins documentary.	.../.../.....	Illustrator or similar graphic software
Final design of the institutional portfolio and the complementary informative leaflet	<p>The consultant should present a final design to the CCIAT Director and to the marketing advisor for design approval and confirmation and should abide by any recommendations.</p> <p>The required format is a marketing portfolio with a solid 4 colors cover (31.5 *23 cm) hosting seven (recto verso) 4 colors A4 leaflet reflecting each a specific topic:</p> <p>(President allocution, mission vision and objectives, structure, service, projects, programs, beneficiaries,</p>	.../.../.....	<p>Illustrator or similar graphic software.</p> <p>A printed sample (hard copy) and a printable version (soft copy).</p> <p>Size: Cover 31.5* 23 Cm A4 leaflet 29.7*21 Cm</p> <p>Paper: Cover 110 gsm improved news print semi-glossy A4 leaflet 55 gsm improved news print Semi-glossy</p> <p>Resolution: Minimum 300dpi (450dpi best)</p> <p>File Format: High resolution PDF</p>

	<p>affiliated entities, beneficiaries and future perspectives)</p> <p>The content will be drafted by the CCIAT staff and edited and proof read by the service provider</p>		<p>(CMYK)</p> <p>Text Format: Outlined vectors for upscaling</p> <p>NB: the quality and grammage of the printed version should be approved by CCIAT general director before printing</p>
<p>Submission of a set of 500 copy of the institutional portfolio and additional 1000 informative leaflet (which is the 7th sheet of the portfolio)</p>	<p>The consultant should deliver the printings to the Chamber according to the pre-defined specs .</p>	<p>...../...../.....</p>	<p>Size: Cover 31.5* 23 Cm</p> <p>A4 leaflet 29.7*21 Cm</p> <p>Paper: Cover 110 gsm improved news print semi-glossy</p> <p>A4 leaflet 55 gsm improved news print Semi-glossy</p> <p>Resolution: Minimum 300dpi (450dpi best)</p> <p>File Format: High resolution PDF (CMYK)</p> <p>Text Format: Outlined vectors for upscaling</p>
<p>Submission of a documentary video concept (infographic video)</p>	<p>After an ideation process resulting from a debriefing session with both CCIAT and Care international respective teams the consultant is required to submit a concept and a storyboard for the 5 mins documentary showing the philosophy of the project. The documentary should be designed in a way to be presented in full version of 5min and divided in five 1min segments each as infographic</p>	<p>...../...../.....</p>	<p>The way the consultant finds appropriate (animated sketch, drawing, PPP etc.)</p>
<p>Submission of the final version of the documentary video</p>	<p>After the approval of CCIAT director and the endorsement of Care international concerned staff, the consultant should submit a readable version of the documentary and the 5 segments in 3 copies</p>	<p>...../...../.....</p>	<p>Length: 5 minutes</p> <p>Language: Arabic (subtitled)</p> <p>Resolution : 4 K 1080</p>

III.

CONTRACT MECHANISM & TERMS OF PAYMENT

Payment terms are as follows:

- 20% upon approval of preliminary design
- 60% upon approval of all deliverables final versions
- 20% upon submission of the deliverables

To be approved by Care International or amended according to the internal procurement rules and regulations

IV. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

A. INSTRUCTIONS FOR PROPOSAL PREPARATION

The selection committee will evaluate the Offerors based upon their written technical and financial proposals. Each section will be evaluated according to the criteria of evaluations in Section V. Offerors are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the Offeror's risk. Interested Offerors must provide the following:

1. CAPABILITY AND TECHNICAL EXPERIENCE STATEMENT

Demonstrate capabilities and technical experience by providing the following: *(Illustrative only; insert detail and page numbers for any item selected [see instructions])*

- a. Organization Overview
- b. Capabilities Statement
- c. Project Approach
- d. Partner
- e. Website/ portfolio
- f. Activity (work) Schedule

2. PROJECT STAFFING

Identify the project staffing and the percentage of the time each will spend on this activity. Include no more than a half-page bio sketch for each individual considered essential for the successful implementation of this contract.

In order to achieve this mission CCIAT requires from the service provider to submit the CVs of three key experts (along with the technical offer):

- The team leader responsible of the coordination, logistics and reporting
- A graphic designer responsible of the design and printing of the billboards, posters and leaflet
- A production and creative expert responsible of the documentary

Noting that the three CVs will be evaluated as part of the technical offer.

3. COST PROPOSAL

Offerors will submit a proposed budget with their proposals in a separate, sealed envelope (or separate file, if submitting via email) labeled "Budget Proposal." The proposed budget will have sufficient detail to allow evaluation of elements of costs proposed. Budgets should be submitted in the currency in which your organization is located and will be paid; please label your budget with the name of the currency. (the organization) reserves the right to request any additional information to support detailed cost and price.

4. REFERENCES

Please include three client references and contact information. References should have worked with your organization within the past two years in connection with the countries or regions (and if possible, subject matter) applicable to this RFP.

B. INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

1. The technical and price proposals shall be sent via email. Each volume shall be clearly identified with the RFP title and the Offeror's name.

All responses to this RFP must be received no later than the submission deadline.

Faxed offers are not acceptable.

2. All inquiries and requests for information regarding this RFP must be submitted by email no later than the question/inquiry submission deadline. Reference the RFP number in all questions/inquiries.
3. Care International will not compensate Offerors for their preparation of responses to this RFP.

V. CRITERIA FOR EVALUATION

Care International along with the CCIAT will evaluate proposals based on a best-value determination; Offerors should submit their most competitive price proposal. Proposals will be evaluated using the following criteria:

most competitive price proposal

Technical Offer	80%
Financial Offer	20%

The evaluation committee will review the technical proposal based upon the technical criteria listed above. The cost proposals will be reviewed to ensure they are complete and free of computational errors. The committee will also assess the reasonableness of costs and the cost-effectiveness of the budget, and will determine whether the costs reflect a clear understanding of project requirements. A contract will be offered to the responsible Offeror whose proposal follows the RFP instructions and is judged to be the most advantageous to (ORGANIZATION NAME).

VI. SOLICITATION PROCESS

Once the RFP is released, the Offerors must prepare a formal proposal to be sent to the contact person at Care International as indicated in Section IV (b) (1). The submitted proposals will be reviewed against the criteria for evaluation defined in Section V above and rated on their ability to satisfy the requirements stated in this RFP document. A preferred Offeror will be chosen and formally notified. A formal contract will be negotiated with the selected Offeror and, if endorsed, the Offeror will begin work on the project.

VII. TERMS AND CONDITIONS

A. LATE SUBMISSIONS

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors will be held responsible for ensuring their quotations are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to Care International or its employees/agents, or if it is in the best interest of Care International.

B. MODIFICATION OF RFP REQUIREMENTS

Care International retains the right to terminate the RFP or modify the requirements upon notification to Offerors.

C. WITHDRAWALS OF PROPOSALS

Proposals may be withdrawn by written notice via email at any time before award. Proposals may be withdrawn in person by an Offeror or authorized representative, if the representative's identity is made known and the representative signs a receipt for the proposal before award.

D. RIGHT OF NEGOTIATION AND ACCEPTANCE OF PROPOSAL

This RFP represents a definition of requirements and is an invitation for submission of proposals. Care International reserves the right to fund/award any or none of the submitted proposals. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of their proposal.

Care International) may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions of the RFP. A proposal must be complete, signed by an authorized signatory, and delivered no later than the submission time and date indicated on the cover sheet of this RFP. Care International may reserve the right to waive any minor discrepancies in a proposal.

Care International reserves the right to issue an award based on the initial evaluation of proposals without discussion. Care International also reserves the right to enter into best and final negotiations with any responsive Offerors for all or part of the proposed scope.

E. VALIDITY OF PROPOSAL

Proposals submitted shall remain open for acceptance for *(30 days)* from the last date specified for receipt of proposals. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is awarded the contract, all information in the RFP and negotiation process is contractually binding.

F. MINIMUM OFFEROR QUALIFICATIONS

Offerors submitting proposals must (1) be officially licensed to do such business in *(Lebanon)*, In addition, Offeror may be required to provide the following information:

- Documentation to verify licensure (e.g., tax id, registration certificate, etc.)
- Demonstration of adequate management and financial resources to perform the contract
- Satisfactory records of performance history, integrity and business ethics.
- Offerors should demonstrate at least a general experience of 5 years in the field of communication, marketing and advertising.
- Offerors should have implemented at least 3 similar projects during the past 2 years.
- Offerors should have previously worked within the framework of international funded projects or similar context.
- Offerors should have managed an annual budget amounting at least to 3 times their financial offer for this consultancy.

G. INTELLECTUAL PROPERTY RIGHTS

All tangible or intangible property created or acquired under this contract shall be the exclusive property of Care international and the CCIAT. The term "property" includes all data and reports associated with this engagement.

VIII. ATTACHMENTS

Appendix A: Sample Budget Format

Appendix B: Technical Proposal Submission Sheet

APPENDIX A. SAMPLE BUDGET FORMAT

SAMPLE BUDGET FORMAT

Deliverable/ Item	Description	Technical Specs Required by the contracting Authority	Technical Specs approved by the offeror or Equivalent	Proposed budget per deliverable/ Item including all expenses (expert fees, logistics and backstopping)
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Total Budget				

APPENDIX B. TECHNICAL PROPOSAL SUBMISSION SHEET

(Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.)

Date of Technical Proposal:	
RFP Number:	
RFP Title:	

We offer to provide the goods/services described in the Scope of Work, in accordance with the terms and conditions stated in Request for Proposal referenced above. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified.

The validity period of our proposal is XX days/weeks/months from the time and date of the submission deadline.