

## Request for Proposals

### I. SUMMARY

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|--|---|
| 1. SOLICITATION NUMBER                     | <b>216-6150-01-2022-003-RFP</b>   |
| 2. SOLICITATION ISSUE DATE                 | <b>March 10, 2022</b>   |
| 3. SOLICITATION TITLE                      | <b>Social Media Marketing Services in Lebanon</b>                           |
| 4. PLACE(S) OF PERFORMANCE/DELIVERY        | <b>Lebanon</b>  |
| 5. MSI CLIENT AND PRIME CONTRACT NUMBER    | <b>EnCompass; USAID 72026821F00005</b>                                      |
| 6. MSI PROJECT NAME AND NUMBER             | <b>Monitoring and Evaluation Program for Lebanon (MEPL), 216-6150-01</b>    |
| 7A. SUBMISSION DUE DATE & TIME             | <b>March 30, 2022 5:00 PM EST</b>   |
| 7B. QUESTIONS ACCEPTED UP TO (DATE & TIME) | <b>March 14, 2022 5:00 PM EST</b>   |
| 8. ANTICIPATED PERIOD OF PERFORMANCE       | <b>April 5, 2022 – September 2022, with possible option year extensions</b> |

### 9. INTRODUCTION

Management Systems International (MSI) is a Washington, D.C.-area consulting firm founded in 1981. MSI has worked in over 100 countries and currently employs more than 800 staff worldwide. We help clients solve complex development challenges. MSI offers services in strategic communications and outreach; organizational development and training; strategy, evaluation and analysis; and gender and inclusion. MSI's technical expertise includes implementation of a range of analytical and field projects in results-based management including strategic planning and program performance monitoring and reporting, monitoring and evaluation, policy implementation, institutional development, and training.

MSI, in partnership with prime contractor EnCompass, implements the United States Agency for International Development's (USAID's) Monitoring and Evaluation Program for Lebanon (MEPL). MEPL supplements the monitoring, evaluation, and program management efforts of USAID/Lebanon staff and verifies, monitors and supports USAID program performance in the country. MEPL's primary goal is to improve performance management to help the Mission make better-informed strategic and management decisions and advance USAID learning on effective development approaches.

Within the framework of its activities, MEPL provides strategic communications support to USAID/Lebanon and its implementing partners – including the development and implementation of public awareness campaigns and event planning support – to raise public awareness of USAID assistance and communicate program achievements. One of the sub-components of this support is Social Media Marketing (SMM), where MEPL supports USAID/Lebanon and its implementing partners to raise awareness about and engagement with ongoing programs through SMM.

The awarded vendor shall assist MEPL and USAID/Lebanon with providing strategic digital, media, and social media support services.

#### 10. REQUIREMENT

Through this solicitation, MSI seeks proposals from Lebanon-based organizations in supporting MEPL and USAID/Lebanon with providing SMM services. Details of this task are described in the **Statement of Work** provided in Section III.

## II. INSTRUCTIONS TO OFFERORS

MSI will conduct source selection for award on the basis of the criteria and instructions set forth as follows in this document. Offerors must be technically qualified, financially responsible, and otherwise eligible for receipt of an MSI client-funded award. To be considered for award, offerors must respond to all of the requests and requirements of this Solicitation, including those which must be provided through MSI's online procurement system, GRUMP.

### 1. Solicitation Contents

Offerors are advised to review this document and the information provided on MSI GRUMP, particularly the following sections, which are required for successful submission of proposals.

- Prerequisites: All offerors interested in submitting proposals in response to this RFP must review and accept the requirements listed in the “**Prerequisites**” section of this business opportunity in MSI GRUMP.
- Submission: Please submit your technical and price/cost proposals by uploading each separately via the “**Submission**” section of this opportunity in MSI GRUMP.
- Items: After uploading your proposal files in the “Submission” section, please enter the total price or cost of your offer in the “**Items**” section.

### 2. Type of Award

MSI intends to award a Basic Ordering Agreement with Firm Fixed-Price Task Orders as a result of this RFP, though other types of subcontracts may be employed if required. All services and/or supplies must be delivered within date(s) stated above in the Summary section under “8. Anticipated Period of Performance”.

### 3. Evaluation Criteria for Award

Proposals which conform to the requirements stated in this RFP which are received by the Submission Due Date and Time will be evaluated for award on the basis of the Best Overall Value to MSI's Client. Best Overall Value will be determined by MSI on the basis of the Technical Evaluation Criteria set forth below and a separate evaluation of proposed price(s).

	<b>Evaluation criteria</b>	<b>Points</b>
1	<p><b><u>Organizational Capacity and Past Performance</u></b></p> <p>Please provide a narrative of no more than five (5) pages to demonstrate the organizational competency, implementation capabilities, and capacity of your organization to perform all types services outlined in Section III, Statement of Work. In this narrative, please include demonstrated capabilities and experience related to online campaigns and activities, experience with international development/donors, and quality of products and services. This narrative should also include a description of your work with social media and digital marketing in the Lebanese market. In addition to the narrative, please use the templates in Appendix A to provide further information on your organization’s relevant past experience with similar projects, as well as list three references that MSI may contact.</p>	40
2	<p><b><u>Personnel Qualification</u></b></p> <p>Please provide a narrative of no more than four (4) pages that demonstrates the expertise, experience, and availability of your personnel that meet the requirements of the specifications through the resumes or CVs of the personnel in charge of implementing the activities. In addition, please list proposed team members using the template provided in Appendix B and provide their CVs (up to three [3] pages per individual).</p>	30
3	<p><b><u>Technical Approach</u></b></p> <p>a) Please provide a narrative of no more than four (4) pages that demonstrates a clear and effective overall approach to performing the requirements described in the Statement of Work, including ideas, approaches, and tools to enhance the online presence of USAID/Lebanon and its programs.</p> <p>b) In addition to the narrative above in a), please provide illustrative technical proposals to implement each of the four exercises described in Appendix C. These proposals should be no more than three (3) pages per exercise.</p>	30
<b>TOTAL</b>		<b>100</b>

MSI’s Technical Evaluation Committee will review and evaluate each technical proposal based on the contents of each technical proposal and the criteria described above.

Price will not be evaluated by the Technical Evaluation Committee but will be considered by MSI in determining the Best Overall Value for award.

**4. Proposal Content and Submission Requirements**

This RFP is requesting for work to be conducted in **Lebanon**. For the success of this activity, presence in Lebanon is crucial.

Offeror can bid depending on their knowledge and presence in the country, cultural sensitivity and technical capacity.

Proposals should respond fully to this RFP and be prepared according to the following requirements.

**A. Technical Proposal Requirements:** The technical proposal should be submitted in .pdf format. To respond efficiently to the evaluation criteria, each section/element below should be addressed sufficiently.

- i. **Organizational Capability and Past Performance** –Please provide a narrative of no more than five (5) pages to demonstrate the organizational competency, implementation capabilities, and capacity of your organization to perform all types services outlined in Section III, Statement of Work. The narrative should discuss your organization’s capacity and expertise in conducting this type of work in strategic digital, media, and social media support services in Lebanon. In this narrative, offerors must include:
  - a. A summary that demonstrates your organizational competency, implementation capabilities, and capacity of the organization to perform all types services outlined in Section III, Statement of Work.
  - b. The following information on your organization’s structure:
    - i. Company structure with a description of its various departments
    - ii. Number of staff in each department and overall
    - iii. Number of ongoing retainer accounts
    - iv. Number of ongoing projects
    - v. Number of ongoing projects in the development sector, preferably with USAID and other international donors
  - c. Information about your organization’s legal status and capability to function in all areas of Lebanon.

In addition to the above narrative, offerors should use the template provided in Appendix A to provide:

- a. A list of relevant technical experience and specific successes of your organization on assignments in Lebanon of a similar nature over the past three years, including examples of online campaigns and activities, and experience working in the development sector and with international donors.
  - b. At least three references that MSI may contact to request client recommendations.
- ii. **Personnel Qualifications** – Provide a narrative of no more than four (4) pages that demonstrates the expertise, experience, and availability of your personnel that meet the requirements of the Statement of Work. In addition to this narrative, please use the template provided in Appendix B to list the team members who will carry out the services

required in the Statement of Work, and provide their CVs (up to three [3] pages per individual).

- a. As part of the proposed personnel, the offeror shall propose an Account Manager to be designated as Key Personnel who will be the primary point of contact with MEPL's DOC Specialist. This Key Personnel position must have the following qualifications:
  - i. A minimum of five (5) years of experience managing clients and supporting them with social media marketing, public relations, and digital objectives.
  - ii. Demonstrated experience managing at least one account in the development sector, preferably with USAID.

iii. **Technical Approach:**

- a. In a narrative of no more than four (4) pages, describe the proposed technical approach to implementing the overall services outlined in the Statement of Work. Include how your proposal demonstrates a clear and effective overall approach to successfully performing the requirements described in the specifications, including innovative and cost-effective ideas, approaches and tools to enhance USAID/Lebanon's online presence and increase target audiences' awareness of its programs.
- b. In addition to the overall technical approach required above, also provide illustrative technical approaches to implement the four exercises provided in Appendix C. These narratives should be no more than three (3) pages per exercise.

**B. Price Proposal Requirements**

Please provide a detailed, itemized budget that includes all projected expenses for labor costs and direct expenses (e.g., travel and transportation costs, equipment rental). To accompany this itemized budget, please provide an accompanying narrative explaining your pricing assumptions, both for units and unit prices, as well as the cost items included in your offer.

Offerors are encouraged to use the Budget Template provided, including any additional cost items that the Offeror wishes to propose. Illustrative Exercises: Your cost proposal for the four exercises described in Appendix C should include detailed budgets using the Excel Budget Templates provided.

All proposed prices and delivery dates shall be valid for a period of ninety (90) days following the date of submission, unless otherwise clearly specified by Offeror.

**C. Submission**

Offerors must submit their Technical Proposal separately from their Price or Cost Proposal by uploading each in the "Submissions" section of this business opportunity in MSI GRUMP.

## 5. Other Proposal Guidelines and Notices

The following conditions, guidelines and notices are included to assist you in preparing a competent proposal. All of them should be reflected in your submission.

### A. Technical Compliance

Offerors are required to review and confirm to the requirements as presented in the Statement of Work. In their proposal, Offerors shall ensure that responses use plain language, are concise and unambiguous, are quantitative, and deliver full information. Offerors should not hesitate to volunteer additional information if it is useful to this process.

### B. Language

Offerors shall provide all proposal documentation in English.

### C. Source and Nationality (USAID)

The USAID authorized geographic code for the procurement of goods and services under MSI's contract is 937 (the United States, the recipient country, and developing countries other than advanced developing countries, but excluding any country that is a prohibited source). A current list of eligible countries and further information on Source and Nationality may be found at [www.usaid.gov/ads/policy/300/310](http://www.usaid.gov/ads/policy/300/310).

Offerors must agree that no services will be rendered through a service provider in any foreign policy restricted country or any designated "prohibited source". To be considered for award, offerors must complete the "Source, Nationality, and Availability for Purchase" certification included in the "Prerequisites" section of this business opportunity in MSI GRUMP.

### D. Prohibition on Contracting for Certain Telecommunications and Video Surveillance Services or Equipment (Aug 2020)

- i. Definitions. As used in this clause—
  - Covered foreign country means The People's Republic of China.
  - Covered telecommunications equipment or services means equipment produced or services provided by the following companies or their subsidiaries/affiliates: Huawei Technologies Company, ZTE Corporation, Hytera Communications Corporation, Hangzhou Hikvision Digital Technology Company, or Dahua Technology Company. Also included in this definition are telecommunications or video surveillance equipment or services produced or provided by an entity reasonably believed to be owned or controlled by, or otherwise connected to, the government of a covered foreign country.
- ii. Prohibition. U.S. regulation prohibits procuring or obtaining, or extending or renewing a contract to procure or obtain, any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or essential component of any system, or as critical technology as part of any system. The subcontractor is prohibited from providing to MSI any equipment, system, or service that uses covered telecommunications equipment or services as a substantial or

essential component of any system, or as critical technology as part of any system, unless an exception or waiver is provided by MSI.

- iii. Reporting requirement. In the event the subcontractor identifies covered telecommunications equipment or services during subcontract performance, or the Contractor is notified of such by a subcontractor at any tier or by any other source, the Contractor shall inform MSI within one business day from the date of such identification or notification and await further instruction.

#### **E. New Material Requirement**

All equipment proposed in response to this RFP must consist entirely of previously unused components. Used, reconditioned, or remanufactured supplies, or unused former Government surplus property, shall not be used, unless the Vendor has proposed the use of such supplies, and the MSI Contract Administrator has authorized their use.

#### **F. Pricing**

Price proposals must be inclusive of all costs and must address all requirements stated in the RFP, in line with the Offeror's Technical Proposal. The only circumstance under which MSI will accept any price changes from what is included in the Offeror's proposal or will accept additional charges beyond what is included in the proposal, is if MSI modifies the requirements in writing to all prospective Offerors.

Offeror should separately mark any recommended options not specifically required or addressed in the Statement of Work or elsewhere in the RFP. Offerors shall note any exceptions to the specifications listed in the Statement of Work and provide alternate prices.

All proposed prices and delivery dates shall be valid for a period of ninety (90) days following the date of submission, unless otherwise clearly specified by the Offeror.

#### **G. Modification and Withdrawal of RFP**

MSI reserves the right to modify by written notice the terms of this RFP at any time in its sole discretion. MSI also reserves the right to withdraw this RFP at any time—with or without statement of cause—prior to actual award.

#### **H. Multiple Awards and No Obligation to Award**

MSI may accept any item or group of items of a proposal, unless the offeror qualifies the proposal by specific limitations such as "all or none". MSI reserves the right to make an award on any item for a quantity less than the quantity proposed, at the unit prices proposed, unless the Offeror specifies otherwise in the proposal. Proposals will be evaluated on the basis of advantages and disadvantages to MSI and USAID in making multiple awards or awarding less than full quantity. MSI reserves the right to issue more than one award.

MSI may reject any or all offers or not award a contract under this RFP if such action is in the best interests of MSI, its Client, or the Host Country. MSI may also waive informalities and minor irregularities in offers received, should such actions be in the best interest of MSI, its

Client, or the Host Country. The issuance of any contract resulting from this solicitation is subject to the prior approval from MSI's client.

**6. Questions**

Any questions or clarifications must be submitted via the "**Q&A Board**" in MSI GRUMP, by the due date for questions/clarifications listed in the "Summary" menu tab. Responses to questions received shall be shared with all interested parties via the Q&A Board forum.

**7. Fraud Reporting**

Should any person demand/request consideration in exchange of this RFP or promises successful selection in exchange for consideration, please contact [ethics@msi-inc.com](mailto:ethics@msi-inc.com).

**8. Partner Vetting**

In accordance with (48 CFR) FAR clause 52.244-2, Subcontracts, the subcontractor is subject to vetting. The prospective subcontractor must submit a USAID Partner Information Form, USAID Form 500-13, to MSI's Contracts Administrator. An award shall not be issued to subcontract to any organization that has not passed vetting when required.



### **III. STATEMENT OF WORK**

#### **I. BACKGROUND**

Management Systems International (MSI), in partnership with prime contractor EnCompass, implements the United States Agency for International Development's (USAID's) Monitoring and Evaluation Program for Lebanon (MEPL). MEPL supplements the monitoring, evaluation, and program management efforts of USAID/Lebanon staff and verifies, monitors and supports USAID program performance in the country. MEPL's primary goal is to improve performance management to help the Mission make better-informed strategic and management decisions and advance USAID learning on effective development approaches.

Within the framework of its activities, MEPL provides strategic communications support to USAID/Lebanon and its implementing partners – including the development and implementation of public awareness campaigns and event planning support – to raise public awareness of USAID assistance and communicate program achievements. One of the sub-components of this support is Social Media Marketing (SMM), where MEPL supports USAID/Lebanon and its implementing partners to raise awareness about USAID's ongoing programs in Lebanon through SMM.

#### **II. OBJECTIVE**

MSI seeks a SMM firm to support MEPL and USAID/Lebanon with social media services including online advertising, monitoring and reporting, networking, media relations, and design support. The SMM support is intended to enhance Lebanese public awareness of USAID's assistance to Lebanon and the activities and achievements of the Agency's programs in sectors such as education, agriculture, microfinance, water and sanitation, reforestation, and good governance. The selected firm should have a proven track record with social media and digital marketing in the Lebanese market and working with international development programs and donors, preferably with USAID and in relevant sectors as noted above. Offerors should propose creative, innovative, interactive, and cost-effective approaches to achieve the outcomes and deliver the services noted below, while complying with USAID branding and marking guidelines and other relevant USAID public outreach requirements.

The social media activities to be provided by the firm will primarily target the Lebanese public, including but not limited to local municipalities, organizations, youth, and public officials. The expected outcomes of this SMM support include:

- Enhanced page awareness and increased number of visitors and likes on USAID/Lebanon's Facebook page;
- Increased awareness of and engagement with published online content on USAID/Lebanon's Facebook page and across diverse social media platforms;
- Enhanced reach of USAID/Lebanon's campaigns for its different activities, through innovative and cost-effective approaches to reach target audiences;
- Effective design and implementation of social media and digital media plans; and
- Expanded partnerships with influencers, bloggers, and other media outlets to further awareness of and engagement with USAID/Lebanon through their platforms.

### III. REQUIRED SERVICES

The selected firm will provide SMM services to MEPL and USAID/Lebanon, in close coordination with MSI's Beirut-based Development and Outreach Communications Specialist, that will include but may not be limited to the following:

- A. **Social Media Strategy** – Provide assistance and advice on assessing USAID/Lebanon's current social media performance; developing a social media strategy for the Mission and its implementing partners where needed; and generating ideas and suggesting innovative and cost-effective tools and approaches to enhance the online presence of USAID/Lebanon and its programs.
- B. **Social Media Advertising** – Provide page boosting, ad purchases, and other online advertising services to increase USAID/Lebanon's Facebook page exposure and selected posts' reach. (This may include monthly post boosting activities (approximately 4 to 6 posts), and Facebook page boosting campaign (approximately every 1.5 months)
- C. **Social Media Monitoring and Reporting** – Provide social media performance reports for USAID/Lebanon (approximately 2 to 5 reports per year) and its implementing partners where needed, and advise on ideas and approaches that would enhance the social media presence of USAID/Lebanon and its programs.
- D. **Social Media Networking** – Provide support in connecting with relevant bloggers and online influencers that would support USAID/Lebanon's communication strategy.
- E. **Digital Advertising** – Provide support in developing, executing and reporting on digital campaigns to promote different USAID-funded projects, in coordination with MEPL (approximately 2 to 5 campaigns per year).
- F. **Media Relations** – Provide support in securing media coverage through media relations efforts.
- G. **Media Campaigns** – Provide support in launching TV and radio campaigns when requested (approximately 1 to 3 campaigns per year).
- H. **Design Support** – Provide support in creating content such as infographics, visuals, or animated posts (e.g., greeting cards) for social media (approximately 3 to 7 requests per year).

In carrying out the above services, the selected firm will be required to provide associated deliverables that may include but not necessarily be limited to:

- End of campaign/media plan reports
- Assessment report of USAID's social media platform (mainly Facebook page)



**Appendix A: Organizational Capacity and Past Performance**

Offerors are required to complete the table below and list projects undertaken in the last three years that had similar scopes to this RFP. Projects should preferably be done for international donors or international development work. Offeror is allowed to use a separate document to complete the **Project Description** and **Results and Achievements** sections of the below table. Offeror is welcome to use as many projects as they wish to illustrate their past performance. Please use a separate page to list your additional projects. Please indicate clearly if you are submitting a separate document for this section.

Item #	Client Name and Contact Information	Project Description	Dates of Implementation	Place of Performance (Location)	Total Cost (USD)	Results and Achievements
1						
2						
3						
4						
5						
6						
7						
8						
9						
10						

Offerors are also required to use the table below to provide three references that MSI may contact regarding the organization’s capabilities and past performance.

Project Name	Reference Name	Reference Title	Reference Company	Reference Email Address	Reference Phone Number



## **Appendix C: Illustrative Exercises for the Technical Approach**

In addition to a narrative of no more than four (4) pages describing the offeror's overall approach to performing the requirements described in the Statement of Work, offerors are also required to provide illustrative technical proposals to implement each of the exercises described below. These proposals should be no more than three (3) pages per exercise. *(In a separate document from the Technical Approach proposal document, please utilize the provided Budget Templates to submit a Cost Proposal (illustrative budget) for each of the below three Exercises,).*

### **Exercise 1: LED Sessions Promotion**

The USAID-funded Lebanon Enterprise Development (LED) project aims to increase employment opportunities for Lebanese citizens by focusing on three objectives:

1. Increase the competitiveness and growth of Lebanese firms;
2. Improve Lebanon's business enabling environment; NS
3. Communicate results and share project knowledge with the public and private sectors.

LED will offer customized technical assistance to local businesses to help identify and solve challenges related to business growth, productivity, and profitability.

Under one of its activities, LED will host four (4) foreign influential business experts. These experts will offer two (2) sessions each to address all small- and medium-sized enterprises (SMEs) in Lebanon. The purpose of these sessions is to help Lebanese SMEs navigate safely and successfully through the crisis in Lebanon.

USAID has asked that MEPL help LED promote these sessions and reach the highest number of Lebanese SMEs.

How would your organization propose to support MEPL and USAID/Lebanon in designing and delivering a full-fledged online campaign for these LED-sponsored sessions? In your narrative, please describe the proposed channels, tools, target audiences, and any specific material you would develop, including how you would recommend the experts should conduct their sessions?

### **Exercise 2: LRI Event Promotion**

The USAID-funded Lebanon Reforestation Initiative (LRI) project implements a community-based reforestation program that has resulted in the planting of more than half-a-million native trees throughout Lebanon since 2011. LRI is looking to host the biggest planting activity in Lebanon on Earth Day (April 22, 2022).

USAID has asked that MEPL carry out a full-fledged campaign to help LRI promote this event and reach a high number of people to join this activity. Please summarize the media plan your organization would propose to support MEPL and USAID/Lebanon in promoting this event (both before and after it is held), including the proposed channels, tools, target audiences, and any specific material you would develop. Please also list and describe illustrative media, influencers, and any other entities you would invite to

the event. In addition, would you propose any specific activities to include in the event to make it even more interesting and engaging?

**Exercise 3: USAID/Lebanon Facebook Greeting Card**

As part of its communication activities, USAID/Lebanon seeks to generate content to celebrate key events and promote them on its Facebook page. As part of these efforts, USAID/Lebanon seeks to post an animated greeting card for Ramadan on its Facebook page.

Please describe your proposed approach to design an appealing animated greeting card for Ramadan for USAID/Lebanon. You are also welcome to share a sample of the greeting card design, or a link to a similar task prepared for one of your past clients.

**Exercise 4: USAID/Lebanon Facebook Page Promotion**

USAID/Lebanon is seeking to enhance the reach of its Facebook page and increase the number of followers through a Facebook Page Ad campaign, with a target of 3,000 new followers every 1.5 months. Please describe your proposed approach to achieve the desired targets.