

Mkalles 2001, center 3rd floor, suite 3-3
Mansourieh (Metn), Lebanon
P.O. Box: 68 Mansourieh
Tel: +961 (1) 687354
Fax: +961 (1) 688509
Email: ioccleb@ioccc.org

Date: June 1, 2015
Reference: RFQ/IOCC/2015

To:	Bidders
Subject:	Request for Quotation for a National Breastfeeding Awareness Campaign
Deadline for submission :	June 15, 2015

Subject: Request for Quotation

1. Introduction

In the context of the national program for breastfeeding, **IOCC** and **World Vision** are partnering with the **Ministry of Public Health (MOPH)** to execute a national breastfeeding awareness campaign supported by UNICEF, in the occasion of the World Breastfeeding Week in August and September 2015.

International Orthodox Christian Charities (IOCC) is the official humanitarian aid agency of the Standing Conference of Canonical Orthodox Bishops in the Americas (SCOBA). It is a member of the ACT Alliance, a global coalition of churches and agencies engaged in development, humanitarian assistance and advocacy. Since 2001, IOCC Lebanon has had a reputation for implementing community-driven programs that address a broad range of social issues, from relief, health and nutrition, infant feeding to community development and education. IOCC is working with the National Program on Infant and Young Child Feeding (IYCF) and conducts trainings and awareness sessions on nutrition and reproductive health, with an emphasis on the importance of exclusive breastfeeding.

World Vision is a global Christian relief, development and advocacy organization dedicated to working with children, families and communities to overcome poverty and injustice. World Vision serves all people, regardless of religion, race, ethnicity, or gender. World Vision has been active in Lebanon since 1975, when it provided shelter, food, and medicine for people affected by the civil and regional wars. Today World Vision promotes programs that are planned, designed, and executed through full ownership and involvement of the communities with which World Vision partners. World Vision believes that the best way to improve children's lives is through child-focused development. We work with communities and children through a range of programs that promote change and improve their well-being. World Vision's development work aims to ensure that children: Enjoy Good Health; Are Educated For Life; Experience the Love of God and Their Neighbors; Are Cared for, Protected and Participating.

2. Objectives

The World Health Organization recommends that infants be breastfed exclusively for the first 6 months and that breastfeeding continues with the introduction of solids until 2 years or more.

The rates of breastfeeding in Lebanon are very low and there is an urgent need to promote breastfeeding amongst the Lebanese societies.

Therefore, the main objectives of the campaign are:

- **To promote breastfeeding as the normal way of feeding infants**
- **To provide messages about breastfeeding to mothers, families and friends**
- **To encourage and empower women to breastfeed with confidence**

3. Scope of work and specifications

The media agency will develop in collaboration with IOCC, World Vision, MoPH and members of the National Program on IYCF a plan that would include at least TV/radio advertisements and other material.

- **TV/Radio advertisement**

The media agency shall be responsible for:

- Planning and producing a creative Public Service Ad (PSA) - (TV and radio) in accordance with the objectives of the campaign.

- **Posters/Flyers/Leaflets**

The media agency shall be responsible for:

- Determining the messages and creating the design to be incorporated on the posters, flyers and leaflets.

The team is flexible regarding the specifications of the relevant products as long as they meet the intent of the campaign. The team will be providing the media agency with the information needed for the creation of the advertisements. The media agency shall also develop a strategy to help in selecting the appropriate messages and analyze the effectiveness of the campaign. In addition, the campaign could also include online advertisements such as a website, a Facebook page, and an Instagram account where people can use a hashtag for the campaign.

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The products need to be completed by August 1, 2015.

4. Mode of Submission (presentation and financial offer):

The offers shall be delivered by hand to the International Orthodox Christian Charities (IOCC) – Mkalles on the following address on **June 15, 2015 between 9:00 AM and 12:00 noon.**

Bou Khalil Supermarket building – Mkalles –
Mansourieh highway – 3rd floor – suite 3-3.
Telephone: 961-1-688509 or 961-1-687354

The offering agency shall **contact IOCC beforehand to agree on the timeslot to be booked** for the agency. Each agency shall have a **30 minutes slot** to present the offer/pitch (the concept of the campaign and the technical presentation without the cost).

The offers will be in the following form:

Envelop 1: PSA (priced)

Envelop 2: Technical (non-priced) offers

Each envelop shall be labeled as indicated above. *Failure to abide by this division will result in rejection of the offer.*

A. Details of the technical (non-priced) offer- Envelop 1:

The technical offer should include but not limited to the following:

- 1- Cover letter
- 2- Company prequalification and experience in similar works
- 3- A description of the methodology complying with the scope of work and specifications above and any additional information supporting your technical offer.
- 4- List of deliverables
- 5- Organization chart and schedule of delivery
- 6- A list of the team mentioning the members by area of expertise and positions
- 7- Details for the following:

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- PSA Production.
- TV Airing Copies.
- CD Audio Airing Copies.
- Library Pictures-Visuals for the Print.

Date of delivery of product should be **August 1, 2015**

B. Details of the Financial (priced) offer – Envelop 2

The commercial offer should include but not limited to the following:

- 1- Company Name on letterhead
- 2- Contact Person
- 3- Phone and Fax Numbers
- 4- Date of the Offer
- 5- Validity of the offer
- 6- Cover Letter
- 7- Rate form
- 8- VAT applicable or not
- 9- If Vat is applied, VAT # should be on the offer
- 10- Payment & delivery terms
- 11- Warranty if applicable
- 12- Registration number at the Lebanese government
- 13- Stamp and signature of the company
- 14- Additional information

All items and activities listed in the technical proposal should be given a separate price.

5. Selection of Winner

A technical committee made of members of the National Program on IYCF at MoPH, Campaign Partners, IOCC, World Vision, experts and other NGO partners will be convened in order to assess the technical proposal.

The winner will be selected based on the following criteria:

- 1- Creativity

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- 2-Simplicity of the product
- 3-Ability to select clear and simple message that are understandable to the public
- 4- Meeting the objectives of the campaign
- 5-Reach within news agencies

The committee will evaluate and select the best offer solely based on a technical evaluation. The media agency that will be eliminated after the technical review will not be evaluated on the priced offer. Shortlisted companies by the technical committee will be evaluated based on price competitiveness.

For additional information please email SElChaer@ioccc.org - **inquiries are only through email.**