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## I. General information

### 1. Brief information on the project

Lebanon is facing severe challenges such as an economic crisis, increasing poverty causing worsening food security, a financial crisis due to the constant depreciation of the Lebanese lira and all this exacerbated by the COVID-19 pandemic and the explosion in the Beirut port. Economic downturn, business closures, a deterioration in working conditions and lost livelihoods are consequences of this multi-layered crisis that the Lebanese population is going through. Due to the value loss of the Lebanese Lira, imports have become so expensive that importing necessary production inputs has become almost impossible putting food security at risk.

The project *Strengthening Agriculture, local Communities, and small and medium Enterprises (ACE) implemented by GIZ and funded by the Federal Ministry for Economic Cooperation and Development (BMZ)*, aims to strengthen economic stabilization and improve social stability through targeted measures to promote cooperation and exchange in three areas of action:

- A. Agriculture: Support farmers to form agricultural associations and to produce in accordance with market needs, including training and sharing of good agricultural practices.
- B. Support of micro, small and medium enterprises (MSME): Targeted promotion of income prospects with financial and capacity-building measures to promote entrepreneurial action and closing important gaps in the value chains.
- C. Local communities & social stability: Joint planning & implementation of low-threshold community initiatives both within civil society and together with local governments to strengthen positive intergroup experiences as well as increasing confidence in local capacity to act.

### 2. Context

The project is categorized as part of the transitional development assistance, and under the second area of action will promote private sector engagement, improving individual skills so that the parties responsible in agricultural businesses, food processing enterprises and other MSMEs downstream of food security and climate change, will be able to understand changes and adapt their actions.

This will involve the provision of knowledge for the development of new products or the adaptation of existing products, in addition to helping MSMEs complete a just transition towards green energy via in-kind grants and technical assistance. Our objectives also include realizing the potential of local agriculture. They involve MSMEs, for example, exploring alternative sources of procurement from the local agricultural sector, re-evaluating and, where necessary, adjusting the sales strategy for the local and international market. In addition, ACE project will help MSMEs evaluate and, if necessary, adjust the product range in line with changed demand on the local market and analyze and, if applicable, reduce the costs of maintaining a business. GIZ's private sector support in the ACE project will focus on six main value chains: Olive, Dairy, Honey, Legumes, Wheat and Barley, Agroforestry, and Protected Agriculture value chains.

GIZ is seeking an organization for outreach and communication to develop and implement a comprehensive outreach strategy for the Call-for-Applications under the ACE project component supporting MSMEs. The organization will be responsible for spreading awareness about the project, engaging stakeholders, and targeting industry-specific MSMEs to encourage their participation through a Call for Applications and then collecting the information.

- a. **Objective of the assignment:** GIZ is looking for an organization to conduct Outreach activities for the GIZ ACE project in the Area of West Bekaa and Hasbaya, while working under the scope and deliverables mentioned below.
- b. GIZ shall hire the contractors for the anticipated contract term, from July 10, 2024, to October 31, 2024.

3. The contractor shall provide the following work/service:

Each of the three organizations will be responsible for the following activities in their respective areas:

#### **1. Develop Outreach Strategy**

- Review and adapt the timeline and develop an action plan for implementing the outreach strategy.
- Develop a detailed communication and outreach strategy aligned with the GIZ ACE project objectives.
- Identify key messages, target audiences, and appropriate communication channels.

#### **2. Develop and publish the call for Application**

- Create the content of the call in line with GIZ regulations and guidance.
- Develop, distribute, and collect the ACE Call-for-Applications (based on criteria shared by the responsible GIZ Advisor), via engaging and informative content for various platforms of the contractor (website, social media, newsletters, reports), reaching at least 300 MSMEs and collecting no less than 100 eligible applications.
- Ensure all content is consistent with GIZ's identity and messaging guidelines.

#### **3. Develop a targeted direct outreach plan**

- Develop a targeted outreach plan to engage industry-specific MSMEs in the agricultural, food processing, renewable energy, and circular economy sectors.
- Utilize the contractor's existing networks and develop new partnerships to reach potential applicants.
- Provide information and support to MSMEs on how to apply for the project's opportunities.

#### **4. Conduct outreach events**

- Plan and coordinate two offline and up to three online outreach events at the contractor's premises to engage with MSMEs and other stakeholders.
- Organize events to disseminate information about the Call-for Applications link and assist some MSMEs filling in the application when and if needed.

#### **5. Report on activities**

- Outreach Report: A report on direct outreach activities, detailing the number of MSMEs engaged, responses received, and follow-up actions.
- Event Reports: Detailed reports on events organized, including participant feedback and social media coverage, and target numbers reached.

All tasks will be performed in close cooperation with the GIZ advisor responsible.

Period of assignment: from 10.07.2024 to 31.10.2024.

<b>Milestones/partial works</b>	<b>Date/location/responsibility</b>	<b>Criteria for acceptance</b>
Milestone 1: Develop Outreach Strategy	Within 2 weeks after contract signature	Updated timeline Outreach Strategy Action Plan
Milestone 2: Develop and publish the call for Application	Within 4 weeks after contract signature	Final application form Proof of reach of 300 MSMEs 100 filled in applications
Milestone 3: Develop a targeted direct outreach plan	Within 5 weeks after contract signature	Targeted outreach plan
Milestone 4: Conduct outreach events	During contract period	Up to 5 event reports (participants lists)
Milestone 5: Report on activities	By the end of the contract	Outreach report Events reports

## II. Tender requirements

### 1. Qualifications of proposed staff

#### 1.1. Expert 1 – Team Leader

##### 1.1.1. General qualifications

5 years of proven experience in the target area working with MSMEs and startups while developing and implementing outreach strategies for development projects.

2 years' experience with the agricultural, food processing, renewable energy, and circular economy sectors in Lebanon.

Experience in handling large numbers of applications

##### 1.1.2. Experience in the region/knowledge of the country

5 years in rural areas in Lebanon (target areas) working on development projects and supporting MSMEs and Start-ups.

##### 1.1.3. Language skills

business fluency in English C2

### 2. Quantitative requirements

<b>Fee days</b>	<b>Number of experts</b>	<b>Number of days per expert</b>	<b>Comments</b>
Expert 1-Team Leader	1	16	

Travel expenses	Number of experts	Number of days/nights per experts	Comments
• Per-diem allowance in country of assignment	N/A		
• Overnight allowance in country of assignment	N/A		
• Travel costs (train, private vehicle)	N/A		
Flights	Number of experts	Number of flights per experts	Comments
• International flights	N/A		
• Domestic flights	N/A		
• CO <sub>2</sub> compensation for air travel	N/A		
Other costs	Number	Amount	Comments
• Milestone 1: Develop Outreach Strategy	1	Lumpsum	
• Milestone 2: Develop and publish the call for Application	1	Lumpsum	
• Milestone 3: Develop a targeted direct outreach plan	1	Lumpsum	
• Milestone 4: Conduct outreach events	1	Lumpsum	
• Milestone 5: Report on activities	1	Lumpsum	

**Calculate your financial bid exactly in line with the quantitative requirements of the specification of inputs above.** There is no contractual right to use up the full days/travel or workshops or budgets. The number of days/travel/workshops and the budgets will be contractually agreed as **maximum amounts**. The regulations on pricing are contained in the price schedule.

Since the contract to be concluded is a contract for works, you should offer your services at a fixed lump sum price, which provides **an itemized breakdown of all the relevant costs (fees, travel costs, etc.)**. **The specification of inputs should provide guidance in this respect.** The assessment of the financial bid is based on the lump sum price tendered, which must be realistic for the services to be rendered. In the contract itself, the budgets will be contractually agreed as **maximum amounts**.

### 3. Conceptual design

The tenderer should ensure the proposal is concise (3), focusing on the essential elements needed to demonstrate their approach and capability to deliver the requested services, and should not exceed 10 pages.

The tenderer should outline how the services outlined in Section I.3 (Tasks) will be provided. The following criteria should be addressed:

#### Methodology and Approach (3.2):

- **Strategy Development:** Summarize the approach for developing the communication and outreach strategy, including key elements such as target audiences and communication channels.

- **Call-for-application dissemination Content Creation and collection:** Describe the plan for creating and managing content for the Call-for-Applications, ensuring it aligns with the ACE project's branding and messaging guidelines.
- **Direct Outreach:** Provide an overview of the strategy for engaging MSMEs, leveraging existing networks, and forming new partnerships.

**Implementation Plan (3.3):**

- **Timeline:** Offer a high-level timeline indicating key phases of the project, including strategy development, outreach activities, and reporting.
- **Action Plan:** Briefly outline the main activities and milestones for the implementation of the outreach strategy.

**Content Portfolio (3.4):**

- Provide examples of previous relevant content, such as articles, social media posts, press releases, or brochures.

### **III. Requirements on the format of the tender**

The CV submitted for the expert can have a maximum of four pages.

The concept should not exceed ten pages – excluding the CV. If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

In reference to the assessment grid for checking the eligibility of the candidates, the tenderer shall clearly present (in the concept note or in the CV):

- The profile of the entity applying showing an annual average turnover for the last 3 financial years of at least 15000 EUR and employing at least 3 persons in the past 3 calendar years.
- 3 reference projects worked in the technical field of rural development
- 3 reference projects worked in Lebanon.
- Specific experience working in West Bekaa and Hasbaya.
- Relevant experience in the field assessment expertise.
- Experience working with MSMEs and startups.