

REQUEST FOR PROPOSAL

MARCH 5, 2024

For:

Communications Agency Services

LLL_PRO 023-009-01

LIVE LOVE



A Social Impact Enterprise
Live Love Lebanon, NGO

REQUEST FOR PROPOSAL

Procurement department

LEBANON | BEIRUT | BACHOURA | NASSIF YAZIGI ST. | BEIRUT DIGITAL DISTRICT 1079 | 2nd FLOOR

TENDER No:	LLL_PRO 023-009-01
TENDER TITLE:	Communications Agency Services
TENDER DATE:	Tuesday, March 5, 2024

SYNOPSIS OF THE RFP

RFP No.	LLL_PRO 023-009-01
Issue Date	Tuesday, March 5, 2024
Title	Communications Agency Services
Issuing Office & Email/Physical Address for Submission of Proposals	LIVE LOVE LEBANON Office: Lebanon Beirut Bachoura Nassif Yazigi St. Beirut Digital District 1079 2nd Floor we@livelovebeirut.com
Deadline for Receipt of Questions	Tuesday, March 12, 2024, at 4:00 PM Beirut time
Deadline for Receipt of Proposals	Friday, March 19, 2024, at 4:00 PM Beirut time
Point of Contact for Receipt of Questions	procurement@livelovebeirut.com
Anticipated Award Type	Firm Fixed Price Purchase Order Issuance of this RFP in no way obligates LLL to award a subcontract or purchase order and offerors will not be reimbursed for any costs associated with the preparation of their bid.
Basis for Award	An award will be made based on the Trade Off Method. The award will be issued to the responsible and reasonable offeror who provides the best value to LLL and its client using a combination of technical and cost/price factors.



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I. INTRODUCTION AND PURPOSE

1. Purpose

LIVE LOVE LEBANON, the implementer of the TIL-funded "BUILDING INTEGRITY & NATIONAL ACCOUNTABILITY" Project, invites qualified offerors to submit proposals for "**Communications Agency Services**".

2. Issuing Office

The Issuing Office and Contact Person noted in the above synopsis is the sole point of contact at LLL for purposes of this RFP. Any prospective offeror who fails to register their interest with this office assumes complete responsibility in the event that they do not receive direct communications (amendments, answers to questions, etc.) prior to the closing date.

3. Type of Award Anticipated

LLL anticipates awarding a Firm Fixed Price Purchase Order. This subcontract type is subject to change during negotiations.

A Firm Fixed Price Purchase Order is: An award for a total firm fixed price, for the provision of specific services, goods, or deliverables and is not adjusted if the actual costs are higher or lower than the fixed price amount. Offerors are expected to include all costs, direct and indirect, into their total proposed price.

II. GENERAL INSTRUCTIONS TO OFFERORS

1. General Instructions

"Offeror", "Subcontractor", and/or "Bidder" means a firm proposing the work under this RFP. "Offer" and/or "Proposal" means the package of documents the firm submits to propose the work.

Offerors wishing to respond to this RFP must submit proposals, in English, in accordance with the following instructions. Offerors are required to review all instructions and specifications contained in this RFP. Failure to do so will be at the Offeror's risk. If the solicitation is amended, then all terms and conditions not modified in the amendment shall remain unchanged.

Issuance of this RFP in no way obligates LLL to award a subcontract or purchase order. Offerors will not be reimbursed for any costs associated with the preparation or submission of their proposal. LLL shall in no case be responsible for liable for these costs.

Proposals are due no later than **Friday, March 19, 2024, at 4:00 PM Beirut time**, to be submitted in PDF file to procurement@livelovebeirut.com

The RFP number and title of the activity shall be stated in the subject line of the email. Offerors must submit the cost and technical proposals in a single email with 2 different folders/PDF files (one technical proposal: VOLUME I and another financial proposal: VOLUME II).

Offerors who fail to submit two separate PDF files (one for technical and another one for financial records) will be disqualified.

Late offers will be rejected except under extraordinary circumstances at LLL's discretion.

The submission to LLL of a proposal in response to this RFP will constitute an offer and indicates the Offeror's agreement to the terms and conditions in this RFP and any Annexes hereto. LLL reserves the right not to evaluate a nonresponsive or incomplete proposal.



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2. Questions regarding the RFP

Each Offeror is responsible for reading and complying with the terms and conditions of this RFP. Requests for clarification or additional information must be submitted in writing via email or in writing to the Issuing Office as specified in the Synopsis above. No questions will be answered by phone. Any verbal information received from an LLL or TIL employee or other entity shall not be considered as an official response to any question regarding this RFP.

Copies of questions and responses will be distributed in writing to all prospective bidders who are on record as having received this RFP after the submission date specified in the Synopsis above.

III. INSTRUCTIONS FOR THE PREPARATION OF TECHNICAL PROPOSALS

Technical proposals shall be in a separate PDF file from cost/price proposals and shall be clearly labeled as "VOLUME I: TECHNICAL PROPOSAL".

Technical proposals shall include the following contents:

1. Technical approach:
 - The proposal must show how the Offeror plans to complete the work and describe an approach, methodology, timeline, and solutions that demonstrate the achievement of timely and acceptable performance of the work.
2. Management approach and personnel qualifications:
 - Description of the Offeror's project management staff assigned to the project. Offerors must have a team of graphic designers, communications strategists, marketing specialists, animators, content creators, and account managers, etc. with at least 5 years of experience in their area of expertise.
CVs must be provided.
3. Corporate capabilities and past performance:
 - Providing communications services for more than 5 years.
 - At least 5 similar references in the past year including the clients' names and contact details.

Samples of previous work related to developing effective communications strategies, communications plans, production of videos, designs of posts and brochures, development of articles etc.

1. Services Specified

For this RFP, LLL is in need of the services described in **Section IX "SCOPE OF WORK"**.

2. Technical Evaluation Criteria

Each proposal will be evaluated and scored against the evaluation criteria and evaluation sub-criteria. Cost/Price proposals are not assigned points, but for overall evaluation purposes of this RFP, technical evaluation factors other than cost/price, when combined, are considered "more important than cost/price factors".



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IV. INSTRUCTIONS FOR THE PREPARATION OF COST/PRICE PROPOSALS

1. Cost/Price Proposals

Cost/Price proposals shall be submitted in a separate folder from technical proposals and shall be clearly labeled as "VOLUME II: COST/PRICE PROPOSAL".

Provided in ANNEX IV is a template for the Price Schedule, for firm-fixed price awards. Offerors shall complete the template including as much detailed information as possible.

It is important to note that Value Added Tax (VAT) shall be included on a separate line.

The Subcontractor is responsible for all applicable taxes and fees, as prescribed under the applicable laws for income, compensation, permits, licenses, and other taxes and fees due as required.

V. BASIS OF AWARD

1. Trade Off Method

LLL will review all proposals, and make an award based on the technical and cost evaluation criteria stated above and select the offeror whose proposal provides the best value to LLL. LLL may also exclude an offer from consideration if it determines that an Offeror is "not responsible", i.e., that it does not have the management and financial capabilities required to perform the work required.

Evaluation points will not be awarded for cost. Cost will primarily be evaluated for realism and reasonableness. LLL may award to a higher priced offeror if a determination is made that the higher technical evaluation of that offeror merits the additional cost/price. Technical and cost factors will trade off to determine the best value.

LLL may award to an Offeror without discussions. Therefore, the initial offer **must contain the Offeror's best price and technical terms.**

2. Responsibility Determination

LLL will not enter into any type of agreement with an Offeror prior to ensuring the Offeror's responsibility. When assessing an Offeror's responsibility, the following factors are taken into consideration:

- a) Provide evidence of the required business licenses to operate in the host country. MOF registration, legal registration papers.
- b) Having adequate financial resources to finance and perform the work or deliver goods or the ability to obtain financial resources without receiving advance funds from LLL.
- c) Ability to comply with required or proposed delivery or performance schedules.
- d) Have a satisfactory past performance record.
- e) Have a satisfactory record of integrity and business ethics.
- f) Have the necessary organization, experience, accounting and operational controls and technical skills.
- g) Be qualified and eligible to perform work under applicable laws and regulations.
- h) Technical proposal covering the work methodology that will be used throughout the phases of the project.
- i) The subcontractor may be asked to provide additional information about the Company and key personnel in order for LLL and TIL to properly vet the Company.



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VI. ANTICIPATED POST-AWARD DELIVERABLES

Upon award of a subcontract, the deliverables and deadlines detailed in **Section IX "SCOPE OF WORK"** will be submitted to LLL. The Offeror should detail proposed costs per deliverable in the Price Schedule. All the deliverables must be submitted to and approved by LLL before payment will be processed.

VII. INSPECTION & ACCEPTANCE

The designated LLL **Communications & Outreach Manager** and **Project Manager** will inspect from time to time the services being performed to determine whether the activities are being performed in a satisfactory manner, and that all equipment / services or supplies are of acceptable quality and standards. The subcontractor shall be responsible for any countermeasures or corrective action, within the scope of this RFP, which may be required by the LLL Chief of Party as a result of such inspection.

VIII. ANTI-CORRUPTION POLICY

LLL conducts business under the strictest ethical standards to assure fairness in competition, reasonable prices and successful performance or delivery of quality goods and equipment.

LLL does not tolerate the following acts of corruption:

- Any requests for a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by an LLL employee or their representatives, to influence an award or approval decision.
- Any offer of a bribe, kickback, facilitation payment or gratuity in the form of payment, gift or special consideration by an offeror or subcontractor to influence an award or approval decision.
- Any fraud, such as misstating or withholding information to benefit the offeror or subcontractor.
- Any collusion or conflicts of interest in which an LLL employee, consultant, or representative has a business or personal relationship with a principal or owner of the offeror or subcontractor that may appear to unfairly favor the offeror or subcontractor. Subcontractors must also avoid collusion or conflicts of interest in their procurements from vendors. Any such relationship must be disclosed immediately to LLL management for review and appropriate action, including possible exclusion from award.

These acts of corruption are not tolerated and may result in serious consequences, including termination of the award and excluding the offeror or subcontractor from participating in future tenders.

By signing this proposal, the offeror confirms adherence to this standard and ensures that no attempts shall be made to influence LLL staff through bribes, gratuities, facilitation payments, kickbacks, or fraud. The offeror also acknowledges that violation of this policy may result in termination, repayment of funds disallowed by the corrupt actions and possible suspension and debarment by LLL.



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IX. SCOPE OF WORK

1. Description / Background

Beirut is facing numerous urban policy challenges due to rapid urbanisation, population growth, and poor planning and management of infrastructure and services. Political instability, corruption, and conflict are also aspects that affect policy decisions, which led to a lack of transparency and public participation in the everyday life of communities. Addressing these challenges requires inclusive urban policy reform efforts, with strong partnerships and collaboration between government, stakeholders, organizations, international actors and local communities.

The "BUILDING INTEGRITY & NATIONAL ACCOUNTABILITY" Program aims to facilitate dialogue and collaboration between key stakeholders in the 3RF and beyond it including government, INGOs, CSOs and local communities.

A clear and inclusive working methodology will be adapted to achieve the aforementioned targets through involving key stakeholders in the full process, from the identification of key issues to the creation of policy reform recommendations to be advocated for at the government level primarily through the Urban Policy Working Group and also through the Port and Transport where there is overlap.

This will help to ensure strategic multi-sectoral urban recovery that avoids siloed discussions and duplication of efforts. The activities will follow a neighborhood approach aimed at engaging residents and local civil society as well as experts and public sector representatives to collaboratively issue policy recommendations.

2. Objective

The objective of this project is to create a link between residents and local officials as well as ensure that residents' concerns are heard and advocated for at the urban policy.

3. Responsibilities and Key Tasks

- Develop and implement a communication strategy for the project, including mapping and creating effective campaigns, target audience, key messages, communication channels, calendar of posts.
- Covering all the events implemented by LLL, EU and TIL during the project period.
- Create Post or Story for opening a call for applications, designing and developing content.

4. Deliverables

- Online Poll: Online vote and posting on LIVE LOVE's social media platforms (or similar) where residents & key stakeholders can vote
- Public Survey (Story / Post): Online survey and posting on LIVE LOVE's social media platforms (or similar) to identify key issues
- Call for Applications - CSOs: Design & posting on LIVE LOVE's social media platforms (or similar) + Boosting
- Call for Applications - Residents: Design & posting on LIVE LOVE's social media platforms (or similar) + Boosting
- Communications Campaign & Outreach: LIVE LOVE social media platforms (or similar) + Video / Content creation + Social Media boosting

5. Period of performance

From contract signature till October 26, 2024.



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6. Branding and visibility

In coordination and close cooperation with LLL communications team, the contractor will ensure the visibility of LLL, EU and TIL in all media events related to the project.

All branding and visibility activities and materials to follow LLL, EU and TIL guidelines. LLL, EU and TIL visibility guidelines will be provided to the winning bidder.

7. Intellectual rights

LLL owns all rights of designs, brand identities, strategies, videos, and any voice over recordings. The Bidder agrees to and does hereby irrevocably waive all intellectual rights with respect to the work developed and/or produced hereunder, including any and all rights of identification of authorship.

Copyright of which shall be owned solely, completely, and exclusively by LLL.

Company Name

Name of Authorized Signatory

Signature