

Call for Tenders – FPF110

Address: Hamra, Sourati str. Shartouni
bldg. 7th flr. Apt. 36& 37- P.O.Box: 113-5979;
Beirut- Lebanon
Telephone: +961 1 348411
Email: info@masarlb.org
Website: www.masarlb.org
Date: 16 April 2024

Call for Tenders for Conceptualizing and Implementing a Digital Media Campaign

Masar is a Lebanese non-governmental organization that was founded in 2005 with the aim to contribute to local and national development processes and the advancement of society. Masar works in holistic development with an equal focus on community and policy levels, thus constantly promoting development, policy change, and good governance. Masar's programs are based on human rights and the promotion of citizenship while ensuring that empowerment and advocacy are key approaches in the association's work. It cooperates with youth as an initial point of contact, since it profoundly believes in their abilities.

1. To enable you to submit an expression of interest to this call for tenders, please read the following attached documents carefully:

- Instructions to Bidders Annex I
- Financial Proposal Template Annex II

2. The expression of interest shall reach Masar association no later than 26 April 2024 at 5:00 p.m. Lebanon time by email (submissions@masarlb.org). Quotes/ tenders received after the indicated deadline may be automatically disqualified.

3. Any questions relating to this Call for Expression shall be addressed in writing to rania@masarlb.org no later than 23 April 2024. Replies shall be posted or emailed to all those who expressed interest in applying.

Yours sincerely,

Kamal Shayya
Masar Association, Head of Office

ANNEX I - INSTRUCTIONS TO BIDDERS

A. PURPOSE AND SCOPE OF WORK

The objective of this assignment is to conceptualize and implement a digital media campaign on the Lebanese National Employment Agency based on a policy paper to be provided by Masar association.

The Contractor shall perform the following tasks:

- Create a youth friendly concept for the campaign, including title, logo, tagline and key messages, hashtags, colour codes, font, and overall branding.
- Design the policy paper provided by Masar association, and a related power point presentation.
- Create the content of the campaign, including at least 20 info-graph, 5 video segments, social media engagement posts/ stories, informative posts of lobbying meetings conducted with relevant decision makers.
- Implement the campaign on social media pages of Masar association and the Youth Forum for Youth Policies over the period of 20 days based on a calendar to be shared and approved by Masar prior to implementation. Also, propose a budget for digital marketing to ensure national outreach, to be stated in the above- mentioned calendar.
- Write the social media report of the campaign implemented on both, Masar association and the Youth Forum for Youth Policies platforms.

Deliverables expected are shown in the following table:

Deliverable	Timetable
Create the concept for the digital media campaign	12 May 2024
Design the policy paper provided by Masar (15 pages on average)	16 May 2024
Design a power point presentation based on the policy paper	18 May 2024
Create the content of the campaign, including at least 20 info-graph, 5 video segments, social media engagement posts/ stories, informative posts of lobbying meetings conducted with relevant decision makers.	31 May 2024
Prepare a calendar for campaign/ content implementation	24 May 2024
Implement the campaign on social media pages of Masar association and the Youth Forum for Youth Policies over the period of one month	20 May – 10 Jun 2024
Submit the social media report	15 Jun 2024

B. CLARIFICATION OF SOLICITATION

A prospective applicant requiring any clarification on the Call for Tender may send an email to rania@masarlb.org no later than 23 April 2024 at the latest. Masar Association shall respond to any request for clarification by posting or emailing answers to all interested bidders.

C. PREPARATION AND SUBMISSION OF EXPRESSION OF INTEREST

A quote/ tender shall consist of two parts: the technical proposal and the financial proposal, each submitted in a separately sealed envelope or signed/ stamped and emailed.

The technical proposal shall clearly outline the methodology to be adopted or the delivery and warranty details as applicable. Additionally, the proposal shall indicate the eligibility of the applicant and shall annex: (a) the company profile and/ or qualifications of team members/ CV as relevant, and (b) a sample of similar work done.

The financial proposal shall indicate the unit prices and total price of the services/ tasks to be supplied. All fees shall be quoted in US Dollars (US\$) and shall be all-inclusive.

The quote prepared and all correspondence and documents relating to this Call for Tenders shall be written in English and have a validity of 90 days after the closing date of bid submission as specified by Masar Association. A proposal valid for a shorter period may be automatically rejected as non-responsive. Masar Association may solicit the applicant's consent for an extension of the period of validity under exceptional circumstances. Additionally, Masar Association reserves the right not to grant the bid to any bidder.

D. TENDER OPENING AND EVALUATION

1. *Tender Opening and Evaluation*

A two-stage procedure will be utilized in opening and evaluating the proposals, with evaluation of the technical proposal being completed prior to any financial proposal being opened and compared. The evaluation is to be done by the Procurement Committee formed of the Executive Director, the relevant staff member, and the Accountant and Admin Officer.

The applicants' names and submitted documents shall be announced at the opening of quotes. Financial proposals shall be opened and reviewed after the technical evaluation has been completed and only for applicants who score 70% and above.

2. *Preliminary Examination of Tenders*

Masar Association shall examine the tenders to determine whether they are complete, whether any computational errors have been made, and whether the proposals are generally in order.

Prior to the detailed evaluation, Masar Association will determine the substantial responsiveness of each tender to the Call in a preliminary examination. For purposes of these clauses, a substantially responsive tender is one that conforms to all the terms and conditions of the Call for Tenders without material deviations. Masar's determination of a tender's responsiveness is based on the contents of the bid itself without recourse to extrinsic evidence. A bid determined as not substantially responsive shall be rejected and may not subsequently be made responsive by the bidder by correction of the non-conformity.

Arithmetical errors shall be rectified on the following basis:

- (a) If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail, and the total price shall be corrected.
- (b) If the Applicant does not accept the correction of errors, its proposal shall be rejected. If there is a discrepancy between words and figures, the amount in words shall prevail.

E. AWARD OF CONTRACT AND FINAL CONSIDERATIONS

1. Award of Contract

Masar Association shall award the contract to the applicant who obtains the highest score on both the Technical and Financial proposals combined as rated by the Procurement Committee, noting that the financial proposal of applicants who fail to score 50% out of 70% on the technical proposal shall not be considered.

2. Rejection of Bids and Annulments

Masar Association reserves the right to reject any bid if the applicant is on its blacklist list or has previously failed to perform properly or complete on time in accordance with contracts or if the bidder from Masar's perspective is not in a position to perform the contract. A bid that is rejected by Masar may not be made responsive by the bidder by correction of the non-conformity.

Masar Association reserves the right to annul the solicitation process and reject all bids at any time prior to award of the contract without thereby incurring any liability to the affected bidder(s). The bidders waive all rights to appeal against the decision made by Masar Association.

3. Right to Vary Requirements at Time of Award

Masar Association reserves the right at the time of award of contract to vary the quantity of services/ tasks specified in the Call for Tender without any change in unit price or other terms and conditions.

4. Agreement Signature

Masar Association shall send the successful applicant the Agreement, which constitutes the Notification of Award. The successful applicant shall sign, date, and return the



agreement to Masar Association within two calendar days of receipt. After receipt of the Agreement, the successful applicant shall deliver the services in accordance with the delivery schedule outlined in the bid.

5. Payment Provisions

Masar Association's policy is to pay for the performance of contractual services rendered or to effect payment upon the achievement of specific milestones described in the Agreement. Masar’s policy is not to grant advance payments except in unusual situations where the potential contractual party, whether a private firm, NGO or other entity, specifies in the bid that there are special circumstances warranting an advance payment.

ANNEX II: FINANCIAL PROPOSAL TEMPLATE

Budget Breakdown:

#	Service: (including tasks' breakdown)	Unit Price/ Fee USD	Quantity	Total Price/ Fee USD
1				
2				
3				
4				
5				
6				
7				
8				
Sub-Total				
		VAT		
Grand Total				

Payment Terms:

[Specify full payment amount in text and numbers and any related terms]

Offer Validity:

[Specify offer validity]

[date, sign, and stamp]