



## LEBANON REFORESTATION INITIATIVE (LRI)

### REQUEST FOR PROPOSAL

Marketing expert  
(RFP20200009)

<b>RFP Release Date:</b>	March 24, 2020
<b>Performance Period:</b>	June 2020 – August 2020
<b>Proposal Submission Deadline:</b>	April 4, 2020
<b>Question/ Inquiry Submission Deadline:</b>	March 31, 2020

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## I. INTRODUCTION

### A. ORGANIZATION BACKGROUND

The Lebanon Reforestation Initiative (LRI) is a Lebanese NGO registered at the Ministry of Interior and Municipalities under no. 1186 on 18 June 2014 and had started as a project launched in 2010 by the United States Forest Service (USFS) Office of International Programs (IP) through the support and funding of the United States Agency for International Development (USAID).

One of LRI's currently implemented project is the "Promoting The Rural Tourism Sector In The Districts Of Zahle, Rachaya And West Bekaa" project funded by UNDP under the Sustainable Land Management in the Qaraon catchment project (SLMQ). The project aims at supporting sustainable livelihood opportunities for local communities, especially women and youth in line with Lebanon Crisis Response Plan's 4th strategic objective<sup>1</sup> and UNDP's Gender and livelihood strategies.

## II. PURPOSE

The project is based on the theory that building the capacity of local communities to receive visitors and providing them with a positive experience, and supporting in parallel the conservation of natural resources by managing efficiently space and resources and optimizing experience with limited disturbance to ecosystems, is expected to lead to a bigger influx of visitors to the area. Consequently, improved tourism results in a direct benefit to young guides, women developing agri-tourism and hospitality services and herders in the region, and indirect benefit to all sectors of the community, including shops and restaurants and lodging spaces and related services. Gradual increase of cash flow within the towns will lead to improved rural development and better municipal services.

At the end of the project, we expect to have at least three responsible tourism packages that allow visitors to spend up to a week experiencing a combination of history, culture, nature, and agriculture/winery visits in a relaxed environment, and living a unique experience with the local communities. The development of the itinerary packages will be built on the existing region strategic plan developed by the community, the outcomes of the ecotourism workshops previously conducted by LRI and asset mapping conducted as a first step of the project with the support of a tourism expert, on the feedback from hiking activities conducted, on

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<sup>1</sup> Reinforce Lebanon's Economic, social and environmental stability

the shepherds assessment and on the ecological corridor maps developed by LRI and the assessment conducted by SLMQ team.

Under the context of the project, LRI seeks to hire a marketing expert to develop a marketing strategy to promote the identified touristic assets and itineraries on the local and national levels.

#### A. SCOPE OF WORK

The selected marketing expert shall be part of a team of experts who will work jointly to identify three rural tourism itineraries in the Qaraon catchment (Zahle, Rachaya, West Beqaa), draw their maps and design the information packages. Once this process is completed, the marketing expert will be required to develop a marketing strategy for those itineraries including but not limited to:

- The creation of an identity for each itinerary in coordination with LRI's communication team
- Guidance to the communication team on the creation of social media pages
- A list of major platforms and dissemination routes for the designed information packages
- A list of travel agencies and tour operators to whom itineraries should be distributed and guidance on whether they should be hard or soft copies.
- A plan for a press conference to promote the packages on the local and national levels
- Additional suggestions for ways to market the itineraries to a larger national and international audience.

#### B. DELIVERABLES

The marketing consultant is required to submit a clear well-written marketing strategy that includes all the items included in section A above.

In addition, the marketing consultant should provide a progress report including all activities conducted under this agreement and any recommendations/ findings through the process at the end of his/her assignment.

### III. CONTRACT MECHANISM & TERMS OF PAYMENT

LRI anticipates issuing a *service agreement* to the Service provider.

## IV. PROPOSAL PREPARATION AND SUBMISSION REQUIREMENTS

### A. INSTRUCTIONS FOR PROPOSAL PREPARATION

The selection committee will evaluate the Offerors based upon their written technical (methodology and tools) and cost of illustrative proposals (daily rate, with an estimated cost for every itinerary). Each section will be evaluated according to the criteria for evaluations in Section V. Offerors are expected to examine the specifications and all instructions in the RFP. Failure to do so is at the Offeror's risk. LRI reserves the right to request additional information to support the proposed methodology and its implementation. Interested Offerors must provide the following:

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#### 1. CAPABILITY AND TECHNICAL EXPERIENCE STATEMENT

Demonstrate capabilities and technical experience by providing the following:

- a. Clear CV
- b. Cover letter showing previous experience in the subject matter in the target regions
- c. Technical proposal submitted in response to this RFP and including an illustrative methodology, timeline and tools used to prepare and implement a marketing strategy

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#### 2. COST PROPOSAL

Offerors will submit a proposed illustrative budget (daily rate, with an estimated cost for every itinerary) with their proposals in a separate file via email labeled "Budget Proposal." The proposed budget will have sufficient detail to allow evaluation of elements of costs proposed. Transportation will be at the service provider's expense. Budgets should be submitted in US Dollars or LBP; please label your budget with the name of the currency. LRI reserves the right to request any additional information to support detailed cost and price.

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#### 3. REFERENCES

Please include three client references and contact information. References should have worked with your organization within the past two years in connection with the countries or regions (and if possible, subject matter) applicable to this RFP.

## B. INSTRUCTIONS FOR SUBMISSION OF PROPOSAL

1. The technical and price proposals shall be separately bound and identified as such and sent via email. Each file shall be clearly named and identified with the RFP number and the Offeror's name.

All responses to this RFP must be received no later than the submission deadline on the cover page of this RFP to:

Lebanon Reforestation Initiative	
Jdeideh, Pierre Amine Gemayel Street, Abi Habib Shaaya & Azar Building, 2nd floor	
<b>Attention:</b>	Hiba El Hachem
<b>Email:</b>	hhachem@lri-lb.org

Faxed offers are not acceptable.

2. All inquiries and requests for information regarding this RFP must be submitted by email to the following individuals no later than the question/inquiry submission deadline on the cover page of this RFP. Reference the RFP number in all questions/inquiries.

Contractual and Technical	
<b>Name:</b>	Hiba El Hachem
<b>Email:</b>	hhachem@lri-lb.org

3. Lebanon Reforestation Initiative will not compensate Offerors for their preparation of responses to this RFP.

## V. CRITERIA FOR EVALUATION

LRI will evaluate proposals based on a best-value determination; Offerors should submit their most competitive price proposal. Proposals will be evaluated using the following criteria:

- Impactful CV/ Relevant experience (Background in tourism sector and experience in the target region is a plus) – 20%
- Methodology and tools – 20%
- Financial proposal – 20%
- Professionalism and personality - 20%
- Availability during the required period of work – 20%

The evaluation committee will review the technical proposal based upon the technical criteria listed above. The cost proposals will be reviewed to ensure they are complete and free of computational errors. The committee will also assess

the reasonableness of costs and the cost-effectiveness of the budget and will determine whether the costs reflect a clear understanding of project requirements. A contract will be offered to the responsible Service Provider whose proposal follows the RFP instructions and is judged to be the most advantageous to LRI.

## VI. SOLICITATION PROCESS

Once the RFP is released, the Offerors must prepare a formal proposal to be sent to the contact person at LRI as indicated in Section IV (b) (1). The submitted proposals will be reviewed against the criteria for evaluation defined in Section V above and rated on their ability to satisfy the requirements stated in this RFP document. Shortlisted offerors will be invited for a meeting to further discuss their proposal and how it fits the project objectives.. A preferred service provider will be chosen and formally notified. A formal contract will be negotiated with the selected service provider and, if endorsed, the Offeror will begin work on the project.

## VII. TERMS AND CONDITIONS

### A. LATE SUBMISSIONS

Proposals received after the submission deadline stated in the cover page of this RFP may not be considered. Offerors will be held responsible for ensuring their quotations are received according to the instructions stated herein. A late offer will be considered if the cause was attributable to LRI or its employees/agents, or if it is in the best interest of LRI.

### B. MODIFICATION OF RFP REQUIREMENTS

LRI retains the right to terminate the RFP or modify the requirements upon notification to Offerors.

### C. WITHDRAWALS OF PROPOSALS

Proposals may be withdrawn by written notice via email at any time before award. Proposals may be withdrawn in person by an Offeror or authorized representative, if the representative's identity is made known and the representative signs a receipt for the proposal before award.

### D. RIGHT OF NEGOTIATION AND ACCEPTANCE OF PROPOSAL

This RFP represents a definition of requirements and is an invitation for submission of proposals. LRI reserves the right to fund/award any or none of the submitted proposals. No commitment is made, either expressed or implied, to compensate Offerors for costs incurred in the preparation and submission of their proposal.

LRI may reject any proposal that is nonresponsive. A responsive proposal is one that complies with all terms and conditions



of the RFP. A proposal must be complete, signed by an authorized signatory, and delivered no later than the submission time and date indicated on the cover sheet of this RFP. LRI may reserve the right to waive any minor discrepancies in a proposal.

LRI reserves the right to issue an award based on the initial evaluation of proposals without discussion. LRI also reserves the right to enter into best and final negotiations with any responsive Offerors for all or part of the proposed scope.

#### E. PAYMENT TERMS:

- Non Registered suppliers will be subject to taxes deduction on payment settlement 7.5% for services and %2.25 for goods and supplies as per Lebanese MOF regulations.
- Payments will be issued within 15 to 30 days from date of invoice and deliverables acceptance
- Payments are processed by Check or Wire transfer
- Checks will be issued to the order of the beneficiary as stated in the invoice ONLY and stamped 1st Beneficiary
- Lost or misplaced checks by suppliers will not be replaced

#### F. VALIDITY OF PROPOSAL

Proposals submitted shall remain open for acceptance for *60 days* from the last date specified for receipt of proposals. This includes, but is not limited to, pricing, terms and conditions, service levels, and all other information. If your organization is awarded the contract, all information in the RFP and negotiation process is contractually binding.

#### G. MINIMUM OFFEROR QUALIFICATIONS

Offerors submitting proposals must (1) be officially licensed to do such business in *Lebanon*, (2) be able to receive USAID funds and (3) not have been identified as a terrorist. In addition, Offeror may be required to provide the following information:

- Documentation to verify licensure (e.g., tax id, registration certificate, etc.)
- Demonstration of adequate management to perform the contract
- Satisfactory records of performance history, integrity and business ethics

#### H. INTELLECTUAL PROPERTY RIGHTS

All tangible or intangible property created or acquired under this contract shall be the exclusive property of LRI and the donor. The term “property” includes all data and reports associated with this engagement. Reference is made to Sections 12 and 13 in the business terms and conditions attached in Appendix A.





## VIII. ATTACHMENTS

### Appendix A: Technical Proposal Submission Sheet

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#### APPENDIX A. TECHNICAL PROPOSAL SUBMISSION SHEET

*(Complete this form with all the requested details and submit it as the first page of your technical proposal, with the documents requested above attached. Ensure that your proposal is authorized in the signature block below. A signature and authorization on this form will confirm that the terms and conditions of this RFP prevail over any attachments. If your proposal is not authorized, it may be rejected.)*

Date of Technical Proposal:	
RFP Number:	
RFP Title:	
Service Provider	
Service Provider Phone	
Service Provider Email	

We offer to provide the goods/services described in the Scope of Work, in accordance with the terms and conditions stated in Request for Proposal referenced above. We confirm that we are eligible to participate in public procurement and meet the eligibility criteria specified.

The validity period of our proposal is \_\_\_\_ days/weeks/months from the time and date of the submission deadline.