



# LEBANON REFORESTATION INITIATIVE (LRI)

## REQUEST FOR PROPOSAL

Branding and Marketing Trainer  
(RFP20220028)

<b>RFP Release Date:</b>	October 6, 2022
<b>Performance Period:</b>	October - November 2022
<b>Proposal Submission Deadline:</b>	October 17, 2022, COB
<b>Question/ Inquiry Submission Deadline:</b>	October 14, 2022

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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.

In the framework of “Supporting youth and women empowerment through entrepreneurial skills development” funded by the Hanns Seidel Stiftung (HSS), LRI is implementing a project to support Lebanese small scale agri-food producers, including women and youth with guidance and skills to effectively target the local market.

## II. PURPOSE

The purpose of this RFP is to contract with a Branding and Marketing expert that would support LRI in providing trainings in two central locations (TBD) for a group of 20 people each cycle.

### A. SCOPE OF WORK

The branding and marketing expert will prepare and conduct a series of 2 days training sessions, the first targeting branding and how to develop own brands, and the second tackling marketing options, market channels, how to build market linkages among other. The 2 days training sessions will be repeated twice in different locations.

The trainings are expected be conducted between mid-October and mid-November 2022.

### B. DELIVERABLES

The expert is expected to:

1. Prepare training material suitable for above mentioned topics.
2. Conduct a total of 4 training sessions (2 in each location)

### 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 and cost proposals. 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. Interested Offerors must provide the following:

#### 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
- c. Proposal submitted in response to this RFP showing the approach and methodology to address the above deliverables
- d. Documentation to verify licensure (MOF registration certificate, etc.)

#### 2. COST PROPOSAL

Offerors will submit a proposed budget with their proposals in a separate file, labeled "Budget Proposal." The proposed budget will have sufficient detail to allow evaluation of elements of costs proposed. Transportation / accommodation will be at the service provider's expense. Stationery and training material will be provided by LRI.

Budgets should be submitted in US Dollars; 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.

Providers need to submit the budget following the below table:

Item	Unit	Qty	Unit Price	Total
Expert fees (including training, transportation/accommodation)				

### Payment Terms:

- All invoices should be stamped with a LBP 250 stamp as per MOF regulations.
- Non-Registered suppliers will be subject to taxes deduction on payment settlement 7.5% for services as per Lebanese MOF regulations.
- Payments are processed via (a) wire transfer, (b) check or (c) telegraphic transfer to the beneficiary
- In case of telegraphic transfers, please provide us with the name of the person who will be collecting the funds, his phone number, photo of ID as well as preferred Bank Audi branch
- For cumulative payments up to USD 3,000, LRI can issue telegraphic transfers to suppliers with fees that the vendor approves to bare
- For amounts exceeding USD 3,000, payments will be processed via wire transfers to fresh accounts
- Wire transfers to external accounts in Bank Audi are free of charge as for transfers to any other bank, fees will be shared between both parties
- VAT amount is paid in LBP at the official exchange rate set by BDL.
- Payments will be issued within 15 to 30 days from date of invoice acceptance
- Checks will be issued to the order of the beneficiary as stated in the invoice ONLY
- Lost or misplaced checks by suppliers will not be replaced

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### 3. REFERENCES

Please include three client references and contact information. References should have worked with you/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 identified as such and sent via email. Each volume shall be clearly 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:

<b>Lebanon Reforestation Initiative</b> Jdeideh, Pierre Amine Gemayel Street, Abi Habib Shaaya & Azar Building, 2nd floor	
<b>Attention:</b>	Procurement Office
<b>Email:</b>	<a href="mailto:procurement@lri-lb.org">procurement@lri-lb.org</a>

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.

<b>Contractual and Technical</b>	
<b>Name:</b>	<b>Procurement Office</b>
<b>Email:</b>	<a href="mailto:procurement@lri-lb.org">procurement@lri-lb.org</a>

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:

- Previous similar experience – 40%
- Proposed budget – 30%
- Schedule availability – 20%
- Impactful CV/previous references – 10%

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. 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. 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.

#### F. 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. tax id, registration certificate, etc.)
- Demonstration of adequate management to perform the contract
- Satisfactory records of performance history, integrity and business ethics

#### G. 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

#### APPENDIX A. TECHNICAL PROPOSAL SUBMISSION SHEETA

*(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.