

**DATE: [21/06/2024]**

**REQUEST FOR PROPOSAL: RFP No. [002/2024]**

**FOR THE DESIGN AND IMPLEMENTATION OF**

**A MEDIA CAMPAIGN TO RAISE AWARENESS ON TORTURE PREVENTION IN LEBANON**

**CLOSING DATE AND TIME: [19/07/2024] – 4:00 PM**

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### **INTRODUCTION TO Restart Center**

Restart Center for the Rehabilitation of Victims of Violence, Torture is a Non-Governmental Organization (NGO) active in the field of Human Rights; specifically, the Rights to Rehabilitation and Prevention from Torture.

The establishment of Restart Center, in 1996 in Tripoli region, emerged from the need to rebuild the lives of Torture and Trauma survivors in Lebanon and to restore the harm suffered by the victim whose dignity, health, mental health and self-sufficiency may not be fully recovered without the adequate, effective and comprehensive rehabilitation.

As of 1996 till date, Restart Center has been ensuring effective identification and access to rehabilitation for all victims of torture and ill-treatment throughout the provision of health, psychological, social and physical rehabilitation as well as legal services to victims of Torture, War Trauma and their families.

For further information on Restart Center, its mandate and operations please see: [www.restartcenter.com](http://www.restartcenter.com)

### **1. REQUIREMENTS**

Restart Center invites qualified service providers to make a firm offer for the design and implementation of a Media Campaign on Torture Prevention in Lebanon.

#### **IMPORTANT:**

Terms of Reference (TORS) are detailed in Annex B of this document.

It is strongly recommended that this Request for Proposal and its annexes be read thoroughly. Failure to observe the procedures laid out therein may result in disqualification from the evaluation process.

Note: this document is not construed in any way as an offer to contract with your firm.

## 2. BIDDING INFORMATION:

### 2.1. RFP DOCUMENTS

The following annexes form integral part of this Invitation to Bid:

- Annex A: Timeline.
- Annex B: Terms of Reference (TORs)
- Annex C: Financial Offer Form
- Annex D: Vendor Registration Form

### 2.2 ACKNOWLEDGMENT

We would appreciate your informing us of the receipt of this RFP by return e-mail to [marieline@restartcenter.com](mailto:marieline@restartcenter.com) as to:

- Your confirmation of receipt of this invitation to bid
- Whether or not you will be submitting a bid

**IMPORTANT:**

Failure to send the above requested information may result in disqualification of your offer from further evaluation.

### 2.3 REQUESTS FOR CLARIFICATION

Bidders are required to submit any request for clarification or any question in respect of this RFP by e-mail to [Marieline@restartcenter.com], at [marieline@restartcenter.com](mailto:marieline@restartcenter.com) copying [tala@restartcenter.com](mailto:tala@restartcenter.com) **The deadline for receipt of questions is on [01/07/2024] at 1:00 PM.** Bidders are requested to keep all questions concise.

**IMPORTANT:**

Please note that Bid Submissions are **not** to be sent to the e-mail addresses above.

RESTART CENTER will compile the questions received. RESTART CENTER may, at its discretion, copy any reply to a particular question to all other invited bidders at once. **OR** will respond to these during an online information session. After the information session, a Questions & Answers document will be prepared and posted on Daleel Madani and shared with all participants.

### 2.4 YOUR OFFER

Your offer shall be prepared in English.

Your offer shall comprise the following two sets of documents in two different sealed envelopes:

- Technical offer- Annex A
- Financial Offer-Annex B

**Technical and financial offer must be sealed and stamped in TWO SEPERATE envelopes which then should be sealed and stamped in a third envelope. Offers not following this requirement may be disqualified.**

Please submit your offer using the Annexes provided. Offers not conforming to the requested formats may be not taken into consideration. **Technical Offers could be submitted on CD or USB in a separate envelope.**

**IMPORTANT:**

Please send your bid directly to the address provided in the “Submission of Bid” section 2.6) of this RFP.

**2.4.1 Content of the TECHNICAL OFFER**

**IMPORTANT:**

No pricing information should be included in the Technical offer. Failure to comply may risk disqualification. The technical offer should contain all information required.

The Terms of Reference (TORs) of the services requested by RESTART CENTER can be found in **Annex B**. Your technical offer should be concisely presented and structured in the following order to include, but not necessarily be limited to, the following information:

- **Description of the company and the company’s qualifications**

A description of your company with the following documents:

- Company profile and/or Portfolio demonstrating ability and experience to create Media content for similar campaigns. the agency/ company must have at least 5 years’ experience in Media and Communication with a duly established team.
- Year founded;
- Number of similar and successfully completed projects; The agency/ company must have handled at least 3 similar projects in the past 5 years.
- Number of similar projects currently underway;
- Total number of clients; NGO experience is a plus.

**In addition to the below registration certificates:**

- Commercial circular اذاعة تجارية
- Commercial registration شهادة تسجيل
- Ministry of Finance registration
- Copy of VAT Registration Document, if available.

Any information that will facilitate our evaluation of your company’s substantive reliability, financial and managerial capacity to provide the services.

- **Understanding of the requirements for services, proposed approach, methodology and outputs**

Any comments or suggestions on the TOR, as well as your detailed description of the manner in which your company would respond to the TOR:

- A description of your organization's capacity to provide the service [Maximum 2 pages];

- **Proposed personnel to carry out the assignment**

The composition of the team you propose to provide.  
Curriculum Vitae of core staff (*maximum 7 of CVs, of 3 pages each*).

- (For Account Manager, Media Relations Specialist: Campaign Strategist: Content Creator/Copywriter: Social Media Manager – a minimum experience of 5 to 7 years in digital and social media is required)
- For the rest of the team such as Graphic Designer, animators... – a minimum experience of 3 to 5 years is required.

[For **consultancy services**: The bidders have to show that they can provide the adequately skilled people to assume the responsibilities and perform the full range of tasks included in the TORs. No substitutions will be made without prior written consent from RESTART CENTER.]

- **Vendor Registration Form**: If your company is not already registered with RESTART CENTER, you should complete, sign and submit with your technical proposal the Vendor Registration Form (**Annex D**).

#### **2.4.2 Content of the FINANCIAL OFFER**

Your separate **Financial Offer** must contain an overall offer in a single currency, in USD Dollar Excluding VAT.

The financial offer must cover all the services to be provided (price "all inclusive").

The financial offer shall include the following information:

- a) All-inclusive rates
- b) Other costs, if any (indicating nature and breakdown).
- c) Any assumption made for the provision of the estimates without compromising the delivery of services.

The Financial Offer is to be submitted as per the Financial Offer Form (**Annex C**). Bids that have a different price structure may not be accepted.

You are requested to hold your offer valid for [30] days from the deadline for submission. RESTART CENTER will make its best effort to select a company within this period. RESTART CENTER's standard payment terms are within 15 days after satisfactory implementation and receipt of documents in order.

The cost of preparing a bid and of negotiating a contract, including any related travel, is not reimbursable nor can it be included as a direct cost of the assignment.

**2.5 BID EVALUATION:**

**2.5.1 Supplier Registration:**

The qualified supplier(s) will be added to the Vendor Database after investigation of suitability based on the submitted Vendor Registration Form and supporting documents. The investigation involves consideration of several factors such as:

- Core business;
- Track record;
- Contract capacity.

**2.5.2 Technical and Financial evaluation:**

For the award of this project, RESTART CENTER has established evaluation criteria which govern the selection of offers received. Evaluation is made on a technical and financial basis. The percentage assigned to each component is determined in advance as follows:

The **Technical offer** will be evaluated using inter alia the following criteria and percentage distribution: **[50]** % from the total score.

1. Company Qualifications	20%
2. Proposed Services	20%
3. Project staff	10%
<b>Total:</b>	

Remark: The Technical offer score will be calculated according to the percentage distribution for the technical and financial offers.

The **Financial offer** will use the following percentage distribution: **[50]** % from the total score.

The maximum number of points will be allotted to the lowest price offer that is opened and compared among those invited firms. All other price offers will receive points in inverse proportion to the lowest price; e.g., [total Price Component] x [US\$ lowest] \ [US\$ other] = points for other supplier's Price Component.

## 2.6 **SUBMISSION OF BID:**

The offers must bear your official letter head, clearly identifying your company. Bids should be submitted **by hand** in a sealed envelope to the Administrative Supervisor at Restart Center Premises in Beirut with all needed supporting documents as per the below:

➤ **Beirut, Delivery Address:**

Attention: **Feryal Hamdar.**

Furn El Shebbak, BLOM Bank building 5<sup>th</sup> floor,

- **BID Reference: RFP No. [002/2024]**
- **Deadline: [19/07/2024] – 4:00 PM**

**IMPORTANT:**

The technical offer and financial offer are to be sent in separate documents. Failure to do so may result in disqualification.

**IMPORTANT:**

Any bid received after this date or sent to another RESTART CENTER address may be rejected. RESTART CENTER may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective bidders simultaneously.

RESTART CENTER will not be responsible for locating or securing any information that is not identified in the bid. Accordingly, to ensure that sufficient information is available, the bidder shall furnish, as part of the bid, any descriptive material such as extracts, descriptions, and other necessary information it deems would enhance the comprehension of its offer.

## 2.7 **BID ACCEPTANCE:**

RESTART CENTER reserves the right to accept the whole or part of your bid.

RESTART CENTER may at its discretion increase or decrease the proposed content when awarding the contract and would not expect a significant variation of the rate submitted. Any such increase or decrease in the contract duration would be negotiated with the successful bidder as part of the finalization of the agreement.

RESTART CENTER may, at its discretion, extend the deadline for the submission of bids, by notifying all prospective suppliers in writing. The extension of the deadline may accompany a modification of the solicitation documents prepared by RESTART CENTER at its own initiative or in response to a clarification requested by a prospective supplier.

Please note that RESTART CENTER is not bound to select any of the firms submitting bids and does not bind itself in any way to select the firm offering the lowest price. Furthermore, the contract will be awarded to the bid considered most responsive to the needs, as well as conforming to RESTART CENTER's general principles, including economy and efficiency and best value for money.

## 2.8 CURRENCY AND PAYMENT TERMS FOR PURCHASE ORDERS

Any agreement issued as a result of this RFP will be made in the currency of the winning offer(s). Restart's standard payment terms are 30% upon confirmation and signature of Lump Sum contract, 40% upon completion of 50% of the work and 30% upon satisfactory implementation of the whole project and receipt of documents in order. Payments will be issued in Bank transfers in 'Fresh USD'.

[Marie-Line Taleb], [Procurement Manager]  
[Supply Unit]  
[RESTART CENTER]

