

# REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES

**Date: 16/04/2024**

**Title: 2D animation video production**

**Project: “Workers’ Voice”; an advocacy and media platform**

**Reference: 001\_WV\_2024**

## Section A – Description of Required Professional Services

### A1. Organizational Information

The Lebanese Observatory for Workers & Employees Rights (LWRO) is a Lebanese non-profit organization committed to promoting social justice and advocating for the rights of workers and employees, regardless of gender, nationality, religion, or other identities. We are guided by international conventions and declarations on human rights and gender justice, such as the International Convention for Economic, Social and Cultural Rights, and recommendations from the International Labor Organization (ILO).

#### Mission:

Our mission is to empower and advocate for the rights and welfare of workers and employees across Lebanon. We achieve this through comprehensive research, education, and legal support, with the goal of fostering equitable workplaces and social justice.

#### Vision:

We envision a society in Lebanon where every worker and employee is treated with dignity, fairness, and respect, and where their rights are safeguarded without discrimination or exploitation.

To fulfill our mission and strategic goals, LWRO focuses on developing gender-sensitive and human rights-based social protection systems and legal frameworks. Our approach is guided by the principles of social justice: access, equity, participation, gender equality, and human rights.

Our interventions operate at three levels: individual, community, and policy. We empower workers through labor rights literacy and awareness-raising, advocate for inclusive labor laws and social protection policies, and promote the democratization of the trade union movement.

LWRO employs various strategies and tools to reinforce workers' rights and protection, including monitoring and documenting violations, raising awareness, providing legal support, capacity building, and networking. We also engage in nationwide advocacy campaigns aimed at reforming labor policies and protection mechanisms, ensuring that workers' rights are considered and promoted at the national level.

## A2. Project Summary

Recognizing the pivotal role of media in shaping societal values, fostering political discourse, and holding leaders accountable, we have embarked on a mission to prioritize public dialogue concerning workers' issues in Lebanon. Our initiative, known as "Workers' Voice" or "صوت العمال" in Arabic, stands as an inclusive and interactive alternative media platform.

Grounded in principles of freedom of expression, independent journalism, social justice, and fair labor practices, Workers' Voice serves as a reliable source of information for the public, journalists, civil society, and other stakeholders. Through our collaboration with the Lebanese Observatory for Workers & Employees Rights (LWRO), we provide comprehensive insights into the realities faced by workers, including rights violations, pertinent legislation, and the state of the trade union movement in Lebanon.

Moreover, Workers' Voice aims to become a trusted reference on Lebanese labor laws, gender equality in the workplace, social protection frameworks, and the historical and present-day landscape of the trade union movement. Our platform offers a safe space for workers to voice their concerns and share their experiences freely.

In addition to information dissemination, we undertake public awareness and advocacy campaigns to promote labor rights and push for meaningful reforms. These campaigns include "Know Your Rights" (اعرف حَقَّكَ), which raises awareness on labor rights from a gender-inclusive and diverse perspective, and "The Trade Union Protects" (النقابة، بتحمي), highlighting the vital role of free trade unions in safeguarding workers' rights.

Furthermore, we advocate for urgent amendments to the Lebanese Labor Law to ensure fair and equitable treatment of all workers. Through our multifaceted approach, Workers' Voice strives to empower workers, foster dialogue, and effect positive change in Lebanon's labor landscape.

## A3. Project Objective

To promote the voice of workers in Lebanon, facilitating effective advocacy towards the adoption of reformed non-discriminatory social protection policies and procedures.

## A4. Scope of Required Professional Services

The video production company/expert who will be hired is expected to produce 12 2D animation videos in the framework of the awareness campaign on workers' rights in different labor sectors with a focus on vulnerable groups (Women, people with disabilities, foreign workers, youth).

The service provider who will be hired will coordinate with the LWRO team in order to create the videos in accordance with the plans in place.

The videos will be posted online on social media platforms.

**A5. Expected Deliverables**

The applicant is expected to provide the following deliverables:

<b>Task</b>	<b>Deliverable</b>	<b>Terms and Conditions</b>	<b>Delivery Schedule</b>	<b>Quantity</b>
Content Creation & Production of short 2D animation videos fit to be used on social media within the context of this project. The videos should be between 45 sec and 1.5 minutes each.	The producing company/expert shall submit the 12 finalized videos after consulting with the LWRO team.	<p>The videos should be finalized by September 16, 2024.</p> <p>Selected consultant must take into account stakeholder's recommendations in the process of developing the videos.</p> <p>Selected consultant shall submit all developed materials to LWRO.</p> <p>A first draft must be submitted for initial review by the LWRO and a final draft must be submitted based on the LWRO's comments and feedback.</p> <p>All videos need to be edited for social media use (YouTube, Facebook, Instagram, X, LinkedIn and LWRO website).</p> <p>All videos need to be in Arabic.</p>	3 videos per month	12

		<p>All materials used need to be copyright.</p> <p>The expert shall abide by LWRO’s Code of Conduct, Anti-Fraud and PSEA policies.</p>		
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**A6. Period of Performance**

The selected service provider will perform the services starting May 6, 2024 to be completed no later than September 16, 2024. Work may only start after Contract Signature.

**A7. Location of Performance**

Location of performance is in Lebanon.

**Section B – Proposal Submission**

**B1. Deadline for Submission and Schedule**

Proposals, as per set requirements henceforth, are required no later than April 26, 2024 at 4:00 p.m. Beirut local time.

**B2. Changes to this RFP**

LWRO reserves the right to cancel this RFP at any time. Furthermore, LWRO may consider an extension of the deadline for the proposal’s submission.

**B3. Eligibility of Applicants**

Potential applicants for this request for proposal may include individuals or single organizations.

All applicants must ensure that, at the time of proposal submission, they are not undergoing bankruptcy proceedings, suspension, debarment, sanctions, or any legal actions that may impede their business operations or indicate insolvency. Applicants found to have conflicts of interest will be disqualified.

Additionally, applicants must provide copies of their commercial registration, commercial circular, and VAT certificate if applicable.

**B4. Required Qualifications**

LWRO is looking for qualified applicants who demonstrate the following experience:

The applicant must have already successfully produced a similar video production (resources and references should be submitted with the proposal).

### **B5. Proposal Requirements, Submission & Language**

The applicant is expected to present two proposals: (1) a technical one, and (2) a distinct financial one. The technical proposal must not contain any budgetary or financial information. The financial proposal must be put on official letterhead of the bidder and duly signed. The financial proposal must clearly show costs distinctly as they relate to the specific tasks and deliverables under A.5, and clearly any applicable taxes.

All proposals must be developed in English. The proposals must be sent as following, noting that proposals submitted by means other than as specified below will be rejected:

You should send your proposal to [maha.b@lebaneselw.com](mailto:maha.b@lebaneselw.com) Cc [info@lebaneselw.com](mailto:info@lebaneselw.com)

Email title “2D Video Production \_ Workers’ Voice”.

The Technical Proposal and the Financial proposal should be in PDF format.

Other required documents with the financial proposal in PDF format: Copy of the MOF registration; Copy of the commercial registration (firms); Copy of the VAT registration (firms).

### **B6. Technical Proposal Requirements**

The technical proposal must include at least the following documents, properly paged, with a cover page placed on official letterhead (if the latter is available):

Resume of the applicant (if individual)

Company profile (if company)

Detailed technical proposal covering at least the following areas:

- Background
- Proposed Implementation Methodology
- Timeline
- Overview of Deliverables

Other requirements as specified here:

Applicants are expected to include any relevant experience that would help LWRO understand better the applicant’s expertise and capacities, including but not limited to:

- Sample work completed with at least three different organizations/clients;
- Three independent references including names, contacts (phone and email), position, organization name, and summary of work completed for each reference.

**B7. Financial Proposal Requirements**

The financial proposal must include at least the following documents, properly paged, with a cover page placed on official letterhead (if the latter is available):

Detailed financial proposal with breakdown of costs per unit, deliverable and task as requested in the table under section A.5, and reflecting clearly and distinctly any applicable taxes or additional charges. Other required documents with the financial proposal: Copy of the MOF registration; Copy of the commercial registration (firms); Copy of the VAT registration (firms).

**B8. Costing**

All expenses must be denominated in United States Dollars (USD). Each task and deliverable listed in section A.5 must be priced explicitly and separately. For those subject to VAT, this tax must be clearly itemized in the financial proposal.

It is the sole responsibility of the applicant to ensure the accuracy of the budget, as errors may lead to disqualification. No modifications to the application are permitted after submission. LWRO retains the right to seek clarifications as necessary.

All costs must be reasonable, realistic, allowable, and directly attributable to the work outlined, based on established daily rates.

Should the applicant wish to propose any discounts or special pricing, these should be clearly indicated within the financial proposal at the proposal stage only.

LWRO will not cover any pre-award costs associated with proposal preparation, and thus any application requesting such coverage will be rejected.

Technical aspects not included in the financial proposal will be deemed as provided free of charge. Therefore, applicants should carefully consider the tasks and deliverables outlined in section A.5. LWRO reserves the right to reject incomplete offers. The financial proposal must clearly outline and specify each deliverable separately and distinctly.

**B9. Evaluation Criteria**

Proposals will be evaluated as follows:

- Administratively for compliance and eligibility, and completeness of the overall offer, and reference checks as appropriate and applicable. Applicants who are not deemed eligible will not be given the chance to proceed to the technical and/or financial evaluation;
- Technically for merit, qualifications, years of experience, previous experience, as outlined and required in this document, along with the proposed timeline, approach, and considerations as outlined in the technical proposal;
- Financially for clarity, completeness, allowability, reasonableness, discounts or other arrangements, comparison to other eligible and qualified bidders, comparison to LWRO's financial expectation.

LWRO will make the final award based on:

- Best value for money combining demonstrated and proven technical merit with cost effectiveness.
- LWRO reserves the right to award to the bidder that does not have the lowest bid if there is proven higher benefit to the project;
- Lowest among the prices of the applicants that meet the minimum technical requirements.

### **B10. Questions and Clarifications**

For inquiries, you may reach out to the following:

[maha.b@lebaneselw.com](mailto:maha.b@lebaneselw.com)

All questions must be received by April 19, at 4:00 p.m. Beirut local time. Questions sent after the deadline will not be addressed.

No applicant shall communicate directly with LWRO staff concerning this RFP. All communications must be in writing only, within the open period for questions, and to the specified email only. Other forms of communications may be grounds for dismissal or any submitted proposal.

### **B11. Proposal Validity and Withdrawals**

Proposals must be valid for at least: 60 days, which should be reflected in the financial proposal.

Applicants may withdraw their proposal at any time after submission by sending a written notice to the address specified under section B10. Nonetheless, applicants may not change or edit their proposal after submission even if their proposal is submitted earlier than the deadline.

### **B12. Late Submissions**

Proposals submitted after the official deadline as set in this RFP will not be considered and will be rejected.

### **B11. Award**

Only the shortlisted/selected applicant(s) will be contacted. LWRO will make an award in writing only. LWRO expects to make an award within the validity period. Additional documents may be required from the shortlisted applicant(s) prior to award to demonstrate proof of eligibility.

### **B12. Terms and Conditions**

All information provided by applicants in response to this RFP is treated as confidential in accordance with LWRO's relevant policies and procedures, and will not be disclosed publicly.

Any attempt by an applicant to interfere with the selection process, whether to influence or manipulate decision-making, will lead to immediate disqualification.

LWRO conducts all business related to this RFP exclusively in writing. Therefore, all communications concerning this tender, received proposals, and subsequent decisions are conveyed solely in written form, as appropriate.