

REQUEST FOR PROPOSAL FOR PROFESSIONAL SERVICES

Date:	11/24/2023
Campus:	Beirut
Title:	TL Graphic Designer
Reference Number:	97766 / 97767 / 97768 / 97769 / 97770 / 97771 / 97772
Project:	Tomorrow's Leaders
Award Number:	S-NEAAC-19-CA-0036 // S-NEAAC-19-CA-0039 // S-NEAAC-21-CA-3007 // S-NEAAC-22- CA-0026 // S-NEAAC-22-CA-0048// S-NEAAC-23-CA-0036 // S-NEAAC-23-CA-0030
Sponsoring Agency	MEPI

Dear All,

The Lebanese American University (LAU) invites you to participate in the tender for the provision of a Graphic Designer as detailed in the attached document.

Kindly submit your bid as per detailed instructions and within the set deadline. Only bids submitted in conformity with the requirements of this tender will be considered.

Proposals are required no later than **04/12/2023 16:00hrs (Beirut time)**.

LAU reserves the right to accept or reject all or any part of the quotation submitted.

This tender includes two sections: Section A detailing the solicited services, and Section B detailing the proposal submission method.

For inquiries or regrets, please respond to layal.kabalan@lau.edu.lb within the set period for clarifications. LAU reserves the right to amend or cancel this tender at any time.

Regards

MEPI-TL Team

Lebanese American University

Office: +961 1 786456



Section A – Solicited Services

A1. Organizational Information

The Lebanese American University (LAU) is an American institution of higher education that has been operating in Lebanon since 1924, with initial roots as the first school for girls in the Ottoman Empire. Committed to serving Lebanon, the Arab world and beyond, LAU offers diverse academic opportunities in the fields of arts and sciences, business, engineering, architecture and design, pharmacy, medicine and nursing. The university is accredited by the Commission on Institutions of Higher Education (CIHE) of the New England Association of Schools and Colleges (NEASC), and many of its academic programs have received accreditation from field-specific organizations. LAU operates in two campuses, one in Beirut and another in Byblos.

The Middle East Partnership Initiative – Tomorrow's Leaders office at LAU manages 7 LAU TL grants, and supports TL students enrolled at LAU on the grants. The team consists of 25 highly qualified members of faculty and staff.

A2. Project Synopsis

Tomorrow's Leaders grants at LAU provide funding for talented needy students from Lebanon and the MENA region at different academic levels (undergraduate and graduate). The grants foster leadership, civic engagement, citizenship values, and Gender equity.

The project fulfills Middle East Partnership Initiative (MEPI) strategic framework objectives in a) providing economically deserving individuals opportunities to build leadership skills, effectively engage with civil society, the private sector, and/or government actors; and b) increase workforce employability and improve access to higher value opportunities through demand-driven professional training and targeted, localized job placement, primarily in the private sector.

A3. Project Objective

Part of its annual communication plan, the LAU MEPI TL program works on a list of communication tools to showcase students' achievements and activities. Therefore, LAU would like to engage the services of a graphic Designer to fulfill the tasks defined in the sections henceforth, mainly to **create, adjust, update the layout** of the mentioned tasks related to the TL program based on certain MEPI guidelines to be provided by the project's team.

A4. Scope of Required Services

LAU is looking for one Graphic Designer to provide layout and design support for the following communication material, illustratively and not exclusively, such as:

- 1- TL Magazine
- 2- TL Year end Book
- 3- E-Flyers
- 4- E-invitation Cards
- 5- Social media posts
- 6- Certificates templates
- 7- TL Factsheet
- 8- TL Posters
- 9- E-book design

A5. Expected Deliverables

- ***Magazine***

The LAU MEPI TL “Untitled” magazine offers students the opportunity to express their thoughts and put their lives and experiences into perspective by navigating through emotions and thoughts. The “Untitled” magazine is a 100% MEPI students’ initiative from concept development to writing, editing, design, and production.

The Graphic Designer is expected to update the design and layout of an existing draft template no later than May 20, 2024, and provide the initial draft electronically to be finalized based on LAU’s comments no later than May 20, 2024.

The magazine is between 28 and 36 pages, full color, A4 size per page. The design should be provided in editable electronic format on commonly used design file formats at an email address that will be specified by the project team.

- ***End of Year Book***

The LAU MEPI TL Program issues at the end of every academic year a Year-end Book listing all graduates’ profiles, a heartfelt message from the Program’s administration, a photo gallery of memorable events, etc.

The Graphic Designer is expected to retouch the students’ photos, create a new design and layout no later than May 20, 2024, and provide the initial draft electronically to be finalized based on LAU’s comments no later than May 20, 2024.

The yearend book is up to 36 pages, full color, size to be determined. The design should be provided in editable electronic format on commonly used design file formats at an email address that will be specified by the project team.

- ***E-Flyers, E-invitation cards, Social media posts, Certificates***

E-flyers, e-invitation cards, and social media posts serve to promote upcoming events organized by the program.

The Graphic Designer is expected to create a new design template for the e-invitation cards; create new designs and layouts for program e-flyers and social media posts no later than June 30, 2024, and provide the initial draft electronically to be finalized based on LAU’s comments no later than June 30, 2024.

There are 10 to 15 different versions that should be provided, including e-flyers and e-invitation cards and social media posts per event/program. The design should be provided in editable electronic format on commonly used design file formats at an email address that will be specified by the project team. The Graphic Designer is to deliver up to 24 social media post designs and certificate templates and up to 10 animated GIF social media posts

- ***TL Factsheet:***

The Factsheet will serve as a summary of the main objectives achieved by the program at LAU. The Graphic Designer is expected to create up to three new design templates for the factsheet and provide with final material no later than March 25, 2024

- ***TL Posters:***

The Graphic Designer is expected to create up to three new design templates in various formats for the main events for internal communication purposes. The Designer is expected to provide final materials no later than March 25, 2024.

- ***E-book design:***

The e-book is a student initiative supported by the LAU MEPI TL program, encouraging students’ initiative and creativity.

The book is written in the Arabic language and it is around 150 pages.

The Graphic Designer is expected to illustrate the cover and back pages as well as the layout of the internal pages and provide drafts no later than March 20, 2024, and provide the initial draft electronically to be finalized based on LAU's comments no later than March 20, 2024.

The design should be provided in editable electronic format on commonly used design file formats.

A6. Period of Performance

The selected bidder will perform the services starting possibly in January 2024, after LAU issues a formal contract. All work must be completed no later than 8/31/2024

A7. Location of Performance

All services must be completed at the following location at the Beirut campus at the LAU premises or work online and submit the deliverables online

Section B – Proposal Submission

B1. Deadline for Submission and Schedule

Proposals, as per set requirements henceforth, are required no later than **04/12/2023, 16:00 hrs (Beirut time)**.

When proposals are due by email, the system-generated timestamp will be considered the time of submission.

B2. Changes to this Tender

LAU reserves the right to cancel this tender at any time.

Such cancellation may be made by through a notice at the same site where the tender was released.

Furthermore, LAU reserves the right to modify this tender at any time prior to the submission deadline. A public notice will be released to that effect as well and LAU may consider, up to the discretion of the University, an extension of the deadline for the proposal submission.

B3. Eligibility of Applicants

Applicants to this request for proposals may be:

Individuals;

B4. Required Qualifications

LAU is looking for qualified eligible applicants who demonstrate the following experience:

- At least 2 years of experience in the relevant field;
- Fluent in English and Arabic;
- Demonstrated prior experience working in graphic design based on a shared portfolio.

B5. Proposal Requirements, Submission & Language

The bidder is expected to present two proposals separately: (1) a technical one, and (2) a distinct financial one, with each proposal through its separate submission. The technical proposal must **not** contain any budgetary or financial information. The financial proposal must be put on official letterhead of the bidder, duly dated and signed.

Only one offer may be submitted by a single bidder.

All proposals must be developed in English.

The proposals must be sent as follows, noting that proposals submitted by means other than as specified below will be rejected:

If the total amount of the offer is Not more than \$5,000: Electronically by email as per instructions under B6 and B7 and no later than the set deadline as per set instructions in this tender.

If the total amount of the offer is more than \$5,000: In Hardcopy in sealed envelopes to be received by LAU at the specified address and no later than the set deadline as per set instructions in this tender.

Address to receive the hardcopy proposals:

Procurement Office, University Services Building, Level 4 (2nd floor), LAU Beirut campus

Proposals submitted by means other than as specified above will be rejected.

B6. Technical Proposal Requirements

The technical proposal must include the following documents, properly paged, with a cover page placed on official letterhead:

CV of bidder (for all proposed trainers)

Portfolio inclusive of samples of previous similar work

Timeline for each item to be executed.

Overview of Deliverables including number of allowable drafts prior to finalization.

Three independent references outside of LAU, including names, contacts (phone and email), position, organization name, and summary of work completed for each reference.

Submission instructions of the technical proposal:

For electronic submissions (i.e. if the total amount of the offer is Not more than \$5,000):

1- The technical proposal must be bound into a single PDF file with a cover page on official letterhead, duly signed and stamped on the cover page by an authorized signatory. The technical proposal must not include any financial information related to the costing of the assignment.

2- The PDF file must be named: Technical Proposal – Bidder’s Name – Title / Reference Number (as per cover page of this RFP document).

3- The PDF file must be submitted in a separate email to layal.kabalan@lau.edu.lb with the following subject: Technical Proposal – Bidder’s Name – Title / Reference Number (as per cover page of this RFP document).

For hardcopy submissions in a separate sealed envelope (i.e. if the total amount of the offer is more than \$5,000):

1- The technical proposal must be presented in a single binder in a sealed envelope clearly marked “Technical Proposal – Bidder’s Name – Title / Reference Number (as per cover page of this RFP document)”.

The technical envelope must not include any financial information.

B7. Financial Proposal Requirements

The financial proposal must include a cover page placed on official letterhead, and a detailed financial proposal with breakdown of costs per deliverable as described in section A5, reflecting clearly and distinctly any applicable taxes. The financial proposal must include all information confirming the eligibility of the bidder including the Ministry of Finance Tax Number, VAT Number if applicable, registration number and date. LAU reserves the right to commission none, part or all the work quoted in the financial proposal.

Submission instructions of the financial proposal:

- For electronic submissions (i.e. if the total amount of the offer is Not more than \$5,000):
- 1- The financial proposal must be bound into a single PDF file with a cover page on official letterhead, duly signed and stamped on the cover page by an authorized signatory.
 - 2- The financial offer must clearly indicate the validity of the offer (to be at least 60 calendar days) as per terms of this request for proposal;
 - 3- The PDF file must be named: Financial Proposal – Bidder’s Name – Title / Reference Number (as per cover page of this RFP document).
 - 4- The PDF file must be submitted in a separate email to layal.kabalan@lau.edu.lb with the following subject: Financial Proposal – Bidder’s Name – Reference Number (as per cover page of this RFP document).

- For hardcopy submissions in a separate sealed envelope (i.e. if the total amount of the offer is more than \$5,000),

The financial proposal must be presented in a single binder in a sealed envelope clearly marked “Financial Proposal – Bidder’s Name – Title / Reference Number (as per cover page of this RFP document).

B8. Costing

All costs must be presented in United States Dollars (USD). All tasks and deliverables listed in section A.5 must be priced clearly and distinctly. As reflected earlier, bidders who are subject to VAT should clearly and separately reflect the VAT in their financial proposal.

Errors in the budget are the sole responsibility of the bidder and may result in disqualifications. Alterations to the bid after submission are not allowable. LAU reserves the right to request clarifications as needed.

All costs must be reasonable, realistic, allowable and allocable to the work being undertaken and based on comparable market rates.

If the bidder intends to offer any discount or special price, such offers must be clearly made at the proposal stage in the closed envelope containing the financial proposal only.

LAU will not cover the cost of any pre-award costs related to the preparation of proposals under this bid and therefore any bidder presenting a financial offer requesting the coverage of pre-award costs will be rejected. Technical elements that are not costed in the financial proposal will be considered as free of charge. LAU reserves the right to reject the offer. The financial offer must clearly reflect and detail each deliverable distinctly and separately.

B9. Evaluation Criteria

Proposals will be evaluated as follows:

- 1- Administratively for compliance and eligibility, and completeness of the overall offer, and reference checks as appropriate and applicable. Bidders who are not deemed eligible will not be given the chance to proceed to the technical and/or financial evaluation;
- 2- Technically for merit, completeness of all tasks and deliverables, timeline, and meeting the required qualifications and capacity;
- 3- Financially for completeness, allowability, reasonableness, comparison to other eligible and qualified bidders, comparison to LAU’s financial expectation and market prices.

B10. Questions and Clarifications

For inquiries or regrets, you may reach out to the following:

layal.kabalan@lau.edu.lb

No bidder shall communicate directly with LAU staff concerning this request for proposal. All communications must be in writing, within the open period for questions, and to the specified email only.

All questions must be received by 30/11/2023 12:00 noon (Beirut time). Questions sent after the deadline will not be addressed.

Answers to the questions will be shared with all bidders if there is any additional and relevant information.

B11. Proposal Validity and Withdrawals

Proposals must be valid for at least: sixty (60) days.

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

B12. Late Submissions

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

B11. Award

LAU may award one or multiple bidders. LAU also reserves the right to break down the deliverables and make a partial award to a bidder based on a partial list of services. Accordingly, financial offers must clearly reflect each deliverable separately by presenting a clear breakdown of costs in the financial proposal for each deliverable distinctly. Only shortlisted/selected bidders will be contacted. LAU will make an award in writing only. LAU expects to make an award within the validity period. Additional documents may be required prior to award to demonstrate proof of eligibility.

B12. Terms and Conditions

LAU will apply the specific terms and conditions to any resulting service agreement out of this tender based on the sponsoring agency requirements and regulations.

It is worth noting that the service provider has no direct communication with the sponsoring agency during implementation and LAU is considered the source of direction, guidance and decisions only.

All information submitted by bidders under this tender is considered confidential as per LAU's applicable policies and procedures and will not be released publicly.

Any interference by a bidder in the tender process at any stage whether to influence or alter a decision making process will result in immediate disqualification of the bidder.

LAU performs business related to this tender in writing only and therefore, any communication related to this tender, received proposals, and resulting decisions are communicated solely in writing.

Standard Mandatory Provisions. Consistent with 2 CFR 200.113, the non-federal entity must disclose, in a timely manner, in writing to the Office of the Inspector General (OIG) for the Department of State, with a copy to the cognizant Grants Officer, all violations of Federal criminal law involving fraud, bribery, or illegal gratuities potentially affecting the Federal award. Sub-recipients must disclose, in a timely manner, in writing to the OIG and to the prime recipient (pass-through entity) all violations of Federal criminal law involving fraud, bribery, or illegal gratuities potentially affecting the Federal award. Failure to make required disclosures can result in any of the remedies described in 2 CFR 200.338 "Remedies for Noncompliance", including suspension

or debarment. 4 Forward disclosures to: U.S. Department of State Office of Inspector General P.O. Box 9778 Arlington, VA 22219 Phone: 1-800-409-9926 or 202-647-3320 Website: <https://oig.state.gov/hotline>].

Publication for Professional Audience. Any publications or articles resulting from the award must acknowledge the support of the Department of State and include a disclaimer of official endorsement as follows: “This [article] was funded [in part] by a grant from the United States Department of State. The opinions, findings and conclusions stated herein are those of the author[s] and do not necessarily reflect those of the United States Department of State”. The recipient must ensure that this disclaimer be included on all brochures, flyers, posters, billboards, or other graphic artwork that are produced under the terms of the award.

Branding and Marking Strategy. The Recipient shall recognize the United States Government’s funding for activities specified under this award at the project site with a graphic of the U.S. flag accompanied by one of the following two phrases based on the level of funding for the award: 1) Fully funded by the award: ‘Gift of the United States Government’, 2) Partially funded by the award: ‘Funding provided by the United States Government’. Exemptions from this requirement may be allowable but must be agreed to in writing by the Grants Officer.

All programs, projects, assistance, activities, and public communications to foreign audiences, partially or fully funded by the Department, should be marked appropriately overseas with the standard U.S. flag in a size and prominence equal to (or greater than) any other logo or identity. The requirement does not apply to the Recipient’s own corporate communications or in the United States

The Recipient should ensure that all publicity and promotional materials underscore the sponsorship by or partnership with the U.S. Government or the U.S. Embassy. The Recipient may continue to use existing logos or program materials; however, a standard rectangular U.S. flag must be used in conjunction with such logos.

The U.S. flag may replace or be used in conjunction with the Department of State seal, the U.S. embassy seal, or other DOS program logos.

Sub non-Federal entities and subsequent tier sub-award agreements are subject to the marking requirements and the non-Federal entity shall include a provision in the sub non-Federal entity agreement indicating that the standard, rectangular U.S. flag is a requirement.

In the event the non-Federal entity does not comply with the marking requirements as established in the approved assistance agreement, the Grants Officer Representative and the Grants Officer must initiate corrective action with the Non-Federal entity.

As a condition of receipt of this assistance award, the U.S. Flag and MEPI logo must be included in a prominent or easily visible place on all materials published or mass produced under this award

All materials produced pursuant to the award, including training materials, materials for recipients or materials to communicate or promote with foreign audiences a program, event, project, or some other activity under this agreement, including but not limited to invitations to events, press materials, event backdrops, podium signs, etc. must be marked appropriately with the standard U.S. flag in a size and prominence equal to (or greater than) any other logo or identity

In the event the recipient does not comply with the marking requirements as established in the approved assistance agreement, the Grants Officer Representative and the Grants Officer must initiate corrective action
In the event that any public communications are produced, funded by the Department of State, in which the content has not been approved by the Grants Officer, the communication must contain the following disclaimer: “This study/report/audio/visual/other information/media product is made possible by the generous support of the American people through the United States Department of State. The contents are the responsibility of [insert Recipient name] and do not necessarily reflect the views of the Department of State or the United States Government.”

Mandatory Disclosures

Consistent with 2 CFR 200.113, the recipient must disclose, in a timely manner, in writing to the Office of the Inspector General (OIG) for the Department of State, with a copy to the cognizant GO, all violations of Federal criminal law involving fraud, bribery, or illegal gratuities potentially affecting a Federal award.

Subrecipients must disclose, in a timely manner, in writing to the OIG and to the prime recipient (pass-through entity) all violations of Federal criminal law involving fraud, bribery, or illegal gratuities potentially affecting the Federal award. Failure to make required disclosures can result in any of the remedies described in 2 CFR 200.338 "Remedies for Noncompliance," including suspension or debarment.

Forward disclosures to:

U.S. Department of State Office of Inspector General

P.O. Box 9778 Arlington, VA 22219

Phone: 1-800-409-9926 or 202-647-3320

Website: <https://oig.state.gov/hotline>

Conflict of Interest and Federal Assistance Awards

The recipient must maintain written standards of conduct covering conflicts of interest and governing the performance of its employees engaged in the selection, award and administration of sub-awards and sub-contracts. No employee, officer, or agent may participate in the selection, award, or administration of a subaward or subcontract supported by a Federal award if he or she has a real or apparent conflict of interest. Such a conflict of interest would arise when the employee, officer, or agent, any member of his or her immediate family, his or her partner, or an organization which employs or is about to employ any of the parties indicated herein, has a financial or other interest in or a tangible personal benefit from another organization considered for a subaward or subcontract. The officers, employees, and agents of the recipient must neither solicit nor accept gratuities, favors, or anything of monetary value from subrecipients, subcontractors, or parties to subawards and subcontracts. However, the recipient may set standards for situations in which the financial interest is not substantial or the gift is an unsolicited item of nominal value. The standards of conduct must provide for disciplinary actions to be applied for violations of such standards by officers, employees, or agents of the recipient.

If the recipient has a parent, affiliate, or subsidiary organization that is not a state, local government, or Indian tribe, the recipient must also maintain written standards of conduct covering organizational conflicts of interest. Organizational conflicts of interest are those where, because of relationships with a parent company, affiliate, or subsidiary organization, the recipient is unable or appears to be unable to be impartial in conducting an award or procurement action involving a related organization.

The recipient must disclose in writing any potential conflict of interest to the Department or pass-through entity. If the effects of the potential or actual conflict of interest cannot be avoided, neutralized, or mitigated before award, the employee, officer or agent must recuse themselves from participating in the award. Where there is an organizational conflict, the prospective recipient is not eligible for the award.

If a potential or actual conflict of interest is identified after award and the effects cannot be avoided, neutralized or mitigated, the Department will terminate the award unless continued performance is determined to be in the best interest of the Federal government.

Debarment and Suspension

Debarment and suspension are discretionary actions that, taken in accordance with this subpart, are appropriate means to effectuate this policy.

1- The serious nature of debarment and suspension requires that these sanctions be imposed only in the public interest for the Government's protection and not for purposes of punishment. Agencies shall impose debarment or suspension to protect the Government's interest and only for the causes and in accordance with the procedures set forth in 2 CFR Part 180 subparts A Through I and 2 CFR Part 601.

2- When more than one agency has an interest in the debarment or suspension of a recipient, the Interagency Committee on Debarment and Suspension, established under Executive Order 12549, and authorized by Section 873 of the National Defense Authorization Act, 2009 (P. L. 110-417), shall resolve the lead agency issue and

coordinate such resolution among all interested agencies prior to the initiation of any suspension, debarment, or related administrative action by any agency.

The recipient certifies to the best of its knowledge and belief that it and its principals:

- 1- Are not presently debarred, suspended, proposed for disbarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal department or agency
- 2- Have not within a three-year period preceding this application been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State, or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
- 3- Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (Federal, State, or local) with commission of any of the offenses enumerated; and
- 4- Have not within a three-year period preceding this application had one or more public transactions (Federal, State, or local) terminated for cause or default.

Where the prospective primary participant is unable to certify to any of the statements in this certification, such prospective primary participant shall attach an explanation to the award.

Certification Regarding Lobbying

As required by section 1352, title 31 of the U.S. Code, and implemented at 22 CFR Part 138, for persons entering into a grant or cooperative agreement over \$100,000, the applicant certifies, to the best of his or her knowledge and belief, that:

1. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of an agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
2. If any funds other than Federal appropriated funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
3. The undersigned shall require that the language of this certification be included in the award documents for all subawards at all tiers (including subcontracts, subgrants, and contracts under grants, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 31, U.S. Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$20,134 and not more than \$201,340 for each such failure.

Trafficking in Persons

Provisions applicable to a recipient that is a private entity.

1. You as the recipient, your employees, subrecipients under this award, and subrecipients' employees may not—
 - i. Engage in severe forms of trafficking in persons during the period of time that the award is in effect;
 - ii. Procure a commercial sex act during the period of time that the award is in effect; or
 - iii. Use forced labor in the performance of the award or subawards under the award.