

En partenariat
avec



CALL FOR PROPOSALS

SECTORAL DIAGNOSIS

In the frame of the Project:

“Emergence of the first trail network from the Mediterranean”

Deadline for submission of application: February 15, 2024

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01. INTRODUCTION

The Lebanon Mountain Trail Association (LMTA) is a member of a consortium of five associations implementing the "*Emergence of the first trail network from the Mediterranean*" project.

This initiative aims to establish the first network of long-distance hiking routes in the Mediterranean region. It focuses on developing a common tool to foster reflection and global development at the sub-regional level in the management, structuring, and animation of hiking trails, while addressing environmental transition issues.

Hiking tourism, central to this project, is seen as a catalyst for local economic development, territorial governance, and a response to the challenges posed by climate change.

The project is a collaborative effort among the following organizations:

- Lebanon Mountain Trail Association (LMTA)
- Jordan Trail Association (JTA)
- Palestinian Heritage Trail (PHT)
- Association pour la Formation des Ruraux aux Activités du Tourisme (AFRAT)
- Association de coopération pour le développement local des espaces naturels (Tétraktys)

The project duration is 36 months, with 60% of its budget co-financed by the *Agence Française de Développement (AFD)*.

About the Lebanon Mountain Trail (LMT)

The LMT is Lebanon's pioneering long-distance hiking trail. Stretching from Andqet Akkar in the north to Marjeyoun in the south, this 600 km trail includes the main path, side trails, and network trails.

It traverses over 76 towns and villages, with altitudes ranging from 570 to 2,073 meters above sea level.

About the LMTA

Founded in 2007, the LMTA is a non-profit organization committed to:

- Maintaining and safeguarding the LMT and its side trails.
- Promoting the LMT as a hub for rural tourism and well-being.
- Conserving natural resources and protecting the cultural heritage along the LMT.
- Advancing economic opportunities along the LMT through responsible tourism.
- Encouraging responsible behavior through education, community mobilization, and outreach.

Sectoral Diagnosis

In the context of the aforementioned project, centered around hiking tourism as a catalyst for local economic development, territorial governance, and addressing climate change challenges, the LMTA is seeking the professional services of consultants to conduct a comprehensive sectoral diagnosis.

The sectoral diagnosis will target rural tourism, cultural heritage preservation, environmental conservation, and climate change mitigation. The aim of the diagnosis is to identify the most pressing needs within these sectors.

02. TERMS OF REFERENCE

1. CONSULTANCY OBJECTIVES

The objectives of this consultancy are:

a. To conduct a diagnosis to identify the most pressing needs across three sectors of study:

- ❖ Rural Tourism
- ❖ Cultural Heritage Preservation
- ❖ Environmental Conservation and Climate Change Mitigation

This diagnosis should cover four regions along the LMT, encompassing the entire trail, **with a diagnosis report for each of the three sectors in the four regions.**

The targeted regions are:

- ✓ Akkar & Donnieh
- ✓ Northern Mount Lebanon
- ✓ Southern Mount Lebanon
- ✓ Bekaa & South

The goal is to collect comprehensive and accurate data to guide the planning, implementation, and evaluation of relevant programs and interventions of the LMTA.

b. To identify and map key actors and initiatives in each studied region and sector, with an emphasis on youth initiatives and entrepreneurs, incorporating a gender equality perspective.

A minimum of 100 key actors and individual or community initiatives must be identified, categorized by age, gender, role, and field of activity.

The consultancy shall engage one or more consultants to provide a thorough diagnosis of the three sectors in regions traversed by the LMT, including the mapping of key actors and initiatives per sector.

The diagnosis will involve desktop research and necessary key informant interviews culminating in a final consolidated report with key findings and strategic recommendations for the three sectors across the studied regions.

Offerors are expected to include a detailed methodology for the assignment in their proposals based on above consultancy objectives.

NOTE: A similar analysis will be conducted in three other countries (project partners) to identify regional strengths and weaknesses.

2. CONSULTANCY DELIVERABLES

The consultancy is expected to produce the following deliverables:

a. Deliverable one: an inception report that includes an annotated table of contents, a comprehensive research methodology encompassing a desktop review, and quantitative and/or qualitative data collection tools (e.g., surveys, key informant interviews etc.). The report should also include a suggested analytical framework, based on the conclusions of the inception meeting with LMTA.

b. Deliverable two: three draft reports, one for each of the three sectors, should be prepared. These reports must include a diagnosis, key actors, and initiatives for each sector and region, adhering to the final approved outline. Each draft should encompass preliminary findings, conclusions, and recommendations. LMTA will review these drafts and provide comments and suggested revisions. The researchers are expected to implement these changes prior to the finalization of the reports.

c. Deliverable three: a final report that consolidates all findings and recommendations from the three sectors across all studied regions should be prepared, including in-depth analysis and insights. This final report must be accompanied by a PowerPoint presentation summarizing the report's findings and strategic recommendations, as well as a separate six-page summary for each sector's diagnosis.

The **report** should include the following sections:

I. Executive Summary

- Brief overview of the consultancy objectives.
- Key Findings: concise summary of the most important findings across all sectors and regions.
- Highlights of Strategic Recommendations: quick insight into the major recommendations derived from the consultancy.

II. Introduction

- Background information on the consultancy and its significance.
- Overview of the LMT (Lebanese Mountain Trail) and its regions.

III. Methodology

- Detailed description of the research methods (desktop research, stakeholder interviews, surveys, etc...).
- Criteria for selecting key actors and initiatives.
- Approach to incorporating gender equality and youth focus.

IV. Diagnosis by Sector and Region

A. Rural Tourism

1) Akkar & Donnieh

- *Key findings*
- *Key actors and initiatives*

2) Northern Mount Lebanon

- *Key findings*
- *Key actors and initiatives*

3) Southern Mount Lebanon

- *Key findings*
- *Key actors and initiatives*

4) Bekaa & South

- *Key findings*
- *Key actors and initiatives*

B. Cultural Heritage Preservation

(Repeat structure as in A. Rural Tourism for each region)

C. Environmental Conservation and Climate Change Mitigation

(Repeat structure as in A. Rural Tourism for each region)

V. Comparative Analysis

- Cross-regional and cross-sectoral analysis.
- Identification of commonalities and differences.
- Insights into regional strengths and weaknesses.

VI. Strategic Recommendations

- Specific recommendations for each sector and region.
- Suggestions for program planning, implementation, and evaluation.

VII. Key Actors and Initiatives Mapping

- Detailed mapping of the minimum 100 key actors and initiatives.
- Categorization by age, gender, role, and field of activity.

VIII. Conclusions

- Final thoughts and potential implications of the findings.

IX. Appendices

- Additional data, interview transcripts, survey results, etc.

X. References

- Citing all sources and materials used in the research.

03. QUALIFICATION AND EXPERTISE

The offeror must submit the CVs of the consultant(s) appointed for the project.

The proposed consultant(s) must have a proven track record in conducting socio-economic research. More specifically, the proposed research team should have:

- Demonstrable understanding of the three sectors under study.
- Strong ability to analyze and integrate diverse and complex quantitative and qualitative data from various sources.
- Significant expertise in conducting legal and policy analysis, with added expertise in governance and relevant sectoral policy analysis being advisable.
- A strong track record in conducting similar research work with an appropriate educational background.

04. SELECTION CRITERIA

Selection of the service provider will be based on the evaluation Combined Scoring method where the qualifications and methodology (Technical Proposal) will be weighted a maximum of 70% and combined with the price offer (Financial Proposal) which will be weighted a maximum of 30%. The Technical Proposal sub-sections will be scored as follows:

Summary of Technical Proposal Evaluation	Maximum Obtainable Points
Technical Approach: Responsiveness to the technical specifications and requirements. Detailed, results-oriented technical approach to achieving the consultancy objectives, with a clear description of main tasks, logical sequence of activities and realistic timeline.	30
Demonstrated Relevant Experience and Capability: Proven experience in conducting socio-economic sectoral diagnosis.	20
Past Performance: Track record of successful performance on recent similar consultancies, including (a) quality of service, (b) customer satisfaction-client, and (c) customer satisfaction-end users.	20
Personnel Qualifications: Relevant prior experience and track record of proposed experts on consultancies similar to this project, with detailed CVs provided.	30
Total	100

Final scores are calculated in the following way:

Rating the Technical Proposal (TP):

$$\text{TP Rating} = (\text{Total Score Obtained by the Offer} / \text{Max. Obtainable Score for TP}) \times 100$$

Rating the Financial Proposal (FP):

$$\text{FP Rating} = (\text{Lowest Priced Offer} / \text{Price of the Offer Being Reviewed}) \times 100$$

Total Combined Score:

$$\begin{aligned} & (\text{TP Rating}) \times (\text{Weight of TP, e.g. 70\%}) \\ & + (\text{FP Rating}) \times (\text{Weight of FP, e.g., 30\%}) \end{aligned}$$

Total Combined and Final Rating of the Proposal

Best offer proposals are requested. It is anticipated that a contract will be awarded solely on the basis of the original offers received. However, LMTA reserves the right to conduct discussions, negotiations and/or request clarifications prior to contracting a service provider.

05. ELIGIBILITY REQUIREMENTS

Companies submitting proposals must be legally registered in Lebanon. Proof of legal registration must be provided through documents such as a valid business permit (إفادة تسجيل في السجل التجاري وإذاعة تجارية), a Registration Certificate with the Ministry of Finance, a Tax Payer Identification Number, and other relevant supporting documents.

06. DURATION OF ASSIGNMENT

The assignment must be completed within the following period:
February 29, 2024 until May 31, 2024.

07. TERMS OF PAYMENT

The payment shall be paid upon submission of the deliverables in several phases:

Deliverable	Target Date	Payment Milestone
Inception Report	March 13, 2024	30% upon submission and approval of inception report
Draft Reports	April 30, 2024	50 % upon submission and approval of draft reports
Final Reports	May 31, 2024	20% upon submission and approval of final reports

08. INSTRUCTIONS FOR THE PREPARATION OF THE PROPOSAL

As part of their application, the offerors must submit the following:

1. Cover Letter

Containing an expression of interest highlighting the company profile and confirming the organizational information: Address, business registration, number, contact info, contact person for this offer with their contact information.

2. Technical Proposal

The technical proposal shall comprise the parts below. Please note that the proposal must be responsive the scope of work described herein, describe the deliverables, and provide a deliverables schedule.

Part 1: Technical Approach, Methodology and Detailed Work Plan.

Part 2: Management, Key Personnel, and Staffing Plan. CVs for key personnel may be included in an Annex to the technical proposal.

Offerors shall propose staff for the key personnel positions necessary for the implementation of the scope of work.

Part 3: Corporate Capabilities, Experience, and Past Performance.

Part 3 must include a description of the company and organization. Offerors must include details demonstrating their relevant experience and technical ability in implementing the technical approach/methodology and the detailed work plan.

Additionally, offerors must include at least 2 past performance references of similar work previously implemented as well as contact information for the organizations for which such work was completed.

3. Financial Proposal

Offerors are required to provide a detailed budget in USD showing major line items as well as a budget narrative, in addition to all relevant taxes.

Financial proposal (Annex 1)

4. The Signed Statement of Integrity (Annex 2)

09. SUBMISSION INSTRUCTIONS

Offerors must submit their technical and financial proposals electronically to info@lebanontrail.org by Friday, **February 15, 2024 at 5:00 pm**.

The subject line of the e-mail should mention “**Sectoral Diagnosis on the LMT**”.

10. ANNEXES

ANNEX 1: Financial proposal

(Excel Sheet attached)

ANNEX 1					
Budget Template					
Call for Proposal : ORGANIZATIONAL DIAGNOSIS OF THE LMTA					
CANDIDATE NAME					
	Notes	Unit	N° of Unit	Unit cost	Amount
<i>Staff costs (including overhead)*</i>					
		<i>day</i>			0.00
					0.00
					0.00
					0.00
					0.00
					0.00
					0.00
					0.00
					0.00
					0.00
					0.00
					0.00
					0.00
<i>Other**</i>					
TOTAL AMOUNT					0.00
*Daily rate for the assigned staff					
**Please add additional budget lines if necessary according with your proposal					

ANNEX 2: Statement of Integrity

Statement of Integrity, Eligibility and Environmental and Social Responsibility

Reference name of the bid or proposal _____ (the "Contract")

To: _____ (the "Contracting Authority")

1. We recognise and accept that *Agence Française de Développement* ("AFD") only finances projects of the Contracting Authority subject to its own conditions which are set out in the Financing Agreement which benefits directly or indirectly to the Contracting Authority. As a matter of consequence, no legal relationship exists between AFD and our company, our joint venture or our suppliers, contractors, subcontractors, consultants or subconsultants. The Contracting Authority retains exclusive responsibility for the preparation and implementation of the procurement process and performance of the contract. The Contracting Authority means the Purchaser, the Employer, the Client, as the case may be, for the procurement of goods, works, plants, consulting services or non-consulting services.
2. We hereby certify that neither we nor any other member of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants are in any of the following situations:
 - 2.1 Being bankrupt, wound up or ceasing our activities, having our activities administered by the courts, having entered into receivership, reorganisation or being in any analogous situation arising from any similar procedure;
 - 2.2 Having been:
 - a) convicted, within the past five years by a court decision, which has the force of *res judicata* in the country where the Contract is implemented, of fraud, corruption or of any other offense committed during a procurement process or performance of a contract (in the event of such conviction, you may attach to this Statement of Integrity supporting information showing that this conviction is not relevant in the context of this Contract);
 - b) subject to an administrative sanction within the past five years by the European Union or by the competent authorities of the country where we are constituted, for fraud, corruption or for any other offense committed during a procurement process or performance of a contract (in the event of such sanction, you may attach to this Statement of Integrity supporting information showing that this sanction is not relevant in the context of this Contract);
 - c) convicted, within the past five years by a court decision, which has the force of *res judicata*, of fraud, corruption or of any other offense committed during the procurement process or performance of an AFD-financed contract;
 - 2.3 Being listed for financial sanctions by the United Nations, the European Union and/or France for the purposes of fight-against-terrorist financing or threat to international peace and security;
 - 2.4 Having been subject within the past five years to a contract termination fully settled against us for significant or persistent failure to comply with our contractual obligations during contract performance, unless this termination was challenged and dispute resolution is still pending or has not confirmed a full settlement against us;
 - 2.5 Not having fulfilled our fiscal obligations regarding payments of taxes in accordance with the legal provisions of either the country where we are constituted or the Contracting Authority's country;

- 2.6 Being subject to an exclusion decision of the World Bank and being listed on the website <http://www.worldbank.org/debarr> (in the event of such exclusion, you may attach to this Statement of Integrity supporting information showing that this exclusion is not relevant in the context of this Contract);
- 2.7 Having created false documents or committed misrepresentation in documentation requested by the Contracting Authority as part of the procurement process of this Contract.
3. We hereby certify that neither we, nor any of the members of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants are in any of the following situations of conflict of interest:
 - 3.1 Being an affiliate controlled by the Contracting Authority or a shareholder controlling the Contracting Authority, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;
 - 3.2 Having a business or family relationship with a Contracting Authority's staff involved in the procurement process or the supervision of the resulting Contract, unless the stemming conflict of interest has been brought to the attention of AFD and resolved to its satisfaction;
 - 3.3 Being controlled by or controlling another bidder or consultant, or being under common control with another bidder or consultant, or receiving from or granting subsidies directly or indirectly to another bidder or consultant, having the same legal representative as another bidder or consultant, maintaining direct or indirect contacts with another bidder or consultant which allows us to have or give access to information contained in the respective applications, bids or proposals, influencing them or influencing decisions of the Contracting Authority;
 - 3.4 Being engaged in a consulting services activity, which, by its nature, may be in conflict with the assignments that we would carry out for the Contracting Authority;
 - 3.5 In the case of procurement of goods, works or plants:
 - a) Having prepared or having been associated with a consultant who prepared specifications, drawings, calculations and other documentation to be used in the procurement process of this Contract;
 - b) Having been recruited (or being proposed to be recruited) ourselves or any of our affiliates, to carry out works supervision or inspection for this Contract.
4. If we are a state-owned entity, and to compete in a procurement process, we certify that we have legal and financial autonomy and that we operate under commercial laws and regulations.
5. We undertake to bring to the attention of the Contracting Authority, which will inform AFD, any change in situation with regard to points 2 to 4 here above.
6. In the context of the procurement process and performance of the corresponding contract:
 - 6.1 We have not and we will not engage in any dishonest conduct (act or omission) deliberately intended to deceive others, to intentionally conceal items, to violate or vitiate someone's consent, to make them circumvent legal or regulatory requirements and/or to violate their internal rules in order to obtain illegitimate profit;
 - 6.2 We have not and we will not engage in any dishonest conduct (act or omission) contrary to our legal or regulatory obligations or our internal rules in order to obtain illegitimate profit;
 - 6.3 We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to (i) any Person who holds a legislative, executive, administrative or judicial mandate within the State of the Contracting Authority regardless of whether that Person was nominated or elected, regardless of

- the permanent or temporary, paid or unpaid nature of the position and regardless of the hierarchical level the Person occupies, (ii) any other Person who performs a public function, including for a State institution or a State-owned company, or who provides a public service, or (iii) any other person defined as a Public Officer by the national laws of the Contracting Authority's country, an undue advantage of any kind, for himself or for another Person or entity, for such Public Officer to act or refrain from acting in his official capacity;
- 6.4 We have not promised, offered or given and we will not promise, offer or give, directly or indirectly to any Person who occupies an executive position in a private sector entity or works for such an entity, regardless of the nature of his/her capacity, any undue advantage of any kind, for himself or another Person or entity for such Person to perform or refrain from performing any act in breach of its legal, contractual or professional obligations;
- 6.5 We have not and we will not engage in any practice likely to influence the contract award process to the detriment of the Contracting Authority and, in particular, in any anti-competitive practice having for object or for effect to prevent, restrict or distort competition, namely by limiting access to the market or the free exercise of competition by other undertakings;
- 6.6 Neither we nor any of the members of our joint venture or any of our suppliers, contractors, subcontractors, consultants or subconsultants shall acquire or supply any equipment nor operate in any sectors under an embargo of the United Nations, the European Union or France;
- 6.7 We commit ourselves to comply with and ensure that all of our suppliers, contractors, subcontractors, consultants or subconsultants comply with international environmental and labour standards, consistent with laws and regulations applicable in the country of implementation of the Contract, including the fundamental conventions of the International Labour Organisation (ILO) and international environmental treaties. Moreover, we shall implement environmental and social risks mitigation measures when specified in the environmental and social commitment plan (ESCP) provided by the Contracting Authority.
7. We, as well as members of our joint venture and our suppliers, contractors, subcontractors, consultants or subconsultants authorise AFD to inspect accounts, records and other documents relating to the procurement process and performance of the contract and to have them audited by auditors appointed by AFD.

Name: _____ In the capacity of: _____

Duly empowered to sign in the name and on behalf of¹: _____

Signature: _____

Dated: _____

¹ In case of joint venture, insert the name of the joint venture. The person who will sign the application, bid or proposal on behalf of the applicant, bidder or consultant shall attach a power of attorney from the applicant, bidder or consultant.