

Terms of Reference (TOR) for IRALEB launching a call for communication services to promote LIRA editions under the "Lebanon Innovate" EU project:

Terms of Reference (TOR) - Call for Communication Services

Project: Lebanon Innovate - LIRA Editions Visibility

1. Introduction

IRALEB, a non-governmental organization committed to fostering innovation and development in Lebanon, invites qualified and experienced Visibility Experts or Media Agencies to submit proposals for communication services related to the "Lebanon Innovate" project. The project is in partnership with the European Union and aims to foster innovation and sustainable development in Lebanon. This call aims to enhance the visibility of LIRA editions for the upcoming competition in 2024.

2. Scope of Work

The selected expert or agency will be responsible for the following deliverables related to the first call of the LIRA competition in 2024:

- New logo design and guideline: Develop a new and impactful logo for the LIRA competition that aligns with the project's theme and objectives. The logo should be versatile and suitable for use in various promotional materials.
- Posters: Design and produce 1000 posters (500 each for two distinct designs) to promote the LIRA competition.
- Roll Ups: Design and print 2 roll-ups (85x200cm) for display at promotional events and project-related activities.
- Certificates: Design and print 40 certificates for award recipients.
- Foam Board Checks: Create and print 5 foam board checks to be presented as awards during the competition.
- design for social media campaigns (x20) for facebook and instagram
- invitation cards design (x5)
- screens led design (x40)

3. Duration

This contract will be for a one-year period, with the expectation that the specified deliverables will be completed in preparation for the first call of the LIRA competition in 2024.

4. Budget

The maximum budget allocated for this contract is €3000 (including VAT) for the one-year duration. The selected expert or agency is expected to provide a detailed breakdown of costs related to the deliverables within this budget constraint.

5. Proposal Submission

Interested individuals or agencies are invited to submit their proposals by **2nd of January 2024**. Proposals should be sent to lira@liraprogram.com and must include:

- a. Detailed description of the proposed approach to fulfill the scope of work.
- b. Relevant experience and references, specifically related to similar visibility projects.
- c. Budget breakdown, specifying costs for each deliverable.
- d. Timeline for completing the deliverables.

6. Evaluation Criteria

Proposals will be evaluated based on:

- a. Relevant experience and expertise in visibility projects.
- b. Proposed approach and creativity in designing promotional materials.
- c. Budget competitiveness and cost-effectiveness.
- d. Timeliness of deliverables.

7. Contact Information

For inquiries or further information, please contact Ms. Fabienne Balaa, IRALEB Executive Director, email: lira@liraprogram.com

8. Disclaimer

IRALEB reserves the right to accept or reject any proposal, to annul the selection process, and to reject all proposals at any time prior to contract award, without thereby incurring any liability to the affected service providers.