

Consultancy Title: Communication and Visibility Strategy and Training.

Duty Station: Beirut, Lebanon.

Contract Type: Consultancy.

Starting Date: TBD.

Duration: 3 months.

Expertise France

Expertise France (EF) is a public agency created on 1st January 2015 under the supervision of the French Ministries of Foreign Affairs and Economy and Finance with a strong inter-ministerial vocation. EF offers program engineering and technical assistance by developing and implementing international cooperation actions worldwide. Expertise France is the French public agency for international technical assistance.

EF designs and implements cooperation projects addressing skills transfers between professionals. The agency also develops integrated offers, assembling public and private expertise in order to respond to the partner countries' needs. With a business volume of 148 million Euros, a portfolio of over 500 projects in 100 countries, and 63,000 days of expert missions every year, Expertise France promotes French and European development policy goals.

EF operates in various fields of development and institutional cooperation including safety and security reform, public health, human rights, strengthening of institutions and NGOs and governance. Carrying out large-scale, multi-stakeholder programs, EF can ensure cooperation between individuals, teams and institutions with very different statuses, cultures and specialties. EF has acquired sound experience in administrative and financial management of large-scale international programs. www.expertisefrance.fr.

1- Project Background

The multiple crises that have impacted Lebanon for several years have led to a serious deterioration in the standard of living of the population and increased the risks of economic, social, and political instability in the country. With the start of the Syrian crisis in March 2011, more than one million people had to seek refuge in Lebanon. This influx of refugees has had significant human, social, economic, and political repercussions and has weakened the structures of assistance to fragile populations. The last couple of years have been marked by the collapse of the economy, the October 2019 protests, the COVID-19 pandemic, and the explosion of the Port of Beirut. This accelerated succession of economic and social humanitarian crises has led to a dramatic increase in poverty levels among displaced populations and vulnerable host communities.

In the spring of 2021, the World Bank estimated that the economic and financial crisis hitting Lebanon would be among the ten, and probably the three most serious crises in the world since the middle of the 19th century. The banking sector has ceased lending operations and is no longer attracting deposits, and the Lebanese pound (L.L.) continues to lose value with soaring inflation.

Local NGOs play an essential role in crisis contexts in Lebanon, through their proximity to the most vulnerable populations and their presence in the most affected areas of the country. Their activities contribute to improving access to basic services in a context of saturation of public services. They also play a key role in strengthening social cohesion in the face of the growing risk of communal tensions.

Six years after the signing of the “Grand Bargain” on aid localization, aimed at repositioning local actors at the center of humanitarian action, the role of local NGOs in the aid ecosystem in Lebanon still needs to be strengthened, and strengthening their capacities remains a major lever for the sustainability of crisis response actions in the country. Lebanese NGOs must therefore be supported in strengthening their management capacities, technical skills, and sectoral specialization to assert themselves as effective and relevant actors in the response to current crises.

2- Shabake 2 Project

The Shabake 2 Project was designed in the framework of the localization of aid agenda and the need to strengthen Lebanese NGO capacities so that local recipients can take the lead in responding to crises generally and to the Syrian-refugee crisis in Lebanon specifically. It follows the implementation of the Shabake 1 Project which was implemented from 2019 to 2022.

The Shabake 2 project is part of the Peace and Resilience Fund – Minka Middle East, which aims to contribute to the response to the consequences of the Syrian crisis, and to act on the prevention and management of the protracted crisis in Lebanon. In addition, the intervention with a dynamic Lebanese civil society makes it possible to concretize the interventions under the "localization of aid" within the framework of the "Grand Bargain" of the 2016 World Humanitarian Summit.

The overall objective of the project is to strengthen social cohesion and support peace and stability by accompanying local NGOs in their key crisis management role and providing sustainable support to vulnerable host communities and Syrian refugees.

It aims to strengthen purpose-driven, technically sound, and locally rooted NGOs to support their abilities in weathering the crises as they arise, gaining greater financial autonomy and contributing to Lebanon's recovery. An emergency response component, funded by the Crisis Centre (CDCS) of the French Ministry of Europe and Foreign Affairs (MEAE), is included in the program, which makes it possible to articulate different French emergency and development instruments as part of a comprehensive approach to support Lebanese CSOs.

Project sub-objectives:

- **Sub-objective 1 (SO1):** to enable NGOs to be trusted partners in the implementation of vulnerabilities-reduction projects and thematic actions.
- **Sub-objective 2 (SO2):** To support local NGOs in their efforts to efficiently respond to the emergency situations and ongoing crises in Lebanon.
- **Sub-objective 3 (SO3):** To enhance technical and organizational capacities of partner NGOs for an improved localization of aid for the benefit of vulnerable populations.

3- Consultancy Description and Scope of Work

Expertise France is seeking the services of a Communication expert to support its partner, Mada, operating in North Lebanon and Akkar, and which focuses on reinforcing the relationship between communities and the natural environment through programming across four main pillars: Food and Agriculture; Women and Youth Mobilization; Environmental Protection; and The Platform – a space that offers tailored and flexible support to grassroots groups and civil society initiatives across all disciplines. Through this consultancy, the consultant will be providing support to Mada through drafting a Communication and Visibility Strategy and training specific staff on its application.

Key Tasks and Deliverables

The consultant, an expert in Communication, especially within the Lebanese humanitarian sector, with proven experience working with LNGOs, will work with Mada on the following:

- **Phase 1:** Meeting with Expertise France and Mada to agree on a timeline and priorities.
- **Phase 2:**
 - Collect data and information on Mada’s Communication and Visibility processes through the implementation of brainstorm sessions and interviews with various key individuals working at Mada (senior management, and staff).
 - Organize a workshop with Mada’s staff to define key strategic objectives and initiatives regarding Communication and Visibility.
- **Phase 3:**
 - Draft a holistic Communication and Visibility Strategy and present the final results to the Mada team during a workshop.
 - Organize a Communication and Visibility training for key staff.
- **Phase 4:** Prepare a Final Consultancy Report laying out the whole process and which includes all information (such as deliverables, MoMs, timesheets, attendance sheets, etc.).

Roles and Responsibilities

The Consultant

- Closely coordinate with Expertise France regarding the activities to be implemented.
- Ensure regular communication with both Mada and Expertise France throughout the process.
- Collect data and information through the organization of brainstorm sessions and interviews with various key individuals working at Mada.
- Organize a workshop with Mada staff to define key communication strategic objectives.
- Draft a Communication Strategy which will include (1) defined goals/objectives, (2) brand culture, (3) a SWOT analysis, (4) target audience, (5) key messages, (6) tools to be used, (7) a calendar, and more.
- Present the final Communication Strategy to the Mada team.
- Train the Communication team on Communication processes and the drafted strategy.
- Prepare a final project report laying out all the process (from meetings, activities, and deliverables).

Expertise France

Expertise France will contract the consultant and through the project management team will oversee:

- Developing and finalizing the terms of reference and contract.
- Reviewing and approving all expected deliverables with the consultant.

- Supporting the consultant in connecting and meeting with MADA as relevant.
- Overall monitoring of the assignment activities and the delivery of milestones.

Timeline

Phases	Deliverables	Week
Phase 1: Inception	Introduction meeting with Expertise France and Mada.	Week n° 1-2
	Agree on the final workplan and approach.	
	Produce a workplan including all the activities and timeline.	
Phase 2: Assessment	Assess Mada's Communication and Visibility processes.	Week n° 3-6
	Assess Mada's past Communication and Visibility activities and products.	
	Organize a Communication Strategy workshop.	
Phase 3: Strategic Plan	Communication Strategy produced.	Week n° 7-8
	Workshop presenting the Communication Strategy.	
	Train the Communication team on the new Strategy.	
	Share the final Communication Strategy with Expertise France and Mada.	
Phase 4: Reporting	Produce a final consultancy report.	Week n° 9-10
	Include training and workshop attendance sheets.	
	Include workshop materials (presentations, minutes, used literature, etc.).	
	Include Strategic Plan.	

Qualifications

- Degree in Marketing, Advertising, or Communication, and/or any related fields.
- Minimum of 7 years working in Communication and Visibility departments.
- Minimum of 5 years of proven experience working with LNGOs in the humanitarian sector.
- A portfolio laying out former Marketing, Advertising, and/or Communication work with similar organizations, the private sector, and any other relevant stakeholder.
- Strong local knowledge and comprehensive understanding around capacity building programs and experience in delivering soft skills training.
- Professional working knowledge of Arabic and English is compulsory.
- Extensive experience in delivering the requirements mentioned.
- Ability to communicate, negotiate and adapt to work requirements.

4- Applications

Applications are to be sent to the following email address: lebanon.procurement@expertisefrance.fr under the title: **Communication Strategy and Training**.

For Companies

- Annex I – complete Legal entity form including MOF registration and VAT number.
- Annex II – complete financial identification form.
- Annex III – Methodology and chronogram (covering all tasks listed in the tender).
- Detailed CVs for all experts involved.
- Financial Offer (detailing the daily rate).
- Workplan (estimated time for delivering the consultancy).
- A portfolio of similar experiences.

For Individuals (freelance consultants)

- Annex II – Complete financial identification form.
- Annex III – Methodology and chronogram (covering all tasks listed in the tender).
- Detailed CV.
- Financial Offer (detailing the daily rate).
- Workplan (estimated time for delivering the consultancy).
- MOF registration number.
- A portfolio of similar experiences.

The deadline for application is August 31, 2024.

5- Bids Comparison

Bids will be assessed separately in accordance with the following criteria by awarding a score up to the maximum number of points per criterion as set out below:

Criterion 1: Financial Offer

The **financial score (FS out of a maximum of 35 points)** will cover the comparison of the financial offers of all candidates having submitted a conforming bid.

Criterion 2: Technical offer

The **technical score (TS out of a maximum of 65 points)** will cover the experience, portfolio, and CV of the candidates.

Sub-criteria for assessing the technical quality	Points
Proven professional experience working with Local or International NGOs, international organizations or agencies, or state institutions on Marketing, Advertising, and/or Communication.	20
Proven professional experience in preparing, facilitating, and delivering workshops and brainstorm sessions related to Marketing, Advertising, and/or Communication.	20
Methodology presented and timeframe for completing the mentioned assignment.	15
Portfolio of similar experiences.	10

TOTAL	65
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The remaining 35 points are attributed to the financial offer.

6- Payment Conditions

The payments will be divided upon completion of the required tasks.

- 25% upon contract signature.
- 25% upon completion of Phase 1 and Phase 2 and the submission of a consultancy report detailing all deliverables (activities and annexes).
- 25% upon completion of Phase 3 and the submission of a consultancy report detailing all deliverables (activities and annexes).
- 25% upon completion of the consultancy and submission of a Final Report and all the deliverables and annexes.