



REQUEST FOR QUOTATIONS (RFQ) For Service

Date: 24 January 2024

Ref No.: PR#17-01-2024

Supplier/Service Provider: Production House/Event Planner

RFQ launch date:	January 24 th 2024
Deadline for quotation submission:	January 29 th 2024 by 12pm sharp
Quotation submitted to:	Amina.fakih@plan-international.org CC-ying.Ali.mansour@plan-international.org
Purchase Requisition Number	PR#17-01-2024 - LBN200087 - Social Experiment

Please include the RFQ reference number above in all correspondence

Plan international **Lebanon** invites you to submit a quote in accordance with the requirement of the request for quotation.

Background Information on Plan International

Founded in 1937, Plan International is an independent development and humanitarian organisation with no religious, political, or governmental affiliations. Our vision is a just world that advances children's rights and equality for girls. We engage people and partners to; empower children, young people and communities to make vital changes that tackle the root causes of discrimination against girls, exclusion and vulnerability; drive change in practice and policy at local, national and global levels through our reach, experience and knowledge of the realities children face; work with children and communities to prepare for and respond to crises and to overcome adversity; support the safe and successful progression of children from birth to adulthood.

To fulfil the promise of the 2030 Global Goals, our 5-year Global Strategy¹ is designed to deliver significant change for girls and boys, putting a special emphasis on gender equality. We see clear links between fulfilling children's rights, achieving gender equality and ending child poverty. Every girl and boy have the right to be healthy, educated, protected, valued and respected in their own community and beyond. We support these rights from when children are born to when they reach adulthood. We work to ensure that girls and boys know their rights, and have the skills, knowledge, and confidence to fulfil them. This approach inspires and empowers children and communities to create long-lasting change. Girls have the power to change the world. Our ambition is to work beside them and together we act so 100 million girls learn, lead, decide and thrive. Our global advocacy work not only focuses on international policy but also ensures national governments can meaningfully implement and uphold laws that advance children's rights and gender equality at community level.



Background on the Service.

Plan International Lebanon is looking to mark the International Day of Women (March 8) through an innovative social experiment. The experiment aims to explore the root causes and consequences of gender-based violence, primarily through the perspectives of men.

To bring this concept to life, we seek a service provider - Production House/Event Planner - capable of constructing and equipping interactive booths to be placed in public spaces, editing existing campaign videos, and documenting participant reactions for a compelling final video.

Purpose and Scope

The purpose of this social experiment is to challenge societal norms and perceptions surrounding GBV. By immersing participants in interactive scenarios, we aim to prompt thoughtful reflection on their attitudes and actions, fostering a deeper understanding of the impact of gender-based violence.

For that, we are seeking the following:

Execution of the Social Experiment

Pre-Execution | Logistics and Preparations:

- In coordination with PIL team, work on all essential logistics and preparations required for the successful execution of the social experiment. This includes scouting for the most appropriate locations, the timing, and obtaining any necessary legal approvals or permits.

During Execution | Logistical Coordination:

- Manage all logistics and coordinate with suppliers and stakeholders to ensure smooth operations during the social experiment.
- Focus on driving traffic to the booth, optimizing participant engagement, and maintaining the overall success of the event.

Post-Execution | Marketing and Promotion

- Develop a comprehensive marketing and promotional campaign by sharing highlights, participant reactions, and insights gained from the experiment to maximize the impact and reach of the awareness campaign.

Pre-execution details

Interactive Booth Construction:

Build an interactive booth in a public place (corniche for example), and equip the booth with necessary technology for the interactive video experience (for example, a camera to capture the reaction and interaction of participants, sound system, screen)

Video Editing and Enhancement:

Edit existing campaign videos to align with the interactive concept, found on this link : [Don't Be A Witness Campaign - OneDrive \(sharepoint.com\)](#), which we envision as follow:

- **Domestic Violence:** Choose on behalf of the mother-in-law to interfere and address disrespect or threats, or to let it go.
- **Child Marriage:** Choose on behalf of the father to agree to early marriage or refuse, allowing the daughter freedom.
- **Sexual Harassment:** Choose on behalf of a bystander to intervene or stay passive in the face of harassment.

During the Execution details

Filming and Documentation:

Capture high-quality footage of participant reactions during interactive scenarios, and conduct interviews for insights and reflections from participants.

Feedback and Insights:

Conduct post-scenario interviews to gather feedback and insights from participants. Explore why participants made specific choices and their thoughts on the presented scenarios.

Post execution in details:

Final Video Production:

Compile edited videos and participant reactions into a cohesive, impactful video, ensuring that the video effectively communicates the goals and impact of the social experiment.

Marketing and Promotion

Based on the footage during the experiment, develop a comprehensive marketing and promotional campaign by sharing highlights, participant reactions, and insights gained from the experiment to maximize the impact and reach of the awareness campaign.

If the original idea proves challenging to implement for any reason, the alternative plan would be as follows:

Transparent Booth Concept:

Construct a transparent booth resembling a familiar setting (e.g., a home or a living room). Feature actors performing scenes from their daily lives inside the booth.

Interactive Scenario:

Passers-by can engage by pressing play to watch the ongoing scene inside the booth. Participants reach decision points within the scenarios, where they must choose between two options (e.g., select violence or avoid it).

Filming and documentation, feedback and insights and final video production (same as the above)

Objectives

Raise Awareness: Increase awareness regarding the root causes and consequences of gender-based violence, tackling different aspects of violence.

Behavioural Change: Encourage the community, particularly men who are the main target, to reconsider their attitudes and actions, promoting positive behavioural change.

Engagement: Provide a platform for open dialogue and reflection on societal norms related to gender roles and gender-based violence.

Documentation: Film participants' reactions to assess the effectiveness of the experiment and gather insights.

Expected Deliverables

- A proposal document detailing the execution plan of the social experiment, with a clear, detailed budget for each deliverable
- Pre, during and post execution of the social experiment, including logistics and preparations, coordination, marketing and promotions
- To design and construct an interactive booth that is equipped with interactive technology
- Edited campaign videos (x3) to include an interactive element that allows the participant to choose from 2 possible scenarios
- High-quality footage of documented participants actions and reactions and interviews
- Promotional materials, including teasers and a final video that are in line with the marketing and promotion plan.

Timeframe & Location

Pre- selection:

- A meeting will be scheduled with service providers on January 30th 2024 at Plan International Lebanon premises prior to any selection in order to better understand the submitted proposals.

Preparations:

- 1st week of February: Meeting with the service provider to discuss the concept and scope of work
- 2nd-3rd weeks of February: Logistical preparations for the social experiment
- 4th week of February: Testing of the social experiment
- 1st week of March: Implementation
- 8 March: Launch of the social experiment

List of documents to be submitted with the RFQ

- CVs
- Example of previous work
- Reference
- Proposal document, detailing the execution timeline with budget, including daily fee rates, expenses, etc.
- Legal registration for registered companies, along the bank details .

Payment Terms

Please note that, if successful, Plan International's standard terms of payment are 30 days after the end of the month of receipt of invoice, or after delivery of the order, if later.

Withholding taxes 7.5% are applicable in the event where the service provider fails to provide the first Party with an invoice including the Ministry of Finance number (MOF) related to the profession documented with copy of the MOF certificate.

Plan International's Principles

The supplier must ensure compliance to Plan International's Non-Staff Code of Conduct.



Clarifications

Invited companies must ensure that their offer is complete and meets Plan International's requirements. Failure to comply may lead to the offer being rejected. Please therefore ensure that you read this document carefully and answer fully all questions asked.

If you have any queries in relation to your submission, or to any requirements of this tender, please contact us on the address provided on the first page of this RFQ document.

Thank you for your quotation.