

UNICEF Lebanon Terms of reference (TOR) for LTA

PROJECT/ASSIGNMENT TITLE: Long Term Agreement for creative services

WORKPLAN CODE NUMBER:

Specific Intervention Code:

Activity: Communication and Advocacy

Background and Purpose:

UNICEF is a United Nations agency that promotes the rights and wellbeing of every child. Together with partners, UNICEF works in 190 countries and territories to translate that commitment into practical action, focusing special effort on reaching the most vulnerable and excluded children, for the benefit of all children, everywhere.

For over 70 years, UNICEF Lebanon has been working with Government of Lebanon, UN agencies, international and local NGOs, universities and partners to promote and protect the rights of children in Lebanon. To meet the needs of over 1.4 million vulnerable children in Lebanon, UNICEF is providing interventions across key sectors including: Health and Nutrition, Education, Youth, Child Protection, Water, Sanitation and Hygiene and Social Protection.

The Advocacy and Communication section at UNICEF Lebanon works on the production of multimedia content contributing to communication, advocacy, and resource mobilization in support of the most vulnerable children. The compound crisis affecting the country has significantly increased the needs of multimedia production, designs as well as tailored campaign depending on the audience and objectives.

Accordingly, UNICEF seeks to establish long-term agreements (LTAs) with institutions/agencies based and registered in Lebanon to provide creative services. The LTAs will allow selected institutions to support UNICEF Lebanon with creative services for campaigns, projects, social media, initiatives, multimedia content....

Mandatory Conditions

- a. The agency applying should be based and duly registered in Lebanon
- b. The agency should be able to work using English and Arabic languages with teams composed of local Arabic native speakers.
- c. Having a Long-Term Agreement is not considered at any point a promise for signing contracts with UNICEF.
- d. All content and designs developed under this agreement remain the sole property of UNICEF.

Management and financial arrangements

- a. The LTA will be managed by the Advocacy and Communication team at UNICEF.
- b. The payment schedule will be agreed on before the signature of each individual contract based on deliverables.

Key tasks and deliverables:

The expected scope of work includes Creative and Design Services (products, projects, campaigns): conceptualization of multidisciplinary communication and advocacy campaigns, creative strategies for the promotion of specific UNICEF products of projects and other creative services relating to the branding/naming of such products and campaigns. This will also include graphic design services and layout of text documents either linked to campaigns or stand-alone products.

The expected outputs and actual deliverables will be defined for each activity separately at the time of a specific assignment agreed in the Contract. Despite this broad statement, bidders can expect deliverables to include conceptualization and creation of specific design assets and campaigns to communicate key messages around specific topics, including but not limited to UNICEF programmes and campaigns. The LTA holders should ensure high quality of work and strong collaboration with UNICEF during the implementation of the project. Meetings with UNICEF prior and during implementation of any contract under this LTA should be expected. Sub-contracting for specific tasks is conditional to UNICEF approval.

To engage with UNICEF on this scope of work, the contract holder would be expected to:

- Conceptualize and create specific communication and advocacy campaigns
- Design assets including infographics/fact graphs for print and digital,
- Layout and design reporting, information and communication material (banners, posters, booklets, leaflets, books, calendars, bulletins, reports and infographics, animated presentations, motion graphics) for printing and electronic distribution.
- Clear offline and final edits of all materials with UNICEF prior to production;
- Conceptualize and develop branding and graphic design of dedicated digital presences and other aspects of UNICEF's social media platforms
- Finalize approved versions of materials according to the schedule agreed with UNICEF, delivering hard copy and electronic copies to UNICEF;

Scope of tasks to be covered in the LTA with the institution / agencies as described in the objectives: Creative and Design Services (products, projects). Depending on the required activity, these tasks could be requested together as part of a comprehensive campaign or individually.

Mandatory Qualification Requirements:

Bidders are required to provide the following documents as part of the technical proposal for evaluation:

- Company Profile
- Portfolio of work

Evaluation process of the bids:

The bids will be evaluated based on this criteria. Technical evaluation will contribute 70% while Financial proposals will contribute 30%. Financial proposal should use the format in Annex 1.

Technical Evaluation Criteria		Max Points obtainable
1	Overall Response	5
1.1	Completeness of response and understanding of UNICEF requirements	5
2	Technical Expertise	65
2.1	Extensive experience (at least 5 to 8 years) and capacity to manage and implement communication and advocacy campaigns – demonstrated by portfolio. Each portfolio will be evaluated for creativity (20 points), innovation (15 points) and technical proficiency (20 points).	55
2.2	Evidence of previous work with UN agencies or other similar large scale humanitarian institutions: (up to 2 projects/initiatives = 5 points / up to 5 projects /initiatives = 7 points / more than 8 projects /initiatives = 10 points)	10
TOTAL		70

Passing score for technical evaluation is 49 points.

Financial evaluation is composed of 30 points. Only bidders who pass the technical evaluation will be considered.

Timing/Duration of LTA: 3 years renewable for 2 additional years based on office need, market price and satisfactory performance.

Duty Station: Lebanon

Administrative issue: NA

Conditions

All bidding agencies should be based and registered in Lebanon and speak Arabic.