|  |
| --- |
|  |

**Beirut, on January 12th , 2022**

|  |  |  |  |
| --- | --- | --- | --- |
|  | *Agence Française de Développement*  *Espace des Lettres* – Building E  Damascus Road, Beirut |  |  |
|  |  |  |
|  |  |  |

**Purpose of the letter**: Letter of consultation

**Consultation:** Call for proposal for a Media and Communications Agency to implement the Communication and Visibility Plan of the Technical Assistance Programme to Support Reforms in the Water and Wastewater Sector in Lebanon

Dear,

AFD has the honor to invite you to the above-mentioned consultation.

To this end, we kindly invite you to read the requirements described in this letter of consultation, as well as the attached files, which consist of:

* A draft contract for the provision of services;
* Terms of References;
* A financial annex.

# Purpose of the consultation

AFD is implementing a Programme, fully funded by the European Union and entitled ‘Technical assistance programme to support reforms in the water and wastewater sector in Lebanon’ to strengthen the Lebanese stakeholders in their respective functions as service operators (through the Water Establishments) and tutelage (through the Ministry of Energy and Water) as well as to support institutional and sectoral dialogue. The name of the Programme was abbreviated into ‘Water Reform Programme’.

AFD is therefore seeking out the services of a communication agency to implement the communication and visibility plan, set with and validated by the European Union for the duration of the Programme by developing contextualized communication materials and public awareness quick-impact communication campaigns mobilizing mass media, social media and interpersonal communication.

**For details of the services to be performed, refer to the attached file (Terms of References).**

Your proposal must meet the presentation requirements described in this consultation, and include any additional information you deem relevant.

# Consultation methods

A single service provider, the Consultant of the framework agreement, will be retained to perform all the services and guarantee the security of implementation during the entire period of execution of the framework agreement with purchase orders.

When a need is identified on the Programme, specific terms of reference will be shared with the Consultant, specifying the expected service and all the technical specifications related to the operation and at least:

* The purpose of the assignment, location and timeframe;
* A description of the project/task concerned;
* The purchase order with indication of the quantities requested;
* The nature and format of the expected deliverables.

**The language of the contract of the framework agreement will be in French, while the proposal could be written in French or English.**

However, the execution of the framework agreement requires the permanent use of the Arabic and English languages (with the less frequent use of French) in relations with the various stakeholders (documents, meetings, telephone calls, e-mails), especially for:

* Holding or participating in meetings;
* Drafting of deliverables;
* The progress report relevant to the executed services.

If an International Company decides to submit a proposal, it will be considered as an added-value if this Company collaborates with a local company and demonstrates how tasks will be split between the International Company and the local expertise.

The Programme interventions are anchored in AFD’s development approach and will fully consider the specific situations, perspectives, priorities and needs of the water and wastewater sector in Lebanon.

Due to the security risk in the area where the service will be performed, applications must meet the following criteria:

* The service provider has at least three professional experiences providing services in a similar security risk zone (an [orange / red] zone according to the MEFA classification[[1]](#footnote-1))
* The service provider has at least two permanent employees.

If selected, the service provider will provide the description of its safety device to the specialized external service provider recruited by AFD (and only to the service provider) who will be responsible for issuing recommendations.

**An application not meeting one of these two requirements will be rejected.**

# Sending conditions and deadline for submitting offers

Your offer must reach us **before February 02nd 2022 at 12:00 (Beirut time)** by e-mail (and use the standard Microsoft Office versions or equivalent) at the following address: [achatsafdbeyrouth@afd.fr](mailto:achatsafdbeyrouth@afd.fr)

The title / subject of the email must be:

CLB1105 - ORE/Agence Beyrouth/CLB1105/MLK/03/COM

In this case, your e-mail response should not exceed the size of 6 MB. If this should be the case, please split your response into several e-mails.

The period of validity of offers is set at 90 days from the deadline for receipt of offers.

# Offers and applications’ presentation

Interested consultants should submit the application documents and a detailed technical and financial proposal based on the following elements:

1. Application documents

* A sworn statement (*attestation sur l’honneur*) duly completed and signed (See annex n°1);
* Information concerning the economic and financial capacity of the company/entity or the umbrella company in the case of individual consultants:
  + - Declaration regarding the overall turnover, and where applicable regarding the services covered by this consultation, for the last three financial years available depending on the date of creation of the company or the start of the activity of the company, as much as the information on these turnover is available;
    - Appropriate declaration from banks, or where applicable, proof of professional risk insurance;

The contract holder must provide the following legalized documents before attribution of the framework agreement:

* Trade register if applicable (to be justified);
* Commercial circular (and Signing Authority officially notified in case the signatory of the offer is not the person designated in the commercial circular);
* Valid tax receipt from the Ministry of Finance if applicable (to be justified);
* Certificate of the VAT register;
* Valid CNSS discharge.

1. Technical and financial proposal’s plan

The offers must respect the following outline:

1. **Summary of your offer**

A.1 - Understanding of AFD's expectations

A.2 - Summary of the generic work methodology

1. **Strengths and added value of your offer to carry out this mission**
2. **Detailed description of your offer**

C.1 - Detailed description of the content of the methodology for executing assignments requested by purchase orders (Approach and steps, practical arrangements for piloting and coordinating the assignment, consultation and search for consensus, adherence to the schedule, etc.)

C.2 - Schedule of planned activities for the whole duration of the Programme. A tentative work plan and time schedule is required:

* Work plan of managing social media content;
* Work plan of managing a digital campaign (after receiving a brief);
* Work plan of development and production of multimedia content

C.3 - Means implemented (with constraints and limitations if applicable). The proposal shall include detailed breakdown of how the process of managing the deliverables mentioned above will be fulfilled

C.4 - Experiences of similar assignments

* References/links to three most recent projects (Social media activations, digital campaigns, creative concepts);
* Samples of materials that have been produced as well as samples of Community Strategies / Communication Plan developed;
* Sample of content development (creative copywriting in Arabic and English) for Social media including multimedia content;
* Biggest digital performances achieved for clients

C.5 - Identification and management of potential risks that may have one or more impacts on the mission

1. **Recommendations of the Service Provider for the successful execution of the assignment**
2. **Presentation of the team that will intervene on this mission**

E.1 - Constitution of the team and distribution of responsibilities among its members

E.2 - CV of the team leader (KE1) (three pages maximum) including a summary of similar assignments undertaken previously

E.3 - Support team (backstopping)

1. **Detailed financial proposal[[2]](#footnote-2)  (based on the attached financial annex)**

A Financial Proposal with a breakdown of all costs that are to be charged to AFD and based on deliverables and communication materials to be developed subsequent to the update of the communication plan should be submitted. An indication of unit costs should be provided.

1. **The service contract duly completed**

The answers to this consultation must be simple, concise and imperatively respect the imposed format.

# Offers’ evaluation

Proposals that are incomplete, delivered late or that do not meet the needs expressed by AFD will not be accepted.

Submissions will be evaluated in consideration of the Evaluation Criteria as stated below. Technical proposal will be evaluated on 70%, whereas the financial one will be evaluated on 30%.

Below is the breakdown of technical proposal on 100%, which will be adjusted to 70%:

|  |  |
| --- | --- |
| **Criterias** | **Weight** |
| Expertise of Firm / Organization | 20% |
| Proposed Methodology, Approach and Creative Plan | 60% |
| Management Structure and Key Personnel | 20% |
| Total | 100 % |

Financial Proposal (30%): To be computed as a ratio of the Proposal’s offer to the lowest price among the proposals received by AFD.

Proposals with a total ratio (Technical and Financial) lower than 65% will be rejected.

After reviewing the offers, AFD may request presentation and clarification meetings around the offers.

AFD also reserves the right to attribute the contract based on the initial offers, without negotiation.

If necessary, within these negotiations, the selected candidates can be invited as many times as necessary by the contracting authority, and this under the strict conditions of equality, to specify, supplement or modify their offer without making any substantial changes to the specifications.

A candidate refusing to negotiate will be deemed to have maintained his last offer.

AFD reserves the right to organize several rounds of negotiation with all of the selected candidates.

AFD reserves the right to request one or more service providers other than the initial contract holder, in the following cases:

* Following the absence of a response from the contract holder to the purchase orders, AFD will then reopen competition in its market outside the exclusivity reserved for the contract holder;
* Following the submission of inappropriate offers regarding the public procurement law.

# Request for information

Any question relating to this consultation may also be sent by e-mail to: [achatsafdbeyrouth@afd.fr](file:///\\LBBEYADM03\Agence\Projets\Projets%20AFD\3%20-%20En%20exécution\CLB%201105%20-%20Délégation%20de%20Fonds%20UE%20-%20Eau%20et%20Energie\D.%20Exécution%20technique\3.%20Contrats\4.%20Communication\1.%2020211123%20DCE%20publié\achatsafdbeyrouth@afd.fr)

The title / subject of the email must be:

CLB1105 - ORE/Agence Beyrouth/CLB1105/MLK/03/COM-QUESTIONS

Answers to candidates' questions will be sent exclusively by e-mail.

**It is strictly forbidden to call the premises and AFD employees about this offer.**

We remain at your disposal for any further information and please accept, Madam / Sir, our best regards.

AFD Beirut Office

**Annex 1 – SWORN STATEMENT MODEL**

Declaration of integrity, eligibility and environmental and social commitment

Call for proposal’s title: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Candidate’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. We certify that we are not, and that none of the members of our consortium and our subcontractors are, in any of the following cases:

1.1) are or have been the subject of bankruptcy, liquidation, judicial settlement, safeguard, cessation of activity or be in any similar situation resulting from a procedure of the same nature;

1.2) have been the subject of a conviction handed down for less than five years by a judgment having the force of res judicata in the country where the project is carried out or for any offense committed in the context of the award or execution of a market ;

1.3) appear on the financial sanctions lists adopted by the United Nations, the European Union and / or France, in particular with regard to the fight against the financing of terrorism and against attacks on international peace and security;

1.4) in professional matters, having committed serious misconduct during the past five years in the award or performance of a contract;

1.5) not having fulfilled our obligations relating to the payment of social security contributions or our obligations relating to the payment of our taxes according to the legal provisions of the country where we are established.

1.6) be subject to an exclusion decision pronounced by the World Bank, as of May 30, 2012, and appear as such on the list published at the electronic address http://www.worldbank.org/debarr ;

1.7) being guilty of misrepresentation in providing the information required in the context of the procurement process.

2. We are committed to respect and ensuring that all of our subcontractors respect the environmental and social standards recognized by the international community, including the fundamental conventions of the International Labor Organization (ILO) and the international conventions for the environmental protection, in accordance with the laws and regulations applicable to the country in which the Contract is carried out.

3. We, the members of our consortium and our subcontractors authorize AFD to examine the documents and accounting documents relating to the award and performance of the Contract and to submit them for verification to auditors appointed by AFD.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_as\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Duly authorized to sign the offer for and on behalf of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. French Ministry of Europe and Foreign Affairs, see regional maps of risk zones regularly updated on <https://www.diplomatie.gouv.fr/fr/conseils-aux-voyageurs/> [↑](#footnote-ref-1)
2. All costs incurred by the service provider relating to the conception of his proposal will be borne by the service provider [↑](#footnote-ref-2)