



SUPPORTING THE DEVELOPMENT OF SELECTED AGRO-FOOD VALUE CHAINS

Provision of technical assistance through fostering creativity and innovation in the Lebanese dairy sector

Call for Expression of Interest





CONTEXT

Lebanon is currently hosting 1.2 million refugees, which means an increase of its population of over 25%. Today, with no end in sight to the violence in Syria, communities inside Lebanon are reaching a critical point. Public services are overwhelmed, economic growth has faltered and unemployment is rising at record rates. Lebanese unemployment is estimated to be up to 20%. As social tensions grow, Lebanon is concerned to protect its stability.

In February 2016, in recognition of the protracted nature of the current crisis, the Lebanese Government presented a unified plan comprised of an ambitious five-year program, which puts a major focus on creating economic opportunities and jobs.

To respond to this development priority, UNIDO has recently signed with the Lebanese Government a Country Programming Framework aiming at stimulating manufacturing activities for job creation and income generation. One of the program's main components is the development of agro-industry value-chains, which is a primary pillar of the industrial economy in Lebanon constituting about 18.2% of total economic activities.

Since 2011, UNIDO has been supporting the agro-industrial sector through the Community Empowerment and Livelihoods Enhancement Project (CELEP) by helping local micro and small industries to cope with the crisis and by training unemployed affected communities on market-oriented professional skills in technical sectors. Through the three phases of CELEP, 68 SMEs and 20 agricultural cooperatives have been directly provided with technical assistance through providing specialized equipment, civil works, capacity building activities and innovation development.

Building on the UNIDO's expertise, this project will mainly consist of improving the quality chain of selected dairy products by providing a number of enterprises with technical assistance, innovative approaches and marketing tools.

Project objectives and expected outcomes

The Development objective of the project is to support and sustain the livelihood of the population and diversify the agro-food sector in all Lebanon, thereby generating employment opportunities and alleviating poverty in the country. This will be done through improving selected dairy processing facilities, especially MSMEs and possibly large factories, through the provision of technical assistance, innovative approaches and marketing tools.

The 12-months project will assist the selected agro-industrial enterprises from the dairy sector, enabling them to upgrade their production and integrate the global market. It is expected that 15-20 beneficiaries will be upgraded, directly generating 300 jobs.

Apart from the benefits of an increase in direct employment, the development of the targeted beneficiaries will have a multiplier effect in creating more jobs in food production especially for young and woman, as well as improving the quality of life of the rural population, increasing food supply and contributing to poverty reduction.

Furthermore, a specific training will be given to the selected MSMEs on how to market their processed products to be acceptable by consumer. This will definitely create more jobs and raise the standard living of the family members in the local communities. It is expected that 25-30 women to be empowered.



In parallel to the above outcomes, it is expected that the project develops the required human resources for proper operation of the agro-processing equipment introduced; training workers and technicians in new technologies/processes, making and assembling new products. Women will be highly encouraged to actively participate.

The project will actively engage all project partners throughout all stages of implementation on:

- (i) Community level with workshops to raise awareness and guide the overall implementation strategy and ;
- (ii) On the individual level with dialogues and input from the MSMEs and large dairy producers on the technical inputs, products development, innovation and business planning for each organization.

From here, the call of expression of interest will help us understanding the actual needs/demands of the producers and the market, the developing skills and know-how needs, and thus, promoting solutions to overcome these challenges.

Solutions to be provided by the project shall focus on product development, introduction of creativity tools, and innovation to the Lebanese packaging and labelling. This will be done, by setting up new marketable ideas in close coordination with the selected producers, and, ideas will be associated with technical know-how.

Expected Outputs and Results

The expected outputs and results of the project could be summarized as follows:

- 1. Beneficiaries in different Lebanese regions from the dairy industrial value chain to benefit from project intervention will be identified. The project will identify a number of targeted beneficiaries in all Lebanon following the evaluation of the call of expression of interest, jointly with the MoI.**

As a result:

- 15 to 20 beneficiaries MSMEs and possibly large factories from the dairy sector will benefit from the support.
- 25-30 woman will be involved in project activities.

- 2. Project beneficiaries provided with technical assistance on upgraded market-based skills focusing on product development, introduction of creativity tools, and innovation:**

As a result:

- A number of detailed work plan including activities specific per sector, the timetable, the responsibilities for each party, the performance indicators, etc. will be developed with each selected beneficiary.
- Beneficiaries will have their skills developed through the organization of training programs with specific focus on a group of women in rural areas and young people.
- At least 10 to 15 products upgraded with innovative and creative tools sector from the dairy sector.
- At least 5 new dairy products developed.

- 3. Increase economic opportunities in creating new jobs and accessing new markets:**

As a result:

- Jobs will be created especially in rural areas.
- MSMEs have developed innovative products, this will enable them to compete locally and internationally.



OBJECTIVE OF THE CALL

This “call for expression of interest” is addressed to **dairy producers** interested in receiving support and assistance from the project to improve their production in terms of quality, market positioning and innovation. Interested producers are invited to fill in the application form and submit the required documentation as indicated below.

The project will provide **technical assistance and support** specifically related to the following:

- a. **Technical assistance to improve quality, productivity and sustainability through specialized training, know-how transfer, product/package re-engineering and modernization, product upgrade or design at individual level;**
- b. **Facilitate market access through branding, communication and product positioning.**
- c. **Acquire new equipment for industrializing the new and innovative products created by the project.**

WHO CAN PARTICIPATE?

The call for expression of interest is open to **micro, small, medium and possibly large enterprises in the dairy value chain** located across all regions of Lebanon.

The enterprises applying should adhere to the following requirements:

- Having industrial permit from the Ministry of Industry;
- Active and engaged in the manufacturing of dairy products;
- Possessing various production lines of dairy products including white cheeses;
- Respecting the minimum food safety, hygiene and quality requirements;
- Possessing the basic automated equipment required for dairy production;
- Producing enough quantities for retail and/or wholesale;
- Having the possibility to become a model to others (pilot plant);
- Willing to create, develop or innovate new dairy product;
- Presenting a logical and applicable action plan with reasonable financial requirements.

SELECTION CRITERIA

To be selected:

The applying enterprises should correspond to the targeted thematic area of the project mentioned above.

The applying enterprises should commit to providing a share in the project and show willingness for the following:

- Capacity to expand and generate employment;
- Take part of the cost sharing mechanism (Invest in time and resources for product development or innovation) or cost-sharing in civil works and facility upgrading if/when needed;
- Contribution in marketing of the new created products;
- Collaborating with chefs/industrial designers on prototype creation;
- Capacity and willingness to do the required tests of the developed product(s);



- Sharing and working on original product recipes if/when needed;
- Making the facility available for prototype creation if/when needed;
- Adhering to environmentally friendly practices;
- Training staff on operations, safety and environment;
- Involving women directly or indirectly throughout the chain of production;
- Adhering to and considering food safety and quality standards if required.

Each proposal should be submitted by one **micro, small, medium or large enterprise** located in Lebanon.

An evaluation of the quality of proposals will be made on the basis of an **assessment of the enterprise initiative (form in Annex 1, English and Arabic versions)**.

Applications will be assessed according to the following qualitative and quantitative criteria:

1. Initiative feasibility and potential degree of success;
2. Initiative potential for innovation;
3. Differentiation and preservation of cultural heritage;
4. Economic impact and value chain leverage;
5. Sustainability, social impact and social responsibility;
6. Potential for cooperation and partnering with various stakeholders.

AWARD

The evaluation and ranking of the applications will be carried out by UNIDO against the established selection criteria. The Project Management Unit will then submit a shortlist for the final selection. Selected enterprises may be required to provide additional technical, legal and financial information.

TIMETABLE

Scheduled **start-up date** for the action: July 2018

The project is expected to be **completed** by: December 2018 (with possible extension)

Timeline for Selection:





APPLICATION

Submission of proposals

Applicants are strongly encouraged to submit a written application in accordance with the requirements in the call for proposal. To ensure consideration, your complete, detailed Call for Expression of Interest must be submitted in a sealed envelope to the following address: United Nations Industrial Development Organization (UNIDO), Ministry of Industry Building, 8th Floor, Sami El Solh Street, Beirut, Lebanon and with the below description:

Subject:

Call for Expression of Interest
Provision of technical assistance through fostering creativity and
innovation in the Lebanese dairy sector

Address:

United Nations Industrial Development Organization (UNIDO)
Ministry of Industry Building, 8th Floor, Sami El Solh Street, Beirut,
Lebanon. Tel: +961-1-423644

Attention:

Ms. Ruba Hajj Ahmad
National Project Coordinator
R.HAJAHMAD@unido.org

Deadline

The Deadline for Submission of the proposal with the expression of interest is:

9th of August 2018

Applications after the submission deadline will be invalidated.

Proposal Submission Set

The expression of interest should comprise: The full proposal submission set with the application form enclosed as an annex to the call for expression of interest.

For further information, please contact the National Project Coordinator. Contact details:

Ms. Ruba Hajj Ahmad
National Project Coordinator
United Nations Industrial Development Organization
Ministry of Industry Building, Sami El Solh Street, Beirut, Lebanon
Tel: +961-1-423644
R.HAJAHMAD@unido.org

Please make sure to provide complete, accurate data and contact details.





CONFIDENTIALITY

The information contained in proposals submitted for UNIDO's consideration will be held in confidence until all evaluations are concluded and an award has been made. All information received will be managed by UNIDO in a strictly confidential manner. Only aggregated data will be used for evaluation purposes.

