

Terms of Reference

National or International consultants: National

Description of the assignment (Title of consultancy): Marketing Strategy, Branding Development and Brand Registration for the United Cooperative Association of Beekeepers Coops in Akkar.

Project Title: Support to the Beekeepers Cooperatives in Akkar and Honey Value Chain (by creating winter pastures and providing transportation equipment)
Supporting Lebanese Host Communities Affected by the Syrian Crisis 00084708

Period of assignment/services: 4 months.

1. Background

The United Nations Development Programme jointly with the Ministry of Social Affairs (MoSA) launched in 2013 the "Lebanese Host Communities Support Project" (LHSP) as a comprehensive, coordinated and durable response towards the Syrian Crisis and its implications on the country. The project is developed under many guiding principles which drive the activities of UNDP to support Lebanon and the host communities, as well to support national and local institutions through capacity building to respond to the impact of the Syrian crisis in Lebanon and the pre-existing problems before the Syrian crisis and exacerbated by the current situation. These include: efficient utilization of funds by targeting the national and local mechanisms that can impact positively the response to the challenges, and have a multiplier effect across sections; and by targeting most vulnerable host communities; ensuring stakeholder participation in the affected areas in the identification, implementation and monitoring of interventions in a transparent manner; treating social stability as both a targeted activity as well as a cross cutting theme; and, developing local capacities to operate and maintain the interventions after completion to ensure sustainability.

The Project seeks to help increase stability, specifically in the areas affected by the Syrian crisis, through improving livelihood and service provision in a conflict sensitive manner. It aims at contributing to improved community security, economic recovery and social stability in the affected areas through a community-based approach which will increase livelihood options and local level service delivery.

Akkar is the Northern governorate in Lebanon, bordered by Homs (Syria) from the North, by the western mountain chain from the east, the Mediterranean Sea from the west and Minnieh Dannieh Casa from the south, typically known for its rural aspect.

It is worth mentioning that agriculture and other farming activities, represent a critical and very important source of income for the residents. The agriculture represents the main source of income for almost 20% of the population and represents a secondary source of income for the rest who are engaged in other temporary or permanent jobs.

Beekeeping was traditionally a flourishing and developed component in Akkar and Dannieh, and UNDP through the past 10 years, has implemented several activities and projects supporting the sector and the beekeepers to develop their skills and to improve the quality of their product.

Nowadays, the main problem facing the productivity of this sector is the lack of pastures, caused by several factors, among them:

- The urbanization of the villages that started to lose their rural characteristics, and where the biodiversity is highly affected;
- The pastures lost their diversity which is very important for the quality of the honey later and the health of the bees. (due to intensive mono production that is applied in the Akkar where we can find mainly, tobacco, potato, orange fields and green house plantations in Sahel Akkar, and fruit trees in higher altitudes);
- The competition for the available pastures between different beekeepers coming from Akkar and Dannieh since Akkar plain is the most planted region in the North;
- On the other hand, we can also see a shifting in the income generating activities due to complications facing the agricultural sector and the decrease in the profitability of the farmers, people and farmers' families tend to abandon the lands and replace it by other economic types such as small enterprises, trade, chicken farms and other activities which prove to be more secure and profitable.

The beekeepers, who usually need to move their beehives 3 to 4 times per year (to follow the pastures and escape the cold weather) were highly affected and started facing serious problems (lack of pastures) that consequently affected the growth of the sector.

Usually most of the beekeepers prefer to transport their beehives to Sahel Akkar during winters to seek better weather conditions and flowering plantation, yet the limited space obliged part of them to seek other places up to 400 meters (altitude).

One of the problems that Akkar region is facing is the disappearance of wild aromatic plants due to bad harvesting practices and lack of farming culture of such important plants.

Yet another problem emerged, which is the unregulated usage of the pesticides, and the placement of the beehives at the proximity of septic pits or open waste water canals, leading to more health and hygiene issues affecting the bees and the produced honey.

Moreover, other problems are affecting the honey value chain, and it is important to mention the marketing issue. Beekeepers are working on an individual level to market their production through personal connections and relations, which is affecting their pricing and their income, and this makes it harder for them to reach national and international markets leading to unsold production.

2. Scope of work, responsibilities and description of the proposed analytical work

- ✓ The Expert is expected to prepare the most suitable Marketing & Branding Strategy for the produce of the members and honey producers of **the United Cooperative Association of Beekeepers Coops in Akkar**, and to present schematic designs for the branding materials that will be used (brochures, leaflets, promotional items ...)
- ✓ The Expert will be responsible of the Brand Registration (as per the Lebanese Rules and Regulations) and coordinating with the Chamber of Commerce and Industry – QCC for Label Registration.

3. Expected Outputs and deliverables

The Expert will be responsible for the following:

Task 1: Perform sit visits to the Union of beekeeper's coops and any other relevant stakeholders;

Task 2: Organize focus groups' meetings with the beekeeper's cooperatives of Akkar and the beekeepers to generate a Situation Analysis Report, identifying the different produce and the marketing channels already used, including problems mapping they are facing during this process.

Task 3: Visit the Chamber of Commerce, Industry and Agriculture in Tripoli and the Quality Control Centre to understand better the collaboration concerning the sealing of the production and suggest coordination mechanism.

Task 4: Draft a comprehensive Marketing Plan (including Marketing Strategy, Brand Strategy Execution and Execution Penetration Plan) to include among other:

- Market Needs Assessment (situation analysis/ market analysis)
- Marketing objectives
- Competitive Advantage Analysis
- Core strategy (including target market and competitor targets)
- Marketing strategy (including all components of the marketing mix: Product, Price, Promotions, Sales Points, Potential Events and Exhibitions ...)
- Action and Implementation Plan
- Provide advice on which service providers to be used for the various activities within the marketing plan (at least 3 Service Provider per activity)
- Marketing Budget

Task 5: Provide a Brand Identity profile including 3 options of each shall be submitted for approval:

- Brand name
- Logo and Slogan

Task 6: Present the final approved version of the Brand Identity taking into consideration the comments shared by UNDP and the Union of beekeeper coops.

Task 7: Register the New Brand of the Union of beekeeper's coop as per Lebanese Rules and Regulations within the related Ministries and Authorities and the Label within the CCIAT – QCC. (Including Fees)

Task 8: Submit a draft report proposing 3 options for the Schematic Design of the branding materials:

- Brochure (including the development of content and the 3D representation of the products) or another proposed creative material.
- Banners / roll ups
- 5 Product Label designs plus 2 size adaptation for each, including the development of front label, as for the back label (the information will be provided by the chamber of commerce)
- Proposition of packaging and advertising materials (Promotion items and Packages mockups...)

Task 9: Provide the final approved version of all the branding materials taking into consideration the comments shared by UNDP and Union of beekeeper coops in High-Resolution blueprints files to UNDP and the beneficiaries for future usage.

Task 10: Propose a plan for the Launching Event of the New Brand and provide at least 3 Service Provider per activity.

Task 11: Submit a detailed project Completion and final Report, and present 2 Soft copies of all documents and material produces, with high resolution. Submissions should be done once approved and after incorporation of all comments made.

Deliverables/ Outputs	Estimated Duration to Complete	Target Due Dates	Review and Approvals Required <i>(Indicate designation of person who will review output and confirm acceptance)</i>
- Performing all site visits and focus groups (task 1 and 2)	3 weeks	3 weeks from contract signature	UNDP North Area Manager and the Agriculture technical filed officer in the North
- Meeting with chamber of commerce and proposing a coordination mechanism (task 3)	1 week	4 weeks from contract signature	UNDP North Area Manager and the Agriculture technical filed officer in the North
- Proposing marketing plan and brand identity (task 4, 5 and 6)	4 weeks	8 weeks from contract signature	UNDP North Area Manager and the Agriculture technical filed officer in the North
- Registration of the new brand created (task 7)	2 weeks	10 weeks from contract signature	UNDP North Area Manager and the Agriculture technical filed officer in the North
- Finalize the Schematic Design of the branding materials (task 8 and 9)	4 weeks	10 weeks from contract signature	UNDP North Area Manager and the Agriculture technical filed officer in the North
- Propose a plan for the Launching Event of the New Brand (task 10)	2 weeks	12 weeks from contract signature	UNDP North Area Manager and the Agriculture technical filed officer in the North
- Present the final report (task 11)	2 weeks	14 weeks from contract signature	UNDP North Area Manager and the Agriculture technical filed officer in the North

****The consultant could work on several tasks on the same time if suitable – as long as the total work shall not exceed 4 Months including the Final Report***

4. Institutional arrangements

The consultant will work under the direct supervision of UNDP North Area Manager and the Agriculture technical filed officer in the North

5. Duration of work

4 months starting from contract signature date

6. Duty station

Homebased with several visits to the site.

7. Requirements for experience and qualifications

I. Academic Qualifications:

- University Degree in Marketing, Business, Communication, or other direct related fields

II. Years of experience:

- 10 years of general experience required in the field of branding and marketing and sales.
- The consultant should demonstrate a track of record of success in the branding, marketing and sales of minimum 5 projects – List of projects and reference to be provided as proof,
- Honey Value Chain projects are an added value

III. Technical experience:

- Experience in Marketing Strategies Development, 3 Projects References to be provided from Agro-Food industry.
- Experience in designs and marketing materials showing visuals and a strong brand that reaches desired targets (Directly or through a Third-Party partner production house** – 3 Projects References and related portfolio of the projects to be provided.

IV. Competencies:

- Fluency in written and spoken English and Arabic.
- Effective oral and written communication skills.
- Ability to assume responsibility and to coordinate with others.
- Willing to travel to the project sites all over Lebanon mainly Akkar and North Lebanon.
- Attention to details and ability to handle tasks accurately.

8. Scope of Price Proposal and Schedule of Payments

the payment will be issued based on Lump Sum as per the below table

Deliverables	Time frame	Payments
Submission and approval of Tasks 1 to 7	2 months from contract signature date	70% of the total amount
Submission and approval of Task 8 –to 11	4 months from contract signature date	30% of the total amount

9. Criteria for selection of the best offers

This section should indicate all the criteria which shall serve as basis for evaluating offers, which may be done in either of the following manner:

- a) Combined Scoring method – where the qualifications and methodology will be weighted a max. of 70%, and combined with the price offer which will be weighted a max of 30%; using the following evaluation criteria

Criteria	Weight	Max. Point
<u>Technical Competence</u>	<u>70%</u>	100
Academic Qualifications: University Degree in Marketing, Business, Communication, or other direct related fields = 15 points		20

Masters degree = 20 points		
Years of Experience: 10 years of general experience required in the field of branding and marketing and sales = 20 points More than 10 years of experience = 25 points		25
Technical Experience: 5 projects in branding, marketing and sales (track of success records and Reference to be provided) = 15 points More than 5 projects = 20 points		20
Honey projects. (Please Provide Reference) = 5 points		5
Experience in Marketing Strategies Development, 3 references to be provided from Agro-Food industry (Please Provide Reference)		15
Experience in designs and marketing materials showing stunning visuals and a strong brand that reaches desired targets (Directly or through a Third-Party partner production house). 3 references and related portfolio of the projects to be provided. (Please Provide Reference)		15
<i>Financial (Lower Offer/Offer*100)</i>	<u>30%</u>	30
<u>Total Score</u>	Technical Score * 0.7 + Financial Score * 0.3	