



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 28 June 2019

Reference: LBN/CO/IC/88/19

Country: Lebanon

Description of the assignment: National consultant - Marketing Strategy, Branding Development and Brand Registration for the United Cooperative Association of Beekeepers Coops in Akkar.

Project name: Supporting Lebanese Host Communities Affected by the Syrian Crisis 00084708.

Period of assignment/services: 4 months.

Proposals should be submitted online through the UNDP job site at <https://jobs.undp.org/> no later than; **12 July 2019 at 11:59 PM Beirut Local Time. Proposals will not be received through email.**

Any request for clarification must be sent in writing to the e-mail Procurement.lb@undp.org. The UNDP Procurement Unit will respond in writing by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants.

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.

For additional information, please refer to ANNEX I – Terms of Reference

3. 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.

4. DOCUMENTS TO BE INCLUDED WHEN SUBMITTING THE PROPOSALS.

Interested individual consultants must submit the following documents/information to demonstrate their qualifications:

(I). Technical **Proposal**:

(i) **Letter to UNDP Confirming Interest and Availability for the Individual Contractor (IC) Assignment**

(ii) **Explaining why** you are the most suitable for the work

(iii) Provide a reference for each of the mentioned required technical experience in Section 9 of the TOR.

(iv) P11 (Personal History Form) including past experience in **similar projects** and at least **3 references**, mentioning the references' e-mails addresses.

5. FINANCIAL PROPOSAL

- **Lump sum contracts**

The financial proposal shall specify a total lump sum amount, and payment terms around specific and measurable (qualitative and quantitative) deliverables. Payments are based upon output, i.e. upon delivery of the services specified in the TOR as follows:

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

In order to assist the requesting unit in the comparison of financial proposals, **the financial proposal shall include a breakdown of this lump sum amount (including travel, per diems, and number of anticipated working days)**. The financial proposal shall be presented using the enclosed format of Appendix a - Annex III.

Travel:

All envisaged travel costs must be included in the financial proposal. This includes all travel to join duty station/repatriation travel. In general, UNDP should not accept travel costs exceeding those of an economy class ticket. Should the IC wish to travel on a higher class he/she should do so using their own resources.

In the case of unforeseeable travel, payment of travel costs including tickets, lodging and terminal expenses should be agreed upon, between the respective business unit and Individual Consultant, prior to travel and will be reimbursed.

6. EVALUATION

Individual consultants will be evaluated based on the following methodology:

Cumulative analysis

When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as:

- a) responsive/compliant/acceptable, and
- b) Having received the highest score out of a pre-determined set of weighted technical and financial criteria specific to the solicitation.

** Technical Criteria weight; [70%]*

** Financial Criteria weight; [30%]*

Only candidates obtaining a minimum technical score of 70 points would be considered for the Financial Evaluation.

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 Masters degree = 20 points		20
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
<u>Financial (Lower Offer/Offer*100)</u>	<u>30%</u>	30
<u>Total Score</u>	Technical Score * 0.7 + Financial Score * 0.3	

How to apply:

The consultancy is open for all national consultants who meet the selection criteria and propose a competitive fee. Interested consultants are requested to apply only through this UNDP jobs portal.

Submissions through any other media will not be considered.

The application must include all of the following documents:

1. P11,
2. Reference for required technical experience,
3. Annex 3 (Offerors Letter) and
4. Financial proposal

All files shall be submitted in one single document and uploaded as word or PDF file to the UNDP job site.

It has been observed that bidders don't submit all requested documents and thus reducing their chance to be selected for a contract with UNDP. before you submit your offer please revise that the application is complete and comprises all four (4) documents.

Incomplete applications will not be considered.

ANNEXES

ANNEX I - TERMS OF REFERENCE (TOR)

ANNEX II - INDIVIDUAL CONSULTANT CONTRACT AND GENERAL TERMS AND CONDITIONS

ANNEX III - OFFEROR'S LETTER TO UNDP CONFIRMING INTEREST AND AVAILABILITY FOR THE INDIVIDUAL CONTRACTOR (IC) ASSIGNMENT

