



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 14 January 2021

Reference: LBN/CO/IC/12/21

Country: Lebanon

Description of the assignment: National Facebook and social media advertisement and optimization consultant.

Project name: Anti-Corruption for Trust in Lebanon (ACT Lebanon) ID 00122350.

Period of assignment/services: 2 months - 20 working days.

Proposals should be submitted online through the UNDP job site at <https://jobs.undp.org/> no later than; **22 January 2021 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

UNDP launched the Anti-Corruption for Trust in Lebanon Project in March 2019 to support key anti-corruption stakeholders in Lebanon to maintain the momentum for national dialogue and capacity development to implement the country's first-ever national anti-corruption strategy 2020 - 2025 that was formally adopted in May 2020.

The Project focuses on the achievement of four outputs:

Output1: Capacity to oversee and monitor national anti-corruption strategy institutionalized and supported.

Output2: Specialized anti-corruption legislations enacted and supported for effective implementation.

Output 3: National Anti-Corruption Institution operationalized and strengthened.

Output 4: Corruption risk management mechanisms integrated in key vulnerable sectors.

The project directly contributes to reinforcing Lebanon's ability to implement the UNCAC and work towards achieving the Sustainable Development goals (SDGs), particularly SDG 16.

Lebanon has become a State Party of the UN Convention against Corruption in 2009 and has endorsed the 2030 Agenda for Sustainable Development and the SDGs on September 2015. Additionally, at the national level, Lebanon has taken an important step by endorsing the National Anti-Corruption Strategy and its implementation plan as mentioned above.

Moreover, Lebanon is moving forward in the legislative anti-corruption agenda, as the Lebanese Parliament passed the Access to Information Law (Feb. 2017), the Public Private Partnership Law (Sept 2017), a law to strengthen transparency in the oil sector (Sept 2018) and the Whistleblowers' Protection Law (Oct. 2018), in addition to the Illicit Enrichment Law (September, 2020)

Despite those positive developments, there are still efforts to further advance this agenda in Lebanon such as adoption of key legislation part of the anti-corruption basket of laws.

In order to raise awareness on the above, ACT project has produced several anti-corruption videos and chatbot that are intended to be launched to the public in January 2021. A Digital campaign strategy has been developed for that purpose and will be used as the basis for implementation.

In this framework, ACT project seeks a consultant services to deploy/implement the existing digital campaign strategy, and to report on campaign performance and objectives.

2. SCOPE OF WORK, RESPONSIBILITIES AND DESCRIPTION OF THE PROPOSED ANALYTICAL WORK

Under the substantive guidance of the project manager of ACT Lebanon Project, the consultant is expected to complete the following task:

Task 1: Deploy/implement the digital campaign strategy that is already developed. This shall include on-site training and UNDP personnel walkthrough and institutionalizing an internal structure for future targeting & campaign management.

Task 2: Advise the UNDP ACT team when the project is in the process of implementing the strategy and deliver a report on insights and analysis of the efficiency of the strategy, and the behavior of targeted individuals on the findings resulting from the implemented strategy. The 14 Anti-Corruption videos (Long- and Short-Term Videos available in English and Arabic) in addition to the chatbot on anti-corruption.

- 7 videos in Arabic with Arabic subs (long form 2 min – short form 45 sec)

- 7 videos in Arabic with English subs (long form 2 min – short form 45 sec)
- Chat-bot on anti-corruption where an ad video will be produced to promote it, thus to be included in the campaign as well.

The above shall also include recommendations on improvements & best practices, Weekly feedback calls and a report on campaign performance and objectives.

Methodology:

- The consultant shall work closely with the ACT project manager and the focal point from the Accelerator Lab and communications team to prepare for and execute the above-mentioned task.
- The consultant shall coordinate closely with and provide regular updates to the project manager of the ACT Lebanon Project.

References:

During the period of assignment, the consultant should refer to, but not be limited by, the following sources of information:

- Digital campaign strategy previously developed.
- Videos on anti-corruption previously prepared by the Project.
- Chatbot on anti-corruption

Additional Information:

The consultant is responsible for any additional assistance needed for the completion of his/her tasks.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

Bachelor's Degree in Media, Communication, Computer Science, or any related fields.

II. Years of experience:

A minimum of 3 years of experience in setting and executing communication strategies/analysis.

III. Technical experience:

- Extensive experience in digital marketing in the Lebanese context is highly needed
- Excellent qualification in mass communication, advertising, communication analysis and planning, and marketing.
- Experience in conducting deployment analysis of digital campaigns.

- Knowledge of Anti – Corruption concepts in general and anti – corruption initiatives in Lebanon
- Previous experience in/knowledge about UN projects is an asset.

IIV. Competencies:

- Excellence in written and verbal communication and in interpersonal relationships,
- Excellent writing skills in Arabic and English,
- Knowledge and practical experience in publishing demonstrated capacity to innovate and think creatively,
- Strong organizational and problem-solving skills,
- Ability to adapt quickly to new work environments, to establish and maintain good work relations with individuals of differing backgrounds, and to work under pressure.

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

5. FINANCIAL PROPOSAL

- **Contracts based on daily fee**

The financial proposal will specify the daily fee, travel expenses and per diems quoted in separate line items, and payments are made to the Individual Consultant based on the number of days worked.

The Contract will specify a daily fee, and monthly payments will be made to the awarded Individual Consultant as follows:

Daily Fee x Number of Days Worked per Month = Monthly Payment

In this respect, the consultant shall take into consideration the following:

- A daily working fee must be all inclusive;
- An IC time sheet must be submitted by the Contractor.

In order to assist the requesting unit in the comparison of financial proposals, the financial proposal shall be presented using the 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>	70%	100
<ul style="list-style-type: none"><i>Educational background:</i> <i>Bachelor: 14 points</i> <i>Master: 17 points</i>	20%	20

<i>PhD: 20 points</i>		
<ul style="list-style-type: none"> <i>Years of experience:</i> 3 to 5 years of experience 14 points 5 to 7 years of experience= 17 points 7 years and more= 20 points 	20%	20
<ul style="list-style-type: none"> <i>Technical experience:</i> <ul style="list-style-type: none"> – 20 points: experience in digital marketing in the Lebanese context – 10 points: mass communication, advertising, communication including ad management in terms of monitoring and optimization. – 10 points: Experience in conducting deployment analysis of digital campaigns (e.g. reach, video views, conversions, etc.) – 10 Knowledge about Anti-Corruption concepts in general and anti- corruption initiatives in Lebanon – 10 points: knowledge/ experience in UN projects 	60%	60
<i><u>Financial</u> (Lower Offer/Offer*100)</i>	<u>30%</u>	100
<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. Annex 3 (Offerors Letter) and
3. 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 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