



INDIVIDUAL CONSULTANT PROCUREMENT NOTICE

Date: 17 June 2021

Reference: LBN/CO/IC/140/21

Country: Lebanon

National or International consultant: National or Lebanese Resident

Description of the assignment: LTA – Graphic Designer for campaigns and communication materials

Project name: Lebanon Environmental Pollution Abatement Project (LEPAP)

Period of assignment/services: 3 years. The initial duration of the LTA is one year and will be extendable upon satisfactory performance of the LTA holder.

Proposals should be submitted online through the UNDP job site at <https://jobs.undp.org/> no later than; **08 July 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

In order to ensure a smooth transition for Lebanon towards environmental sustainability, the Government of Lebanon, through the Ministry of Environment (MoE) has requested the support of the World Bank (WB) and the Italian Government to establish the Lebanon Environmental Pollution Abatement Project (LEPAP) as a national initiative to respond to the challenges for promoting the financial and environmental sustainability of the industrial sector in Lebanon.

The LEPAP was initiated by the MoE in 2014 and consists of two main components: (A) Technical Assistance Component funded by the Italian Agency for Development Cooperation (AICS), and (B) Investment Component funded by the WB. LEPAP is being implemented by the United Nations Development Program (UNDP) in close partnership with the Ministry of Finance (MoF) and Banque du

Liban (BDL). The LEPAP aims at reducing industrial pollution in targeted industrial enterprises and will contribute to strengthening the monitoring and enforcement capabilities of the MoE.

Under the technical assistance component, the AICS has approved the allocation of a financial contribution to UNDP to provide technical assistance to the project's beneficiaries mainly the MoE and the concerned industries and to support in the overall management of the project's activities. These ToRs relate to the technical assistance component of the project.

The Project has recently developed a communication strategy and is starting to implement some of its components. Among those, the development of factsheets about the financed interventions, launching of success stories/videos, improvements to the website and others.

To visualize the LEPAP achievements and better present the success stories, a Graphic Designer (referred to as "Individual Consultant (IC)") will be recruited to support the LEPAP team in designing any publications and published information, any graphics or creative applications needed to implement the strategy including but not limited to flyers, factsheets and manuals prepared under the Project.

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

The Consultant shall perform all the services/work as necessary to fulfill the objectives of the consultancy contract under the overall guidance of the UNDP LEPAP Monitoring and Evaluation (M&E) Officer and in coordination with the UNDP Communication Officer.

The Consultant will be expected to carry out tasks such as:

- Create different visual storytelling materials such as 2D/3D animation videos (up to 2min maximum) following UNDP's guidelines. The consultant will be responsible of creating the storyboard, developing visual frames and motion.
- Combine footages and/or visuals with text on screen and add a voice over/music. The consultant will be responsible of providing the material needed, the UNDP team will provide the technical data.
- Designing a campaign or material for an event. This task includes preparing the visual concept of the campaign and its various adaptations such as: email invitation, roll-up banner, zoom backgrounds, newsletter banner, facebook ad visuals and posts, website landing page, an event's introduction, a thank you note and adding a cover/credits pages to the recorded event (if any).
- Editorial design following UNDP's and donors' requirements and policies. This task includes the design of fact sheets, leaflets, one-page summary, presentations, reports and publications.
- Design social media posts. The consultant will be responsible of translating the data provided by the team into visuals (being infographics or GIFs or others). The artworks may be also used in reports published by the project.

- Prepare informative and/or infographic set of posters. The consultant will be responsible of translating the data provided by the team into textual and graphic elements.

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

3. REQUIREMENTS FOR EXPERIENCE AND QUALIFICATIONS

I. Academic Qualifications:

BA in Graphic Design, a Master's Degree in Graphic Design or relevant field is a plus.

II. Years of experience:

Minimum 5 years of professional experience in graphic design.

III. Technical experience:

- Proven theoretical and practical expertise in communication and graphic design
- Proficient use of Adobe's Photoshop, InDesign, Illustrator, After Effect
- Good experience in conceptualising, developing and implementing communication campaigns
- Good experience in designing the various components of a communication campaign and its various creative applications
- Good experience in typography, logo design, color, image selection, print production, layout design
- Good understanding of UNDP and other development programmes guidelines is a plus

IIV. Competencies:

- Ability to grasp complex issues, concepts and strategies and to translate/communicate these concepts into visual materials
- Excellent visual, written and oral communication skills.
- Proven creative and graphic design skills backed up by a good portfolio
- Experience working on content that appeals to wide audiences
- Ability to work effectively independently
- Ability to work on multiple projects simultaneously and independently.
- Good management and communication skills.
- Show a clear and mature style of design, demonstrating an understanding of the communication requirements of UNDP.
- Must have a positive can do attitude.

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

- **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:

Deliverable	Required deliverables minimum specifications	Estimated quantity over the LTA period	Estimated duration of completion of each item from PO issuance
A	Create different visual storytelling materials such as 2D/3D animation videos (up to 2min maximum) following UNDP's guidelines. The consultant will be responsible of creating the storyboard, developing visual frames and motion.	20 videos	10 working days. Draft 1 to be presented within one week of request. Final draft to be presented within 4 weeks of request.
B	Combine footages and/or visuals with text on screen and add a voice over/music. The consultant will be responsible of providing the material needed, the UNDP team will provide the technical data.	10 videos	8 working days. Draft 1 to be presented within one week of request. Final draft to be presented within 4 weeks of request.
C	Designing a campaign or material for an event. This task includes	10 events	6 working days.

	preparing the visual concept of the campaign and its various adaptations such as: email invitation, roll-up banner, zoom backgrounds, newsletter banner, facebook ad visuals and posts, website landing page, an event's introduction, a thank you note and adding a cover/credits pages to the recorded event (if any).		The material should be finalized at least 2 weeks before the event.
D	Editorial design following UNDP's and donors' requirements and policies. This task includes the design of fact sheets, leaflets, one-page summary, presentations, reports and publications.	20 publication designs	5 working days
E	Design social media posts. The consultant will be responsible of translating the data provided by the team into visuals (being infographics or GIFs or others). The artworks may be also used in reports published by the project.	20 visuals	2 working days
F	Prepare informative and/or infographic set of posters. The consultant will be responsible of translating the data provided by the team into textual and graphic elements.	20 posters	3 working days

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>	70%	100
• Criteria A: Academic qualifications BA in Graphic Design: 20 points Master's degree in graphic design or relevant field: 30 points		30
• Criteria B: Years of relevant experience in the field At least 5 years of professional experience in graphic design: Less than 5 years: 0 points 5-7 years: 10 points		15

8+ years: 15 points		
• Criteria C: Technical Experience <ul style="list-style-type: none"> - Proficient use of Adobe's Photoshop, InDesign, Illustrator and After Effect softwares: 10 points - At least 3 years in conceptualizing, developing and implementing communication campaigns: 10 points - At least 5 years of experience in typography, logo design, color, image selection, print production, layout design: 15 points - UNDP or other UN agencies' experience is a plus: 10 points 		45
• Criteria D: Competencies <ul style="list-style-type: none"> • Proven creative and graphic design skills backed up by a sufficient portfolio: 5 points • Experience working on content that appeals to wide audiences: 5 points 		10
<u>Financial (Lower Offer/Offer*100)</u>	<u>30%</u>	<u>100</u>
<u>Total Score</u>	Technical Score * 0.7 + Financial Score * 0.3	

Type of LTA:	
Single vendor LTA	x

How to apply:

The consultancy is open for all national or Lebanese Resident 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. Technical Proposal
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

ANNEX III

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

Date _____

**Celine Moyroud
Resident Representative
United Nations Development Programme
Arab African International Bank Building
Riad El Solh Street, Nejme, Beirut 2011 5211
P.O. Box 11-3216 Beirut, Lebanon**

Dear Sir/Madam:

I hereby declare that:

- a) I have read, understood and hereby accept the Terms of Reference describing the duties and responsibilities of a **Graphic Designer for campaigns and communication materials on an LTA basis** under Lebanon Environmental Pollution Abatement Project (LEPAP) project.
- b) I have also read, understood and hereby accept UNDP's General Conditions of Contract for the Services of the Individual Contractors;
- c) I hereby propose my services and I confirm my interest in performing the assignment through the submission of my CV or Personal History Form (P11) which I have duly signed and attached hereto as Annex 1;
- d) In compliance with the requirements of the Terms of Reference, I hereby confirm that I am available for the entire duration of the assignment, and I shall perform the services in the manner described in my proposed approach/methodology which I have attached hereto as Annex 3;
- e) I hereby propose to complete the services based on the following payment rate : *[pls. check the box corresponding to the preferred option]:*

☐ A total lump sum of _____ *[state amount in words and in numbers, indicating exact currency]*, payable in the manner described in the Terms of Reference.

f) For your evaluation, the breakdown of the abovementioned all-inclusive amount is attached hereto as Appendix a;

g) I recognize that the payment of the abovementioned amounts due to me shall be based on my delivery of outputs within the timeframe specified in the TOR, which shall be subject to UNDP's review, acceptance and payment certification procedures;

h) This offer shall remain valid for a total period of 90 days after the submission deadline;

i) I confirm that I have no first degree relative (mother, father, son, daughter, spouse/partner, brother or sister) currently employed with any UN agency or office *[disclose the name of the relative, the UN office employing the relative, and the relationship if, any such relationship exists]*;

j) If I am selected for this assignment, I shall *[pls. check the appropriate box]*:

☐ Sign an Individual Contract with UNDP;

☐ Request my employer *[state name of company/organization/institution]* to sign with UNDP a Reimbursable Loan Agreement (RLA), for and on my behalf. The contact person and details of my employer for this purpose are as follows:

k) I hereby confirm that *[check all that applies]*:

☐ At the time of this submission, I have no active Individual Contract or any form of engagement with any Business Unit of UNDP;

☐ I am currently engaged with UNDP and/or other entities for the following work :

Assignment	Contract Type	UNDP Business Unit / Name of Institution/Company	Contract Duration	Contract Amount

☐

I am also anticipating conclusion of the following work from UNDP and/or other entities for which I have submitted a proposal :

Assignment	Contract Type	Name of Institution/ Company	Contract Duration	Contract Amount

- l) I fully understand and recognize that UNDP is not bound to accept this proposal, and I also understand and accept that I shall bear all costs associated with its preparation and submission and that UNDP will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process.
- m) **If you are a former staff member of the United Nations recently separated, pls. add this section to your letter:** I hereby confirm that I have complied with the minimum break in service required before I can be eligible for an Individual Contract.
- n) I also fully understand that, if I am engaged as an Individual Contractor, I have no expectations nor entitlements whatsoever to be re-instated or re-employed as a staff member.
- o) UNDP is committed to provide security measures for all Contractors and to address the issue of Harassment, Sexual Harassment, Discrimination, and Abuse of Authority. Therefore, I confirm that if I am engaged as an Individual Contractor, before signing the contract, I will have to pass the online BSAFE training course (ca. 2 hrs) and the online training course (ca. 90 min) on prevention of sexual exploitation and abuse (PSEA) that can be accessed through the UNICEF learning platform at <https://agora.unicef.org/login/signup.php>

Full Name and Signature:

Date Signed:

Annexes *[pls. check all that applies]:*

- ☐ Duly signed P11 Form, in addition to at least 3 References' e-mails addresses
- ☐ Breakdown of Costs Supporting the Final All-Inclusive Price as per Template
- ☐ Brief Description of Approach to Work (if required by the TOR)

APPENDIX a

BREAKDOWN OF COSTS SUPPORTING THE ALL-INCLUSIVE FINANCIAL PROPOSAL

A. Breakdown of Cost by Deliverables:

Deliverable	Required deliverables minimum specifications	Estimated quantity over the LTA period	Unit Price	Total Price
A	Create different visual storytelling materials such as 2D/3D animation videos (up to 2min maximum) following UNDP's guidelines. The consultant will be responsible of creating the storyboard, developing visual frames and motion.	20 videos		
B	Combine footages and/or visuals with text on screen and add a voice over/music. The consultant will be responsible of providing the material needed, the UNDP team will provide the technical data.	10 videos		
C	Designing a campaign or material for an event. This task includes preparing the visual concept of the campaign and its various adaptations such as: email invitation, roll-up banner, zoom backgrounds, newsletter banner, facebook ad visuals and posts, website landing page, an event's introduction, a thank you note and adding a cover/credits pages to the recorded event (if any).	10 events		
D	Editorial design following UNDP's and donors' requirements and	20 publication designs		

	policies. This task includes the design of fact sheets, leaflets, one-page summary, presentations, reports and publications.			
E	Design social media posts. The consultant will be responsible of translating the data provided by the team into visuals (being infographics or GIFs or others). The artworks may be also used in reports published by the project.	20 visuals		
F	Prepare informative and/or infographic set of posters. The consultant will be responsible of translating the data provided by the team into textual and graphic elements.	20 posters		

Full Name and Signature:

Date Signed:
