

UNICEF Lebanon Terms of reference (TOR) for Long Term Arrangement (LTA) with institutions and/or individual consultants for BRANDING and DESIGN services

PROJECT / ASSIGNMENT TITLE:

The Long-Term Arrangement is for the provision of a variety of services relating to Branding and Design Services (products, projects, campaigns)

WORKPLAN CODE NUMBER:

Specific Intervention Code:

Activity: External Communication

BACKGROUND AND OBJECTIVES:

UNICEF IN LEBANON:

UNICEF has a presence in Lebanon since 1948 providing key assistance in health, water and sanitation as well as demining in many parts of the devastated country.

Since the start of the crisis in Syria the country office works closely with the Government of Lebanon, UN agencies, international and local NGOs, Lebanese universities, and other partners to reach the most vulnerable Lebanese children, children displaced by the conflict in Syria, and Palestine refugee children.

To meet the needs of over 1.4 million vulnerable children in Lebanon, UNICEF is providing interventions across key sectors including: Health and Nutrition, Education, Youth, Child Protection, Water, Sanitation and Hygiene (WASH) and Basic Assistance.

The systemic resource and capacity gaps that persist across the country, affecting access to and quality of social and protective services for children and their families, have been amplified by the Syrian conflict and the influx of refugees.

As a result of all these factors, UNICEF, the Government, civil society and the international community have agreed to develop durable crisis response strategies prioritizing the strengthening of the country's national institutions, systems and organizations.

LOCAL BRAND CONTEXT:

While UNICEF had established itself as an actor for, and on behalf of, children for over 70 years of its work in Lebanon, the current need to respond to the refugee crisis has diluted the brand from its original strong association with Child Rights to a humanitarian aid organization responding to the needs of the refugee crisis.

This shift in brand perception is the challenge that UNICEF in Lebanon aims to address through a comprehensive multi-year brand re-positioning exercise.

We not only aim to reconnect with our essential 'DNA' again i.e. child rights and equity; but also establish the organization as the knowledge broker on all children in Lebanon and be the organization sought out by the future champions of children and children's rights. A UNICEF that works with Lebanon's youth for all children in Lebanon.

The fundamental mission of UNICEF is to promote the rights of every child, everywhere, in everything the organization does. Emphasizing the most disadvantaged and excluded children and families.

UNICEF is mandated by the United Nations General Assembly to advocate for the protection of children's rights, to help meet their basic needs and to expand their opportunities to reach their full potential.

UNICEF is guided by the Convention on the Rights of the Child and strives to establish children's rights as enduring ethical principles and international standards of behavior towards children.

OBJECTIVES OF THE LONG-TERM ARRANGEMENT/

Within the scope of UNICEF's mandate and interventions the Lebanon Country Office launches each year a number of campaigns and special projects for which the organization requires:

- **Creative and Design Services (products, projects):** conceptualization of multidisciplinary graphic design services for the promotion of specific UNICEF products and other creative services relating to the branding/naming of such products and projects.

SCOPE OF WORK AND DELIVERABLES:

To engage with UNICEF on this scope of work, the contract holder would be expected to:

- Conceptualize and create specific graphic design assets including infographics/fact graphs for print and digital, to communicate key messages around specific topics, including but not limited to UNICEF programmes and campaigns.
- Layout and design reporting, information and communication material (banners, posters, booklets, leaflets, books, calendars, bulletins, reports and infographics, animated presentations, motion graphics) for printing and electronic distribution.
- Clear offline and final edits of all materials with UNICEF prior to production;
- Finalize approved versions of materials according to the schedule agreed with UNICEF, delivering hard copy and electronic copies to UNICEF;

Scope of tasks to be covered in the LTA with the institution or individual consultant as described in the objectives: **Creative and Design Services (products, projects)**. Depending on the required activity, these tasks could be requested together as part of a comprehensive campaign or individually.

Timing: The duration of the LTA if with an institution is anticipated for 2 years and might be extended by one additional year, upon satisfactory performance and the ongoing need for such services. For individual consultancy the duration is for 11.5 months.

Qualification Requirements:

- Proven experience in designing below the line products including reports.
- Experience with UN Agencies is an asset.

Bidders are required to provide Profile and Portfolio of work as part of the technical proposal for evaluation.

PRICE SCHEDULE

The financial schedule is based on a daily rate per person who are involved in the above activities. The financial bid should specify the allocated time to complete the job:

- o *Graphic designer Rate per day: USD XXXXXXXX*

EVALUATION CRITERIA

The technical criteria will be composed of 70 points with a pass mark of 49 points

Bidders are requested to submit an example pitch based on the below criteria as well as a portfolio and the company's staffing structure.

Technical evaluation criteria	Points
Technical Expertise (55 points): The below criteria will be taken into consideration when evaluating the portfolio... Each will be evaluated for creativity (20	70

points), innovation (15 points) and technical proficiency (20 points).

- Relevant work experience with the United Nations or Humanitarian organizations and NGOs. **(10 points)**.
(up to 2 projects/initiatives = 5 points /
up to 5 projects /initiatives = 7 points /
more than 8 projects /initiatives = 10 points)
- Completeness of technical submission = 5 points

Only bidders obtaining the minimum pass mark in the technical evaluation (49 points) will be considered for the financial evaluation.

Financial evaluation is composed of 30 points. The lowest financial offer will obtain 30 points.