Forms of Request for Proposal (RFP) for the Implementation of a Marketing and Communication Campaign for the Promotion of Italian Energy-Efficient Home Appliances in Lebanon

Prepared by the Lebanese Center for Energy Conservation (LCEC)

January 2024

Beirut, Lebanon

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## Annex B – Financial Proposal

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Item No.** | **Description of Goods and/or Services** | **Quantity** | **Unit Price (Euro)** | **Total Price (Euro)** |
| 1 | Agency Fees | lumpsum |  |  |
| 2 | Program’s visual identity | lumpsum |  |  |
| 3 | Design of marketing material (brochures, flyers, posters, stickers, etc... ) | lumpsum |  |  |
| 4 | Printing of Roll up banners | 50 |  |  |
| 5 | Printing of brochures | 1,000 |  |  |
| 6 | Printing of stickers | 1,000 |  |  |
| 7 | In-store branding | 20 |  |  |
| 8 | Design and printing of coupons | 6,000 |  |  |
| 9 | Design of Social media content and layouts | lumpsum |  |  |
| 10 | Online advertisement strategy, including but not limited to online ads | lumpsum |  |  |
| 11 | Design of short promotional videos | 3 |  |  |
| 12 | SMS for advertisement | 200,000 |  |  |
| 13 | A mix of media platforms, such as, but not limited to:   * Advertising in the print press and magazines * Radio spot * Other means specified by bidder | lumpsum |  |  |
| 14 | Development of a dynamic web platform and a mobile application: Design, hosting, maintenance and uploading of documents | 1 |  |  |
| 15 | Training of LCEC or any program operator | 1 |  |  |
| 16 | Search engine optimization for website | lumpsum |  |  |
| 17 | Additional service suggested by the bidder |  |  |  |
|  | **Net Total Amount (Euro)** |  |  |  |
|  | VAT |  |  |  |
|  | **Total including VAT (Euro)** |  |  |  |

Noting that the quantities indicated in the table above are indicative, and are subject to change as indicated by LCEC throughout the project implementation phase.

## Annex C – Application Forms

### Form 1 – Letter of Application

|  |  |
| --- | --- |
| **Date of Application** | **January 2024** |
|  |  |
| To: | The Lebanese Center for Energy Conservation (LCEC)  Ministry of Energy and Water  Corniche du Fleuve, First Floor, Room 303  Beirut, Lebanon |
|  |  |
| From: | [Insert company name] |
|  | [Insert full legal address] |
|  | [Insert full applicant's authorized representative name] |
|  | [Insert applicant's authorized representative telephone/Fax]  [Insert applicant's authorized representative mobile phone]  [Insert applicant's authorized representative email] |
|  |  |
| Name of the Project: | “Request For Proposal (RFP) for the Implementation of a Marketing and Communication Campaign for the Promotion of Italian Energy-Efficient Home Appliances in Lebanon” |

We, the undersigned, submit this proposal and declare that:

(a) We have examined and have no reservations to the most recent version of the RFP document and all its addendums*;*

(b) We hereby confirm that we will comply with the policy in regard to Corrupt and Fraudulent Practices, and we have no conflict of interest in accordance with the section mentioned on this issue in the RFP;

(c) We hereby confirm that if our proposal is selected, we shall sign the agreement as per the proposal;

(d) We understand that you may, without incurring any liability to the applicants, a) cancel the RFP at any time and b) accept no proposal or invite no applicant to sign the agreement. We also understand and accept that we shall bear all costs associated with its preparation and submission and that LCEC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the selection process;

(e) All information, statements and description contained in the application are in all respect true, correct and complete to the best of our knowledge and belief;

(f) We understand that LCEC and its authorized representatives are hereby authorized to conduct any inquiries or investigations to verify the statements, documents, and information submitted in connection with this application. This letter of application will also serve as an authorization to any individual or authorized representative of any institution referred to in the supporting information, to provide such information deemed necessary and requested by LCEC to verify statements and information provided in this application, or with regards to the resources, experiences, and competence of the bidder.

|  |
| --- |
| [Insert full name of person signing the application] |
| In the capacity of: [Insert capacity of person signing the Application] |
| Duly authorized to sign the Application for and on behalf of: [Insert full name of Applicant] |
| Signature and Stamp |

### Form 2 – Applicant Information Form

|  |  |
| --- | --- |
| Applicant's name: | [insert full name] |
| Applicant's actual country of registration: | Lebanon |
| Applicant's actual year of incorporation: | [indicate year of Constitution] |
| Applicant's legal address in Lebanon | [insert street/ number/ town or city/ Lebanon] |
| Applicant's authorized representative information  Name:  Address:  Telephone/Fax numbers:  E-mail address: | [insert full name]  [insert street/ number/town or city/country]  [insert telephone/fax numbers, including country and city codes]  [indicate e-mail address] |

### Form 3 – Relevant Experience

[Name of Applicant]

* *Please list the most recent projects (starting from 2023, 2022, and 2021)*
* *Please only list the projects that were completed*
* *Assignments completed by the bidder’s individual experts working privately or through other firms, partners, or sub-contractors cannot be claimed as the relevant experience of the bidder*

1. Please list the relevant marketing campaigns

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Project Ref. | Project Type | Target Audience | Means of Dissemination | Launching Date | Client Contact Details | Link to the Campaign |
| 1 |  |  |  |  |  |  |
| 2 |  |  |  |  |  |  |
| 3 |  |  |  |  |  |  |
| 4 |  |  |  |  |  |  |
| 5 |  |  |  |  |  |  |
| 6 |  |  |  |  |  |  |
| *[add rows as necessary]* |  |  |  |  |  |  |

### Form 4 – Team Composition and Tasks Assignment

[Name of Applicant]

*Please attach the CV of each team member separately.*

|  |  |  |  |
| --- | --- | --- | --- |
| Team Member Name | Position in this Project | Assigned Tasks | Experience |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |