

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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Section 1: Introduction

A. Bid Overview

1. The objective of this Request for Proposal (RFP) is for the Lebanese Center for Energy Conservation (LCEC) to procure marketing services to develop and implement a marketing and communication campaign to incentivize Lebanese end-users to buy energy-efficient home appliances, resulting in both energy and money savings at the individual and national scales.
2. The intent is to select one Contractor for the development, design, and implementation of a marketing and communication campaign within the “Maximizing Energy Savings from Energy Efficient Home Appliances” project funded by the Italian Ministry of Environment and Energy Security (IMEES).
3. The Contractor will design, print, develop, and execute, and be responsible for all aspects related to the good implementation of the marketing and communication campaign.
4. The Contractor shall:
 - a. Determine the best creative approach;
 - b. Define the campaign’s theme;
 - c. Design the campaign’s brand identity;
 - d. Design and implement the digital campaign;
 - e. Design and develop the web platform and the mobile application;
 - f. Design and print all promotional and communication material including coupons, brochures, stickers, posters, etc;
 - g. The best creative approach, campaign’s theme and brand identity, and promotional and communication material shall be implemented as proposed in the submitted bid under the (Strategy and Concept) section, as indicated in Section 4: Instructions to Bidders;
 - h. The design of digital campaign, web platform, and mobile application shall be implemented as proposed in the submitted bid under the (Media Mix) section, as indicated in Section 4: Instructions to Bidders;

- i. LCEC reserves the right to request modifications during implementation, as deemed necessary.
5. Proposals are due on **February 2, 2024 at 2:00 p.m.** All proposals received after the mentioned date and time will be rejected.
6. LCEC may, at its discretion, extend the deadline for the submission of proposals, in which case all rights and obligations of LCEC and the applicants subject to the previous deadline shall after that be subject to the deadline as extended.
7. Proposals must be delivered by email to: energy@lcec.org.lb.
8. The proposal shall be valid for ninety (90) days from the proposal due date.
9. All information included in all the pages of this document and its annex(es) is an integral part of this Request for Proposal (RFP). Interested bidders are required to read carefully all the information in all the sections.
10. For all questions, comments, suggestions, and clarifications regarding this RFP, communicate with LCEC **ONLY by email** to: energy@lcec.org.lb.
11. Bidders can submit a list of questions and clarifications related to this RFP no later than **January 26, 2024** at 11:00 am. Questions received after this deadline will not be answered. LCEC will then provide official written answers in the format of a Q&A as an addendum which will be sent to all bidders.

B. Background Information

12. Established in 1986, the Italian Ministry for the Environment and Energy Security (IMEES) is in charge of governing and supervising environmental issues: sustainable development, protection of territory, pollution, and industrial risks, international protection of the environment, environmental impact assessment, nature conservation, waste, protection of seas and inland waters in Italy.

13. LCEC is the national energy agency for Lebanon and acts as the technical arm of the Lebanese Government, in all issues related to energy efficiency and renewable energy. LCEC has succeeded in establishing itself as the main national reference on sustainable energy matters for both the public and private sectors in Lebanon. The main role of the LCEC is to set up national action plans and strategies to develop the sustainable energy sector in Lebanon.
14. Based on the success of the cooperation between IMEES and LCEC, a technical cooperation agreement on sustainable development was signed on 7 July 2016 in Rome and renewed on 4 December 2023 in Dubai during COP28. The objective of the agreement is to strengthen bilateral relations between Italy and Lebanon in the field of sustainable development and the fight against climate change.
15. The “Maximizing Energy Savings from Energy Efficient Home Appliances” launched by both IMEES and LCEC aims to promote Italian energy-efficient home appliances that have the best-available energy rating according to the European labeling scheme.
16. The program consists of the distribution of rebates to end-users to incentivize the purchase of energy-efficient (Italian) home appliances.
17. This financial incentive should improve Lebanese consumers’ access to best-available and environmentally-friendly technologies by bridging the difference in price between appliances with a top-ranking energy rating and appliances with a lower energy rating, according to the EU energy label.
18. The overall objective of the program is to raise awareness amongst Lebanese consumers on energy consumption, potential energy and money savings from energy-efficient home appliances, and to incentivize the market to shift towards energy-efficient technologies.

Section 2: Program Status

A. Eligible Products

19. Following a market survey, the criteria for product eligibility have been set by IMEES and LCEC regarding the Energy Rating (based on the European Energy Label), the type of appliances, the brand, and the country of origin.
20. The eligible appliances are refrigerators, freezers and a combination of both, washers, driers, and a combination of both, air conditioning split units, electrical and gas ovens, and a combination of both, and dishwashers.
21. Other appliances might be added before launching and/or throughout the program. If such, LCEC will communicate to the contractor the new list of eligible appliances.
22. In order to be eligible, appliances have to comply with the energy rating criteria set by IMEES-LCEC and be an Italian brand or a non-Italian brand but manufactured in Italy.

B. Previous Work

23. During the earlier project stage, a marketing campaign was developed but was not launched as the project implementation was halted amid Lebanon's economic crisis starting in 2019. The campaign's theme, brand identity, and the digital campaign were prepared. A sample of the previous campaign is shown in Annex D.
24. The web platform was also designed and prepared in pdf format in the earlier project stage.
25. The bidder may opt to use the material produced in the preceding project phase and modify it as necessary to align with the new project design.
26. All design material submitted in the previous marketing campaign including brochures, stickers, coupons and others will be shared with the winning bidder.

27. The bidder can choose not to utilize the previous campaign and instead develop a completely new marketing campaign with their own theme and identity as they see fit.

Section 3: Scope of Work

A. Objectives

28. The marketing and communication campaign should allow the LCEC to increase the number of beneficiaries by helping the program reach out to a broad range of Lebanese consumers and all program beneficiaries.
29. The marketing and communication campaign shall raise awareness on energy consumption patterns and how energy-efficient home appliances would result in energy and monetary savings.

B. Target audience

30. The marketing and communication campaign should be addressed generally, to any individual residing in Lebanon who would be interested in buying home appliances and/or upgrading their existing appliances for more energy-efficient ones, and specifically, to clients of the Lebanese retailers of home appliances that will be partnering in the program.

C. Timeframe

31. The marketing and communication campaign should start towards the end of February and should be implemented gradually until the end of March 2024. The overall marketing and communication campaign should run until the end of December 2025.

D. Language

32. The marketing and communication campaign should be developed in both Arabic and English.

E. General Notes

33. The Contractor will be responsible for all aspects related to the good implementation of the marketing and communication campaign, including a web platform and a mobile application and their related content management system.
34. The Contractor shall design, develop, and/or execute as per the below minimum specific requirements:
- a. Program's visual identity: logo, brand name, mascot, templates, etc.;
 - b. Design and printing of coupons that will be distributed to end-users by the retailers whenever they buy an appliance complying with the requirements of the program and that will result in the end-user getting a cash refund. Each coupon should have a unique serial number, and preferably also include security printing (such as tamper-evident labels). The coupon should be a tear-off coupon, with a perforated separation.
 - c. Design and printing of marketing material to be displayed at the retailers' and that will give information about the program, the eligible appliances, and the overall benefits (roll-up banners, toppers, leaflets, etc.). The design should be based on unified layouts for all retailers and appliances with dedicated areas for retailer-specific and/or appliance-specific information and logos;
 - d. Social media content and layouts;
 - e. Online advertisement strategy and campaign, including promotion of specific content;
 - f. Development of a dynamic web platform and a mobile application, including content management allowing the export of information and forms in Excel (.csv) format.
35. The platform and mobile application should include at least the following pages:
- a. Information about energy-efficient home appliances. LCEC will help in providing the technical content of the page;
 - b. More information about the program. LCEC will help in providing the technical content of the page;
 - c. A search engine to look for an appliance by location (retailers' stores of all regions in Lebanon) and by brand. The location should take into consideration

- the current or preferred location of the user. When an appliance is found, its datasheet should be available for download, as well as the list of nearby retailers at which the user can find it. LCEC will provide the list of products per specs, per retailer, and per branch/location;
- d. An “Energy Quiz” that could consist of an online game with a set of ten or more questions on energy for users to test their knowledge. LCEC will help in providing the technical content of the energy quiz;
 - e. Tips on how to save energy at home, at work, and in transport. The format is open to all suggestions (images, short videos, etc.). LCEC will help in providing the technical content of energy-saving tips;
 - f. A login page for the user to enter information about him/herself and about his/her purchase, including uploading photos/PDF of: his/her identity card, the receipt, the delivery notice, the coupon, the warranty if applicable, and the energy label of the appliance(s) he/she bought.
 - g. When the user has completed all needed information, an email and/or text message and/or other mean of notification is sent to the user to specify that his/her request is under study by LCEC, as well as an automatic email to LCEC with the new request to be handled.
 - h. LCEC should access all requests online, and follow the different status (e.g.: new / understudy / approved/rejected / underpayment / etc.)
 - i. Once a request is approved or rejected, an email and/or text message and/or other mean of notification is sent to the user;
 - j. QR codes could be included in the promotional material and/or coupons to facilitate access of users to the energy-saving tips page and/or to the login page respectively.
36. Within the provided budget, the Contractor can propose a mix of other media platforms, such as, but not limited to:
- Short promotional videos;
 - Advertising in the print press and magazines;
 - Radio spot;
 - Others.

37. The campaign will be launched on a several media platforms, including direct advertisement at the retailers' stores. Other channels of the stakeholders might be available for example for events, in-store radio spots, in-store animations, in-store advertisements on screens, etc.
38. For the online campaign, all stakeholders' channels could be available such as websites and social media accounts.
39. The campaign shall include training of LCEC or any program operator assigned by LCEC on editing, changing, publishing, and managing the developed material.
40. Any edit, change, publishing, or management of any of the developed material by the LCEC or its assigned program operator shall not be subject to any liability arising out of the use of patented inventions or devices, copyrighted material, or other intellectual property by the contractor, its employees, officers, agents, servants or sub-contractors.
41. The Contractor shall be responsible for all aspects of the campaign, and operation and maintenance of the web platform and mobile application during the project implementation phase.
42. The Contractor shall use high-quality, commercially viable solutions for the implementation of the campaign, as per the highest industry standards.
43. The bidder shall commit to the price list for the addition of components during the implementation of the campaign.

Section 4: Instructions to Bidders

A. General Instructions

44. The deadline for submission of proposals is **February 2, 2024 at 2:00 p.m.** All proposals received after the mentioned date and time will be rejected.
45. The proposal shall be e-signed by a person duly authorized to bind the bidder to the contract.
46. The submitted electronic proposal should include four (4) sections separated and labeled as per the following:
1. Strategy and concept
 2. Media mix
 3. Company profile and team
 4. Financial offer (Annex B).
47. The financial proposal must be filled as per Annex B.

B. Strategy and Concept

48. This section should present the strategy of the campaign, as well as general ideas in the form of a storyboard, print visuals, timeline, or any other necessary material to support the concept.
49. The reasons behind the choices made by the bidder should be clearly explained and well-detailed.

C. Media Mix

50. This section should present the proposed methodology for the deployment of the strategy and concept. The methodology should describe the media mix for the campaign, in line with the requirements and specifications of this RFP, including details about each media (format, duration, number of items, etc.) and the timeline of the whole campaign.

D. Company Profile and Team

51. This section should present the bidder's company profile and experience based on accomplished projects. It should also provide details about the team involved in the project including CVs and related experience.

52. The bidder shall fill all forms presented in Annex C – Application Forms.

Section 5: Evaluation Process and Scoring Method

53. All proposals will be scored based on the following scoring method.

54. *Technical offer Scoring (S_T) (100 points).*

a. *Strategy, concept, and media mix scoring (S_S) (100 points).*

The evaluation will be based on creativity and consistency with the message to be delivered and the targeted audience, as well as on the identification of the best media mix for the message to be delivered to the targeted audience.

b. *Company profile and team scoring (S_C) (100 points).*

The evaluation will be based on past experience, especially on similar projects, as well as the experience of the team members.

c. The formula for determining the technical score is the following:

$$S_T = (0.7 \times S_S) + (0.3 \times S_C)$$

55. *Financial offer scoring (S_F) (100 points).*

The budget should include all upstream and downstream costs leading to the complete implementation of the campaign.

a. The formula for determining the financial score is the following:

$$S_F = 100 \times F_m/F,$$

in which S_F is the financial score,

F_m is the lowest price

and F the price of the proposal under consideration.

b. The total score (T_s) for each proposal will be calculated independently by formula:

$$T_s = (0.5 \times S_T) + (0.5 \times S_F)$$

56. The bidder with the highest score (Ts) will be selected to proceed to the signing of the contract.
57. In case the winning bidder does not sign the contract within fifteen (15) days of the announcement of the award, the LCEC reserves the right to disqualify the winning bidder and choose the next bidder.
58. The evaluation committee reserves the right to disqualify bidders who provide conflicting, contradictory, implausible, or in any other way misleading information.
59. The LCEC reserves the right to negotiate the proposed financial offer with the selected bidder before signing the contract.

Section 6: General Terms and Conditions

A. Cost of Proposal

60. The bidder shall bear all costs associated with the preparation and submission of the proposal.
61. The LCEC will in no case be responsible or liable for those costs, regardless of the conduct or outcome of the RFP.
62. All documents submitted in response to this RFP will become the property of LCEC.
63. All prices shall be quoted in Euro and excluding VAT; VAT shall be added separately to the final prices.

B. Language of Proposal

64. The application, as well as all correspondence and documents related to the RFP shall be in the English language.
65. Supporting documents and printed literature that are part of the application may be in another language, provided they are accompanied by an accurate official translation of the relevant passages into the English language, in which case, for purposes of interpretation of the application, the translation shall govern.

C. Confidentiality of Proposal

66. Information relating to the evaluation of proposals shall not be disclosed to bidders or any other persons not officially concerned with such process until the notification of selection is made to all bidders.
67. The proposal must offer services for the total requirements of the RFP. Proposals offering only part of the requirements will be rejected.
68. The bidder is expected to examine all corresponding instructions, forms, terms, and specifications contained in the RFP. Failure to comply with these documents will be at the bidder's risk and may affect the evaluation of the proposal.

69. Any proposal which is not responsive to the requirements of the RFP may be rejected.

D. Reservation of Rights:

70. LCEC reserves the right to:
- a) Modify or withdraw from the RFP, or modify the provisions contained in the RFP, for any reason;
 - b) Select zero, one, or multiple bid proposal(s) in response to this RFP to enter into negotiations or execute an agreement;
 - c) Award contract to bidder(s) based on some or all criteria in this RFP, or additional criteria not specified in this RFP, or post-bid negotiations;
 - d) Waive any material or immaterial non-conformity in any bid received
 - e) Reject parts of the bid or the entire bid for any reason;
 - f) LCEC shall have no obligation to provide a reason for rejecting a bid.

E. Payment

71. LCEC shall affect payments to the winning bidder after acceptance by LCEC of the invoices submitted by the contractor, upon achievement of the corresponding milestones of the project. Payments will be made in euros.

E. General Notes

72. The bidder may withdraw its proposal after the proposal's submission, provided that LCEC receives written notice of the withdrawal before the deadline for submission of proposals.
73. No proposal may be modified after the deadline for submission of proposals.
74. To assist in the examination, evaluation, and comparison of proposals, the LCEC may at its discretion, ask the bidder for clarification of its proposal.
75. The request for clarification and the response shall be in writing and consequently, no change in price or substance of the proposal shall be sought, offered or permitted.

Section 7: Miscellaneous Terms and Conditions

76. Corrupt and Fraudulent Practices: The Anticorruption Policy requires bidders, suppliers, and contractors to observe the highest standard of ethics during the procurement and execution of such contracts. In pursuance of this policy the organization defines, for this provision, the terms set forth below as follows:
- a) “Corrupt practice” means the offering, giving, receiving, or soliciting, directly or indirectly, anything of value to influence improperly the actions of another party;
 - b) “Fraudulent practice” means any act or omission, including a misrepresentation, that knowingly or recklessly misleads, or attempts to mislead, a party to obtain a financial or other benefit or to avoid an obligation;
 - c) “Coercive practice” means impairing or harming, or threatening to impair or harm, directly or indirectly, any party or the property of the party to influence improperly the actions of a party;
 - d) “Collusive practice” means an arrangement between two or more parties designed to achieve an improper purpose, including influencing improperly the actions of another party.
77. LCEC will reject a proposal for award if it determines that the bidder recommended for award has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive practices, or any illegal practice in competing for the Contract.
78. LCEC will sanction a party or its successor, including declaring ineligible, either indefinitely or for a stated period of time, to participate in contracts if it at any time determines that the firm has, directly or through an agent, engaged in corrupt, fraudulent, collusive, coercive practices, or any illegal practice in competing for, or in executing, a contract.
79. Conflict of Interest: LCEC considers a conflict of interest to be a situation in which a party has interests that could improperly influence that party’s performance of official duties or responsibilities, contractual obligations, or compliance with applicable laws and regulations, and that such conflict of interest may contribute to or constitute a prohibited practice under LCEC’s Anticorruption Policy. In

pursuance of LCEC's Anticorruption Policy's requirement, bidders, suppliers, and contractors under contracts must observe the highest standard of ethics. LCEC will take appropriate actions to manage such conflicts of interest which may include rejecting a proposal for award if it determines that a conflict of interest has flawed the integrity of any procurement process. At the time of bidding, bidders may be considered to be in a conflict of interest with one or more parties if they, including but not limited to:

- a) have controlling shareholders in common; or
- b) receive or have received any direct or indirect subsidy from any of them; or
- c) have the same legal representative for purposes of their application; or
- d) have a relationship with each other, directly or through common third parties, that puts them in a position to have access to information about or to influence the bid of another Applicant in the subsequent bidding process or influence the decisions of LCEC regarding this prequalification process; or
- e) participated as a consultant in the preparation of the design or technical specifications of the works that are the subject of this prequalification. Where a firm, or a firm from the same economic or financial group, in addition to consulting, also has the capability to manufacture or supply goods or to construct works, that firm, or a firm from the same economic or financial group, may not normally be a supplier of goods or works, if it provided consulting services for the contract corresponding to this prequalification, unless it can be demonstrated that there is no significant degree of common ownership, influence or control.

Section 8: General Conditions of Contract

80. **LEGAL STATUS:** The Contractor shall be considered as having the legal status of an independent contractor vis-à-vis LCEC. The Contractor's personnel and sub-contractors shall not be considered in any respect as being the employees or agents of LCEC.
81. **SOURCE OF INSTRUCTIONS:** The Contractor shall neither seek nor accept instructions from any authority external to LCEC in connection with the performance of its services under this Contract. The Contractor shall refrain from any action which may adversely affect LCEC and shall fulfill its commitments with the fullest regard to the interests of LCEC.
82. **Contractor's RESPONSIBILITY FOR EMPLOYEES:** The Contractor shall be responsible for the professional and technical competence of its employees and will select, for work under this Contract, reliable individuals who will perform effectively in the implementation of this Contract, respect the local customs, and conform to a high standard of moral and ethical conduct.
83. **ASSIGNMENT:** The Contractor shall not assign, transfer, pledge or make other disposition of this Contract or any part thereof, or any of the Contractor's rights, claims or obligations under this Contract except with the prior written consent of LCEC.
84. **SUB-CONTRACTING:** In the event the Contractor requires the services of sub-contractors, the Contractor shall obtain the prior written approval and clearance of LCEC for all sub-contractors. The approval of LCEC of a sub-contractor shall not relieve the Contractor of any of its obligations under this Contract. The terms of any sub-contract shall be subject to and conform with the provisions of this Contract.
85. **OFFICIALS NOT TO BENEFIT:** The Contractor warrants that no official of LCEC has received or will be offered by the Contractor any direct or indirect benefit arising

from this Contract or the award thereof. The Contractor agrees that breach of this provision is a breach of an essential term of this Contract.

86. **INDEMNIFICATION:** The Contractor shall indemnify, hold and save harmless, and defend, at its own expense, LCEC, its officials, agents, servants and employees from and against all suits, claims, demands, and liability of any nature or kind, including their costs and expenses, arising out of acts or omissions of the Contractor, or the Contractor's employees, officers, agents or sub-contractors, in the performance of this Contract. This provision shall extend, inter alia, to claims and liability in the nature of workmen's compensation, products liability and liability arising out of the use of patented inventions or devices, copyrighted material or other intellectual property by the Contractor, its employees, officers, agents, servants or sub-contractors. The obligations under this Article do not lapse upon termination of this Contract.

87. **INSURANCE AND LIABILITIES TO THIRD PARTIES:**

- a) The Contractor shall provide and thereafter maintain insurance against all risks in respect of its property and any equipment used for the execution of this Contract.
- b) The Contractor shall provide and thereafter maintain all appropriate workmen's compensation insurance, or its equivalent, with respect to its employees or any third-party member to cover claims for personal injury or death in connection with this Contract.
- c) The Contractor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury, or loss of or damage to property, arising from or in connection with the provision of services under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Contractor or its agents, servants, employees or sub-contractors performing work or services in connection with this Contract.
- d) Except for the workmen's compensation insurance, the insurance policies under this Article shall:
 - i. Name LCEC as additional insured;

- ii. Include a waiver of subrogation of the Contractor's rights to the insurance carrier against LCEC;
 - iii. Provide that LCEC shall receive thirty (30) days written notice from the insurers prior to any cancellation or change of coverage.
 - e) The Contractor shall, upon request, provide LCEC with satisfactory evidence of the insurance required under this Article.
88. **ENCUMBRANCES/LIENS:** The Contractor shall not cause or permit any lien, attachment or other encumbrance by any person to be placed on file or to remain on file in any public office or on file with LCEC against any monies due or to become due for any work done or materials furnished under this Contract, or by reason of any other claim or demand against the Contractor.
89. **TITLE TO EQUIPMENT:** Title to any equipment and supplies that may be furnished by LCEC shall rest with LCEC and any such equipment shall be returned to LCEC at the conclusion of this Contract or when no longer needed by the Contractor. Such equipment, when returned to LCEC, shall be in the same condition as when delivered to the Contractor, subject to normal wear and tear. The Contractor shall be liable to compensate LCEC for equipment determined to be damaged or degraded beyond normal wear and tear.
90. **COPYRIGHT, PATENTS AND OTHER PROPRIETARY RIGHTS:** LCEC shall be entitled to all intellectual property and other proprietary rights including but not limited to patents, copyrights, and trademarks, with regard to products, or documents and other materials which bear a direct relation to or are produced or prepared or collected in consequence of or in the course of the execution of this Contract as well as after execution. At the LCEC request, the Contractor shall take all necessary steps, execute all necessary documents and generally assist in securing such proprietary rights and transferring them to LCEC in compliance with the requirements of the applicable law.
91. **USE OF NAME, EMBLEM OR OFFICIAL SEAL:** The Contractor shall not advertise or otherwise make public the fact that it is a Contractor with LCEC, nor shall the Contractor, in any manner whatsoever use the name, emblem or official seal of

LCEC, or any abbreviation of the name of LCEC in connection with its business or otherwise.

92. CONFIDENTIAL NATURE OF DOCUMENTS AND INFORMATION:

- a) All maps, drawings, photographs, mosaics, plans, reports, recommendations, estimates, documents and all other data compiled by or received by the Contractor under this Contract shall be the property of LCEC, shall be treated as confidential and shall be delivered only to LCEC authorized officials on completion of work under this Contract.
- b) The Contractor may not communicate at any time to any other person, Government or authority external to LCEC, any information known to it by reason of its association with LCEC which has not been made public except with the authorization of LCEC; nor shall the Contractor at any time use such information to private advantage. These obligations do not lapse upon termination of this Contract.

93. FORCE MAJEURE; OTHER CHANGES IN CONDITIONS:

- a) Force majeure, as used in this Article, means acts of God, war (whether declared or not), invasion, revolution, insurrection, or other acts of a similar nature or force which are beyond the control of the Parties.
- b) In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the Contractor shall give notice and full particulars in writing to LCEC, of such occurrence or change if the Contractor is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under this Contract. The Contractor shall also notify LCEC of any other changes in conditions or the occurrence of any event which interferes or threatens to interfere with its performance of this Contract. The notice shall include steps proposed by the Contractor to be taken including any reasonable alternative means for performance that is not prevented by force majeure. On receipt of the notice required under this Article, LCEC shall take such action as, in its sole discretion, it considers to be appropriate or necessary in the circumstances, including the granting to the Contractor of a reasonable extension of time in which to perform its obligations under this Contract.

- c) If the Contractor is rendered permanently unable, wholly, or in part, by reason of force majeure to perform its obligations and meet its responsibilities under this Contract, LCEC shall have the right to suspend or terminate this Contract on the same terms and conditions as are provided for in Article 15, "Termination", except that the period of notice shall be seven (7) days instead of thirty (30) days.

94. **TERMINATION**

- a) LCEC reserves the right to terminate without cause this Contract at any time upon fifteen (15) days prior written notice to the Contractor, in which case LCEC shall reimburse the Contractor for all reasonable costs incurred by the Contractor prior to receipt of the notice of termination.
- b) In the event of any termination by LCEC under this Article, no payment shall be due from LCEC to the Contractor except for work and services satisfactorily performed in conformity with the express terms of this Contract. The Contractor shall take immediate steps to terminate the work and services in a prompt and orderly manner and to minimize losses and further expenditures.
- c) Should the Contractor be adjudged bankrupt, or be liquidated or become insolvent, or should the Contractor make an assignment for the benefit of its creditors, or should a Receiver be appointed on account of the insolvency of the Contractor, LCEC may, without prejudice to any other right or remedy it may have, terminate this Contract forthwith. The Contractor shall immediately inform LCEC of the occurrence of any of the above events.

95. **SETTLEMENT OF DISPUTES:** The Parties shall use their best efforts to settle amicably any dispute, controversy or claim arising out of, or relating to this Contract or the breach, termination or invalidity thereof. In case amicable efforts fail, the settlement of disputes will take place in the courts of Beirut according to Lebanese laws and regulations.

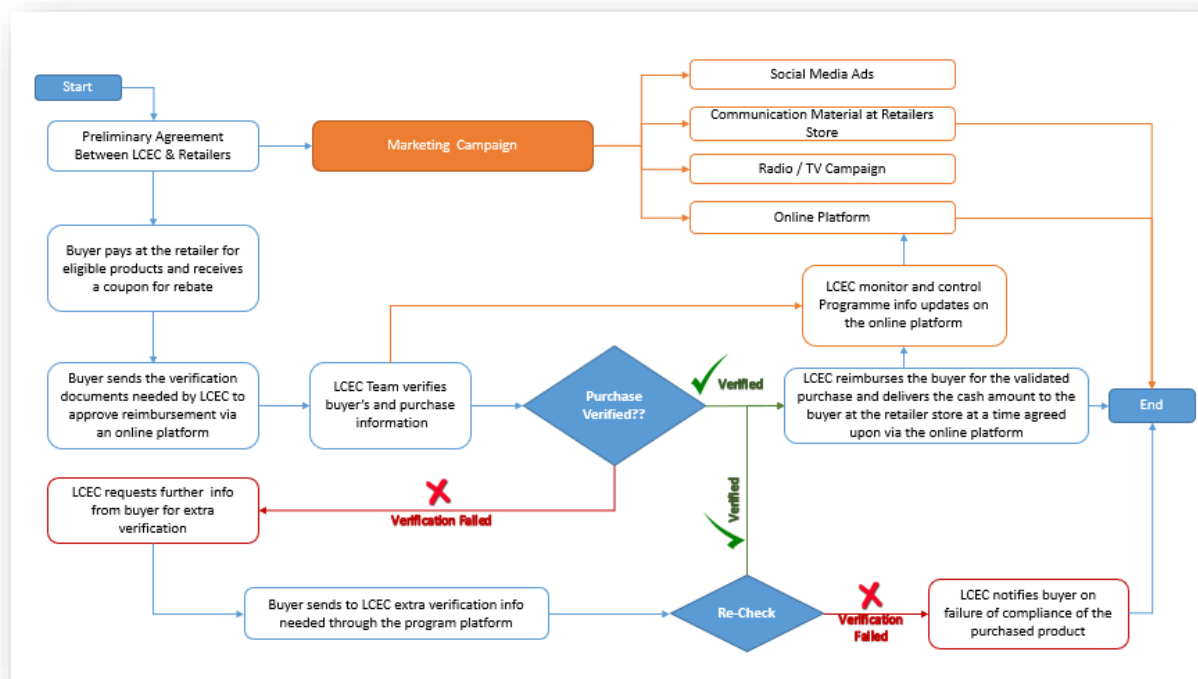
96. **CHILD LABOUR:** The Contractor represents and warrants that neither it, nor any of its suppliers is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia,

requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical mental, spiritual, moral or social development. Any breach of this representation and warranty shall entitle the LCEC to terminate this Contract immediately upon notice to the Contractor, at no cost to the LCEC.

97. **OBSERVANCE OF THE LAW:** The Contractor shall comply with all Lebanese laws, decrees, ordinances, rules, and regulations (including future amendments) bearing upon the performance of its obligations under the terms of this Contract.
98. **AUTHORITY TO MODIFY:** No modification or change in this Contract, no waiver of any of its provisions or any additional contractual relationship of any kind with the Contractor shall be valid and enforceable against LCEC.

Section 9: Annexes

Annex A – Program Description



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: <ul style="list-style-type: none"> 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

RFP for the implementation of a marketing campaign for the promotion of Italian energy-efficient home appliances in Lebanon

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	[insert full name]
Name:	[insert street/ number/town or city/country]
Address:	[insert telephone/fax numbers, including country and city codes]
Telephone/Fax numbers:	[indicate e-mail address]
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

Annex D – Previous Campaign



Figure 1-Sample Poster

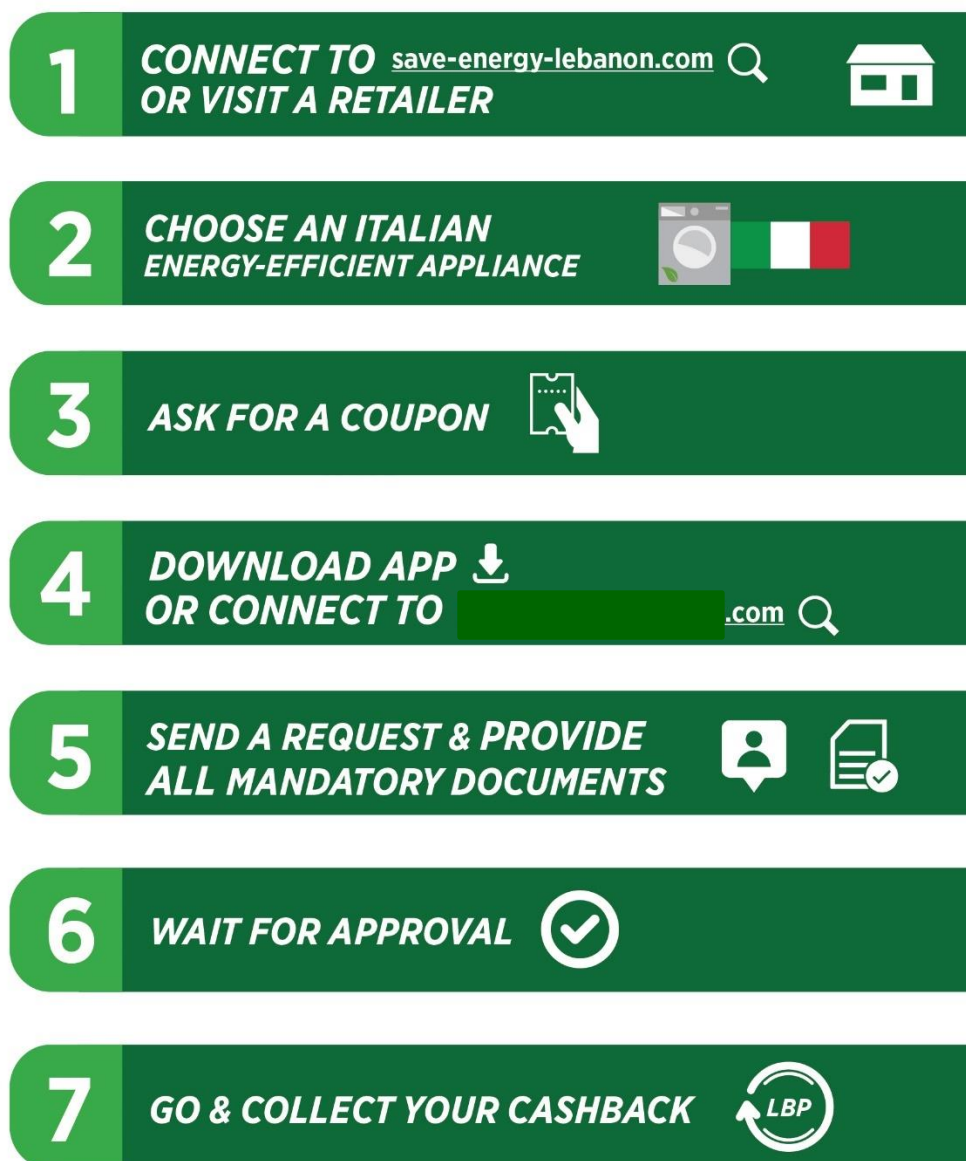


Figure 2-How it Works



Figure 3-Online Platform

<p>#</p> <p>IT'S A WIN-WIN ربحان على الميلتين</p>	<p>#</p> <p>coupon number</p> <p>IT'S A WIN-WIN ربحان على الميلتين</p> <p>Name and Surname</p> <p>Model number</p> <p>THANK YOU! By selling home appliances that are more energy-efficient, you contribute to national energy savings & to a healthier environment.</p> <p>PLEASE DON'T FORGET TO FILL THE COUPON & STAPLE IT TO THE COPY OF RECEIPT TO BE SENT TO LCEC.</p> <p>SAVE-ENERGY-LEBANON.COM</p>	<p>#</p> <p>coupon number</p> <p>IT'S A WIN-WIN ربحان على الميلتين</p> <p>Name and Surname</p> <p>Date of purchase</p> <p>Retailer's signature and stamp</p> <p>CONGRATULATIONS! BY CHOOSING A MORE ENERGY-EFFICIENT APPLIANCE YOU WILL SAVE BOTH ENERGY & MONEY!</p> <p>AND NOW? EASY! TO COLLECT YOUR REFUND PLEASE CONNECT TO SAVE-ENERGY-LEBANON.COM & FOLLOW THE STEPS!</p> <p><small>This coupon is only redeemable once the application has been approved & within 3 months after approval.</small></p>
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Figure 4-Sample Coupon