

**RFP/2024/001 - FOR THE ESTABLISHMENT OF  
FRAME AGREEMENT(S) FOR THE PROVISION OF CREATIVE  
AND PRODUCTION SERVICES**

Questions and Answers sheet

26/01/2024

1. Regarding the deliverables for pitch presentation, please can you clarify if the agency needs to film and produce the below from zero in order to meet the set brief in the TOR section 5.2/5.3/5.4/5.5
  - a. B rolls
  - b. 90 sec in depth profile story
  - c. Two social media products
  - d. If not, please advise what to submit alternatively.

The agency can submit a previous product related to refugees or Lebanese assisted by UNHCR. If this is not available and the agency chooses to submit a product that is not related to the refugees or Lebanese assisted by UNHCR, the agency needs to include a description of the 1) Creative concept 2) key messages 3) call to action (if it applies).

Otherwise, the agency can choose to produce a new product, knowing that it will be on the agency's cost. UNHCR will not be able to facilitate any missions to the refugee camps.

2. Please can you advise what do you mean by "international cuts" exports?

Batch export which includes the following formats:  
1x1 ASI including subtitles and/ or graphics  
9x16 ASI including subtitles and/ or graphics  
16x9 ASI including subtitles and/ or graphics  
16x9 INT with no graphics or subtitles

3. Please can you define who do you mean by core team so we can share their CVs?

Account director/ manager/ executive  
Main Producer  
Main editor  
Main photographer  
Creative director / senior graphic designer  
Senior copywriter(s) English and Arabic

4. Technical Capabilities: With regards to detailing the equipment, please can you clarify how extensive we should be?

We will revert on this the soonest.

5. A detailed project start up timeline and take over: Should the agency set a timeline for an urgent request? Or ATL campaign?
  - a. Timeline for handover from previous agency including takeover of archive footage and design files
  - b. Timeline + production plans for upcoming projects including urgent requests

c. No ATL campaigns included for now

6. Proof of Ability: Please can you elaborate on what is needed to submit?

If proof of ability of the company, it can include the company size – Organigram – employees – Portfolio – Financial status – previous work etc.

However, if referring to “Proof of ability / commitment to respond in very short notice to emerging needs and meeting tight deadlines and scalability and flexibility to accommodate changes or unexpected project requirements”, then the company shall proof its ability to quickly respond by providing a timeline along with previous experience in working under tight deadline and pressure, please share any SOPs if available.

7. Can the bid submission deadline be extended?

Please note that due to the timeliness involving the requirements, the bid submission deadline can not be extended.

8. The Frame Agreement will consist of fixed prices for a period of 3 years, does that apply to manhours and equipment?

Yes, all financial elements of the Frame Agreement are fixed over the period of the agreement.

9. Why is the tender open to anyone who wishes to submit post the date of clarification meeting?

The tender was launched using a Formal Methods of Solicitation “Request for Proposal” and was advertised publicly to maximize competition through appropriate means of communication UNGM, UNHCR and Daleel Madani websites and thus any interested supplier is welcomed to submit its proposal prior the closing date of the tender set as 5<sup>th</sup> February 2024, 16:00 HRS Lebanon Local Time or earlier.

In addition, reference to point no. 2.4 of the tender document, the attendance to pre-bidding conference is not mandatory, quote “Suppliers that express interest to submit a proposal **are encouraged** to attend a pre-bidding conference on Tuesday, 23rd January 2024, at 11:00 hrs at S&K Building”

10. Technical Proposal: Can the requested previous work case studies be from different offices in the network, or just Lebanon office? And how far old can they be?

It is possible, however it is preferable to submit projects related to Lebanon specifically. Projects can be as old as up to the past 5 years.

11. Would the supplier be responsible for supporting the dissemination of content, thereby providing Monitoring and Evaluation (M&E) and results reporting?

No.

12. In the scenario where a company is not yet registered in Lebanon, could the company still be considered if it can provide proof of its ability to deliver, along with a commitment to registering a representation by mid-March?

Any submitted proposal will be technically evaluated based on the pre-set technical criteria under point no. 2.5.1. The Technical component will be comprised of two (2) parts.

Part one being, checking and verification of statutory documents. While as mentioned in the tender documents, only companies providing required documents as per above point 2.5.1.1, will move to the second phase of the technical evaluation and one of the criteria stated under point 2.5.1.1 is "Proof that the company has a representation in Lebanon"

13. Can you assist in facilitating filming at a refugee camp?

No.

14. With regard to the financial proposal, there are several aspects that need clarification. We suggest discussing these matters in depth during our online meeting, to help us prepare an accurate financial proposal. More specifically, we found some items repeated in a manner that confused us. For example:

- Freelance video editor Video editing – sub-contracted
- Video editor – part of the core team
- Motion and digital designer – digital and animation design
- Transcription of Interviews – in the original language of the interview
- Translation of interviews – to another language than the original language
- Video translation + subtitles – additional layer of work after transcription is done
- **Videographer – part of the core team**
- **Sound assistant**
- **Light assistant**

Please refer to updated "Annex B - Financial offer Form – Updated" when submitting your financial proposal

15. Moreover, there are roles and tasks that cannot realistically be priced on a daily rate. It would be more logical to price these according to the specific type of work, duration of a video or the quantity of deliverables involved. These roles include:

- Color Grading / hourly/ daily
- **Copywriting and creative copywriting in English and Arabic – according to rate per 250 word/ 1 page/ font size 14**
- Creative Director/ hourly rate /daily
- Graphic Designer/ hourly rate / daily
- Illustrator/ hourly rate / daily
- Motion and Digital Designer/ hourly rate / daily
- Music / hourly / daily
- **Transcription of Interviews/ same as copywriter**
- **Translation of Interviews/ same as copywriter**
- Video Editing / hourly / daily
- Video Editor / hourly / daily
- **Video Translation + Subtitles / same as copywriter**
- VO/Audio Recording / hourly / daily

- Wardrobe / hourly / daily

Please refer to updated "Annex B - Financial offer Form – Updated" when submitting your financial proposal

16. If we get the approval to share the work under process for one of our client, can we give the client a guarantee that it is just for the committee evaluation.

Technical and financial proposal are confidential documents and shall only be shared with designated committees for evaluation.

17. If the company suggested to go with a consortium approach, where a local implementing partner is registered in Lebanon. Would that be considered?

In case of consortium, you must clearly state in the offer the lead company of the consortium and specify who will be the signatory to the Frame Agreement with UNHCR. Please include in your offer the consortium agreement documents, while submitting the required vendor registration documents for the company that will enter the contractual relationship with UNHCR. Please refer to the statutory documentation requirements under point no. 2.5.1.1 of the RFP document.

18. Is sub-contracting allowed?

For Sub-Contracting: Please take careful note of article 5 of the attached General Terms and Conditions (Annex C).