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1. BACKGROUND INFORMATION

1.1. Partner country

Lebanon

1.2. Contracting authority

Saint Joseph University of Beirut

1.3. Country background

Over the past decades, Lebanon has developed one of the most prominent media sectors in the Middle East. As such, the media industry increasingly became an important contributor to the economy, accounting for about at least 2.5% of Lebanon's GDP, according to the World Intellectual Property Organization. Furthermore, with about 400 companies operating in the media sector employing about 2% of Lebanon's labor force, the sector serves as major employer.

Lebanon's media sector is well known for its varied viewpoints and its upholding of freedom of speech. Moreover, the industry has consistently found innovative ways to thrive and develop despite current economic challenges. Lebanon's media sector consists of several subsectors including: television broadcasting, advertising services, audiovisual production, digital and social media, as well as print media. Source: <http://www.databank.com.lb/docs/advertising.pdf>

1.4. Current situation in the sector

With the Middle Eastern media consumption expanding by an average annual rate of 22.9%, Lebanon's media and advertising market continues to provide high growth potentials. Additionally, Lebanon has benefited from the new technological innovations, thus expanding its social and digital media sectors. Today, several companies have expanded their exposure through integrating social and digital media into their marketing and advertising strategy, hence ensuring continued growth for the media sector.

Advertising is a form of either direct-to-consumer communication or mass communication intended to appeal to Lebanese or regional audience so as to creatively inform, influence, or establish a local or a global brand. Advertising involves the conception and the implementation of the message content while choosing the right media for effective targeting.

As for the current organisational structures, institutions and operating systems in the sector or institutional area in Lebanon:

1. Lebanese Syndicate of Advertising Agencies (LSAA): The syndicate aims at protecting the joint interests of advertising agencies and discouraging individual agencies from actions which could negatively affect the whole industry.
2. Advertising Agencies: The number of advertising agencies in Lebanon exceed 150 agencies.
3. Media Agencies: They are mergers and partnerships established by advertising agencies with the aim of planning and booking media space. Lebanon has more than 140 media booking agencies, and most of these media buying units are owned by advertising agencies.
4. Regies: They are advertising acquisition companies established to book advertising space for various media.
5. Media: Various media are available for advertising; however, the choice of the medium usually depends on the budget of the campaign:

Lebanon's advertising expenditure constantly ranks amongst the highest in region. After having peaked in 2010 at USD 161.4 million, advertising spending slumped in the following year as Lebanon's economic situation worsened. However, a slight recovery was witnessed in 2012 and 2013

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where advertising expenditure rose by 1% and 3.9%, respectively, reaching USD 151.1 million in 2013. During this year, television advertising ranked first with a share of 37.8% of total advertising spending, followed by out-of-home and cinema advertising (26.0% share), Newspaper advertising (15.8% share), digital advertising (9.5% share), magazine advertising (6.9% share), and radio advertising (3.8% share). Source: <http://www.databank.com.lb/docs/advertising.pdf>

1.5. Related programmes and other donor activities

The link between this contract and EU communication campaigns in Lebanon is the visibility increase of the EU nationwide and create awareness about EU mission in Lebanon and commitment to the country's development. "ENI CBC Med is the largest Cross-Border Cooperation (CBC) initiative implemented by the EU under the European Neighbourhood Instrument (ENI). The Programme brings together the coastal territories of 14 EU and partner countries in view of fostering fair, equitable and sustainable development on both sides of the EU's external borders. Through calls for proposals, ENI CBC Med finances cooperation projects for a more competitive, innovative, inclusive and sustainable Mediterranean area. (<http://www.enicbcmed.eu>)".

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1. Overall objective

The overall objective of the project of which this contract will be a part is as follows:

The project entitled ***New Business opportunities & Environmental suSTainability using MED GRAPE nanotechnological products*** (BESTMEDGRAPE) aims to promote technological transfer, increase business opportunities on Med area by sharing knowledge/good practices among research/private companies/local institutions on grape waste exploitation.

Its objective is to valorise a Mediterranean product - grape - and the expansion of the grape value chain through the development of nanotechnological products, thus boosting the local economy, reducing environmental pollution and increasing employment opportunities. It involves the following countries: Italy, France, Tunisia, Lebanon, Jordan.

2.2. Purpose

The purpose of this contract is as follows:

- To take care of part of the communication of the BESTMedGrape and the capitalization of its results.

2.3. Results to be achieved by the contractor

- **Communication and dissemination events**
 - Enhancement of project visibility by social networks and YouTube
 - Implementation of the advertising campaign on media, brochures and flyers;
 - diffusion of project-related content by social media (Twitter, Facebook, Instagram, YouTube);
 - Communication of project's news in the press offices of the involved institutions;

- Organization of seminars, round tables, conferences, workshops to generate visibility and raise public audience;
 - Drafting of a social report describing what has been implemented by project's partners.
 - Territorial animation to identify participants to be involved in the project
 - Organization of project joint events
 - One final capitalization conference (in Lebanon)
- **Cross-border network**
 - Development of synergies with other projects
 - Establishment of the cross-border network
 - **Press releases, electronic newsletters and brochures**
 - Media relations to raise interest of journalists
 - Draft of press releases and electronic newsletters

3. ASSUMPTIONS & RISKS

3.1. Assumptions underlying the project

NTR

3.2. Risks

NTR

4. SCOPE OF THE WORK

4.1. General

4.1.1. Description of the assignment

The assignment will focus on Communication and Dissemination activities. It will ensure actual participation and engagement of both stakeholders and public audience. The Communication and Dissemination Plan will include:

2. implementation of an advertising campaign on media, brochures and flyers;
 3. diffusion of project-related content by social media (Twitter, Facebook, Instagram, YouTube, LinkedIn);
 4. communication of project's news in the press offices of the involved institutions;
 5. organization of seminars, round tables, conferences, workshops to generate visibility and raise public audience;
 6. drafting of a social report describing what has been implemented by project's partners.
- Internal and external communication activities will be planned during project implementation. Internal communication activities are needed to disseminate information, data and duties necessary for the proper management. To this aim, a "web" structure of information involving all members of the partnership will be used. External communication activities will increase the engagement of public audience and possible stakeholders and will be scheduled as follows:

4 project joint events; 2 final capitalization conferences; seminars/round tables/conferences/workshops; territorial animation to select potential entrepreneurs; a cross-border network; diffusion of press releases and electronic newsletters. The diffusion of project activities will be also implemented via a technological platform and the websites of the involved partners.

A capitalization plan will also be prepared to guarantee the endorsement and the durability of project results.

4.1.2. Geographical area to be covered

Lebanon and Mediterranean countries involved in the project

4.1.3. Target groups

Project partners, stakeholders, researchers, entrepreneurs, public institutional actors

4.2. Specific work

Tender specifications/ List of goods and services to provide

5. MANAGEMENT OF COMMUNICATION SERVICES AND PRODUCTS, IN COORDINATION WITH THE BENEFICIARY COMMUNICATION MANAGER

1. MANUALS

- ☐ ***Professional proofreading through a certificate website book editing (Manuals)***

4 manuals (72 pages, 55 pages, 49 pages, 43 pages) in English= total 219 pages

- ☐ ***Professional book editing (Manuals)***

4 manuals (72 pages, 55 pages, 49 pages, 43 pages) = total 219 pages in 4 languages: Italian, English, French and Arabic

Total: 16 manuals, 876 pages

- ☐ ***ISBN numbers purchase***

purchase of 16 ISBN code numbers

- ***Printing (Manuals)***

printing in quadrichromie, eco-friendly paper, cover 250 gr, A5 format

the numbers of the printings will be decided according to the best price quotation; they will be printed in all project languages (English, Italian, French and Arabic).

- ***Delivery (Manuals)***

Delivery of the copies of the Manuals to the project partners

2. WEB SITE AND SOCIAL MEDIA ACCOUNTS MANAGEMENT

- ☐ ***Drawing of almost 3 news per month for the web site in English or French***

- ☐ ***Drawing of almost 1 news per week for social media accounts (Facebook, Twitter, Instagram, LinkedIn) in English or French***

- ☐ ***Making graphics and infographics for each event or occasion related to the project***

- ☐ ***Enhance online marketing for the project***

- ☐ ***Release initiatives and online activities to introduce the public to the project's goal***

- ☐ *Use of paid ads on social media (50 €/month)*

3. VIDEO-MAKING

Produce videos associated with the project

5.1. Project management

5.1.1. Responsible body

The faculty of Science Saint Joseph University of Beirut will be responsible for managing the contract

5.1.2. Management structure

BestMedGrape project is managed by the Dean of the Faculty of Science Saint Joseph University supported by the project management unit composed from two other full time colleagues at The Faculty of Science.

5.1.3. Facilities to be provided by the contracting authority and/or other parties

NTR

6. LOGISTICS AND TIMING

6.1. Location

Beirut - Lebanon

6.2. Start date & period of implementation of tasks

The intended start date is August 31, 2021 and the period of implementation of the contract will be 12 months from this date. Please see Articles 19.1 and 19.2 of the special conditions for the actual start date and period of implementation.

7. REQUIREMENTS

7.1. Staff

Note that civil servants and other staff of the public administration of the partner country, or of international/regional organisations based in the country, shall only be approved to work as experts if well justified. The justification should be submitted with the tender and shall include information on the added value the expert will bring as well as proof that the expert is seconded or on personal leave.

7.1.1. Key experts

Key experts are not required.

7.1.2. Other experts, support staff & backstopping

CVs for experts other than the key experts should not be submitted in the tender but the tenderer will have to demonstrate in their offer that they have access to experts with the required profiles. The contractor shall select and hire other experts as required according to the needs. The selection procedures used by the contractor to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience.

The costs for backstopping and support staff, as needed, are considered to be included in the tenderer's financial offer.

7.2. Office accommodation

Office accommodation for each expert working on the contract is to be provided by the contractor.

7.3. Facilities to be provided by the contractor

The contractor shall ensure that experts are adequately supported and equipped. In particular it must ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support their work under the contract and to ensure that its employees are paid regularly and in a timely fashion.

7.4. Equipment

No equipment is to be purchased on behalf of the contracting authority / partner country as part of this service contract or transferred to the contracting authority / partner country at the end of this contract. Any equipment related to this contract which is to be acquired by the partner country must be purchased by means of a separate supply tender procedure.

8. REPORTS

8.1. Reporting requirements

The contractor will submit the following reports in English in one original and 2 copies:

- **Inception Report** of maximum 12 pages to be produced after one week from the start of implementation. In the report the contractor shall describe e.g. initial findings, progress in collecting data, any difficulties encountered or expected in addition to the work programme and staff travel. The contractor should proceed with his/her work unless the contracting authority sends comments on the inception report.
- **Draft final report** of maximum 15 pages (main text, excluding annexes). This report shall be submitted no later than one month before the end of the period of implementation of tasks.
- **Final report** with the same specifications as the draft final report, incorporating any comments received from the parties on the draft report. The deadline for sending the final report is 15 days after receipt of comments on the draft final report. The report shall contain a sufficiently detailed description of the different options to support an informed decision. The detailed analyses underpinning the recommendations will be presented in annexes to the main report. The final report must be provided along with the corresponding invoice.

8.2. Submission and approval of reports

The report referred to above must be submitted to the project manager identified in the contract. The project manager is responsible for approving the reports.

9. MONITORING AND EVALUATION

9.1. Definition of indicators

- Number of post, shares and impressions on social medias: BESTMEDGRAPE Facebook, Twitter, Instagram accounts and YouTube videos.
- Communication material for 4 project joint events (1 in Jordan, 1 in Tunisia, 1 in Lebanon, 1 in France);
- Communication material for 2 final capitalization conferences (in Italy and Lebanon).
- Production newsletters/brochures/press release
- Book edited