



Lebanese Oil & Gas Initiative  
المبادرة اللبنانية للنفط والغاز

# REQUEST FOR OFFERS AND IDEAS FOR PRODUCTION OF ANIMATIONS

## LEBANESE OIL AND GAS INITIATIVE

### NOVEMBER 2017

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**Informing, Lobbying,  
Promoting Transparency**

info@logi-lebanon.org [www.logi-lebanon.org](http://www.logi-lebanon.org)

Registration number 13555 26/8/2014  Decree number 11217 15/2/2014  
Beirut Digital District, 1281, Ground Floor. Syriac Patriarch Street,  
Bachoura, Beirut, Lebanon  Telephone +961-3-981571



<b>Client Name</b>	Media Companies / consultants with previous experience
<b>Product</b>	Animations about Oil and Gas sector in Lebanon
<b>Language</b>	Arabic (with English Subtitles)
<b>Deadline for submitting proposals</b>	20 <sup>th</sup> November 2017

### About LOGI

LOGI is an independent non-governmental organization based in Beirut that promotes the transparent and sound management of Lebanon's oil and gas resources. It aims to develop a network of Lebanese experts in the global energy industry and provide them with a platform to educate Lebanese policy makers as well as Lebanese citizens on the key decisions facing the oil and gas industry. It focuses on public awareness, policy development, advocacy and capacity building to help Lebanon maximize the economic and social benefits of its oil and gas wealth – and avoid the resource curse. LOGI is the first and only Lebanese NGO member of Publish What You Pay (PWYP).

### About The Campaign

Petroleum exploration has a long history in Lebanon; however, the topic was kept aside until Noble Energy, a leading U.S. energy company, started searching the reserves in the Eastern Mediterranean Basin where it succeeded in December 2009 in discovering new oil and gas reserves.

The above new facts gave the Lebanese authorities the motivation to start implementing serious measures since the year 2010 to tap any potential oil and gas reserves. In January 2017, and after a three-year delay, Lebanon re-launched its first oil and gas licensing round. Lebanon has opened five offshore blocks (1, 4, 8, 9 and 10) for bidding in a first licensing round of offshore oil and gas exploration in Lebanon's Exclusive Economic Zone.

The petroleum sector in Lebanon is at an early stage, and there are currently no exploration or production activities. The existence and size of recoverable reserves remain unclear, nevertheless, the seismic surveys proved that the reserves are feasible to be excavated.

Unfortunately, Lebanon's lack of experience in the area of energy reserves presents several challenges for effective and equitable management of its resources. It is worth noting that far from the politics and the debates, qualified people are working on this topic. Aside of the lack of the experience in this sector the general population lacks the needed background information which is leading to a negative perspective of accusing the government of high corruption in managing this sector on one hand to high hopes and expectations on another hand.

The Lebanese Oil and Gas Initiative (LOGI) is requesting offers to commission a public awareness campaign within the framework of its project "Partnership for Oil for the common Good in Lebanon", in partnership with Norwegian People's Aid Lebanon (NPA) and funded by



the Norwegian Development Agency (Norad) in order to increase the awareness of the public about the oil and gas initiative.

### Objective:

The main objective of this project is to produce a number of spots in order to increase the awareness of the public about the new emerging sector which will be broadcasted on TV and social. This is considered a very important tool to educate the Lebanese citizens by equipping them with the knowledge about the oil and gas industry and the positive prospects that can be accomplished while keeping the expectations in the relevant scheme.

### Target Audience:

Lebanese citizens; males and females.

### Main Message:

The main message to convey is the following:

- All Lebanese will benefit from this natural resource
- Monitoring this sector is our responsibility
- Managing expectations of the sector is a key message
- Developing other economic sectors is a must

The main message to convey is the following:

- All Lebanese citizens should be informed about this topic and concerned about its needed success.
- All Lebanese people will benefit from the extraction of these resources, either by reducing the taxes or by improving the infrastructure and even by opening new job opportunities...

LOGi will be providing the information for the script.

Topics:

- Certainty about finding oil & gas when we drill**
- Role of civil society and the wider public**
- Revenue generation timeline**
- What will we do with the revenues**
- Type of contract Lebanon has
- Contract disclosure
- What is EITI
- Types of jobs needed for the sector**

### Mood & Tone:



The method should be:

- **Simple and understandable;** it should transmit the message in a clear simple way for everyone to be able to understand it no matter what age, education and knowledge about this s/he has.
- Make it **direct and personal** so that the watcher feels that he's involved.

### Deliverables:

Short animation videos to be broadcasted on :

- **Television: (TBD)**
- **Social Media (Facebook, Twitter, Insta, Linked In, Youtube, )**
- **Type of animation: 2D animation**
- **Type of output: MP4 and AVI-HD**

### Mandatory:

- **The animation should be in the Arabic Language (Add-on: English subtitles)**
- **Voice Over (preferably female)**
- **Sound effects**
- **60 second animations 3**
- **90 second animation; 1**
- **Script writer**

### Contract Period

Dates	Action
14 November 2017 – 19 November 2017	Submission of proposals
20 November 2017	Scanning of proposals and meeting applicants
21 November 2017	Agreement signature
2` November 2017 – 25 November 2017	Submission of the script (draft) of the animation
10 December 2017 – 15 December 2017	Submission of the Rough Cut
24 December 2017	Submission of the Final cut

Periodical meetings will take place between LOGI focal point and the company during the period of the project. Adjustment of dates might be negotiated between LOGI and the consultants.

### Budget



Max US 13,200. Please note that this amount must cover any taxes that may apply. Please also note that price is a selection criteria.

### Application procedure

This tender is published publicly and open to all interested candidates, including companies and independent consultants.

A proposal, a corresponding budget, and the data requested should be sent to the following emails:

[rfplebanon@npaid.org](mailto:rfplebanon@npaid.org)

[haninf@npaid.org](mailto:haninf@npaid.org)

[Diana.kaissy@logi-lebanon.org](mailto:Diana.kaissy@logi-lebanon.org)

[Christelle.hayeck@gmail.com](mailto:Christelle.hayeck@gmail.com) no later than 20<sup>th</sup> November 2017.

The tender will be evaluated and selected based on the following criteria:

<b>The Qualifications of the Consultancy Team/Company</b>	<b>20 %</b>
<b>The Quality of the Proposal</b>	<b>60 %</b>
- <b>Understanding of the Requirements (10 %)</b>	
- <b>Idea for execution (30 %)</b>	
- <b>Implementation Plan (20 %)</b>	
<b>The Price</b>	<b>20 %</b>
<b>Total</b>	<b>100 %</b>