REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

**Republic of Serbia**

**Serbia Agriculture Competitive Project (SCAP)**

**Loan No.: 9023 -YF**

**Assignment Title:** Development of Communication strategy and media coverage of the Project activities

**Reference No**.: SER-SCAP-CQS-CS-21-17

The Republic of Serbia has received financing from the World Bank toward the cost of the Serbia Agriculture Competitive Project (SCAP) and intends to apply part of the proceeds for consulting services.

**Scope of Work**

The consulting services (“the Services”) include development of a communication strategy and support to the Ministry of Agriculture, Forestry and Water Management (herewith: MAFWM) in promotional and training activities related to this Project. The main objective for the Consultant will be to inform potential beneficiaries of MRD grant program on funding opportunities and program modalities as well as to educate private and public sector service providers on the possibilities of the Serbia Competitive Agriculture Project (SCAP) program.

The main activities will be as follows:

- to provide service of organization and implementation of promotional activities and the Project visibility (communication strategy, design of promotional material, organization of events etc.)

- to enhance visibility and dissemination of results of the MAFWM and World Bank Serbia Competitive Agriculture Project.

The selected Consultant shall prepare and deliver the following documents in the corresponding stages of the assignment:

1. Implementation Plan;

2. Communication Strategy;

3. Quarterly analytical reports

4. Final report

Contract duration: 3 years

**Required qualifications**

The following criteria will be applied to all consulting firms that have submitted their expression of interest:

* Previous working experience in the development of a communication plan and strategies – at least one strategy for similar projects funded by international donors and lenders in last 3 years;
* Previous working experience in the organization of events, conferences and seminars is highly desirable;
* Previous working experience of creating content for the websites and social networks, creating short promotional video materials, designing promotional materials, etc.
* Minimum of five (5) years of experience in the field of communication, marketing and public relations is highly desirable.
* Minimum three (3) years of experience working with the media representatives in international donors funded project; experience in communication, public administration, project implementation work is desirable.

To substantiate the above qualifications, the Consultant must prepare a table containing the following information: project title or relevant assignment; description of the work performed; year of project implementation; country/region; client’s contact (first and last name, e-mail address, telephone number); and contract value (contract as proof of performance).

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

The Consultant is expected to establish a core team that shall consist of the following key experts, with the qualifications and skills defined in the Terms of References:

* Key expert 1 – Team leader
* Key expert 2 - Specialists Personnel - PR advisor
* Key expert 3 - Specialists Personnel - Graphic Designer

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: <http://www.minpolj.gov.rs/category/javni-pozivi/javni-pozivi-u-2021-godini/>.

The Consultant will be selected in accordance with Consultant`s Qualifications Based Selection (CQS) as set out in the **World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services, July 2016, revised November 2017 and August 2018** (“the Regulations”). The Consultant that obtains the highest score during evaluation of expressions of interest will be invited to submit technical and financial proposals.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the Regulations setting forth the World Bank’s policy on conflict of interest.

The MAFWM now invites eligible Consultants to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Expressions of interest in English language must be delivered in a written form to the **e-mail** below by **December 6, 2021, 16:00 hrs,** local time.

When submitting Expressions of interest please indicate assignment and reference number for which you are applying.

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