REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

**Republic of Serbia**

Project Title: **Scaling-Up Residential Clean Energy (SURCE)**

Project ID No.: **9346-YF**

**Assignment Title:**

**Communication and public affairs**

Reference No.: SER-SURCE-CQS-CS-24-24

The Ministry of Mining and Energy (MoME) has received financing from the International Bank for Reconstruction and Development (IBRD) (“World Bank”) for implementation of the Serbia Scaling Up Residential Clean Energy (SURCE) Project and intends to apply part of the proceeds toward payments under the contract for Communication and public affairs. The objective of the task is to engage a firm or joint venture (JV) with a proven track record in designing and implementing public affairs and communication strategies (hereinafter the “Consultant”) to support the communication and outreach activities related to the SURCE project.

**Description of Services**

**Manage the communication and outreach aspects of SURCE Project**

The Consultant is expected to design and implement communication and outreach activities for the public calls and other project activities conducted under SURCE, which includes but is not limited to the following:

1. Develop an **Implementation Plan**, with multi-year communication and outreach activities, which will be implemented throughout the SURCE project (anticipated 4 years), in coordination with the Civic Engagement Platform developed under Task 2. The assignment will have in-built flexibility to integrate lessons learned during the first public calls under the SURCE project, utilize material generated in earlier phases of the program, and continuously improve the Plan in terms of targeting and mobilizing program participants based on a measurement & evaluation system assessing the campaign impact. Among other things, the development should include activities related to:
* Open and manage official accounts on social networks Facebook, Instagram, and LinkedIn for the SURCE Project;
* Create and publish promotional content for the Project's digital platforms (Facebook, Instagram, and LinkedIn) – graphic visuals;
* Create and publish promotional video content (Reels and Stories) for the Project's Instagram account;
* Produce short videos for Projects' social media;
* Determining communication objectives by target group;
* Deciding on optimal frequency/timing of various activities;
* Defining clear and measurable goals to track the campaign’s effectiveness;
* Designing feedback/monitoring mechanisms and evaluation tools;
* Prepare an outreach campaign to raise awareness in beneficiary communities through social media channels I.e. Google Ads, Facebook marketing campaigns etc. ;
* Contribute to better visibility and promotion of the Project, including during the PiU team's visits to local self-governments by organizing visits, creating visuals, press releases, and video materials.
* Graphic design of promotional materials (leaflets, planner notebooks, pencils, paper bags – all with project logo, business card, project guidelines – handbooks etc.);
* Provide guidelines and recommendations for improving LSGUs’ public calls;
* Conducting stakeholders mapping and identifying audiences (internal and external) and the target groups for outreach (e.g., based on geographical location, income, living conditions);
* Organize and conduct public opinion and stakeholders’ surveys related to indicators of the Project Development Objectives (PDO);
* Develop and implement activities to raise awareness about the ESHS (Environmental, Social, Health, and Safety) components of the SURCE project in the “Safety through generations" subproject;

Key output: Delivered Implementation Plan which will include all sub-tasks.

**Assist in designing a Civic Engagement Platform for SURCE**

According to the World Bank corporate requirements, SURCE must include a Citizen Engagement (CE) component, which consists in active engagement and ownership of citizens and project stakeholders, and interactive two-way communication with beneficiaries. CE improves accountability and transparency, and as a result, the relationship between government and citizens; and feedback received enables design and implementation adjustments.

The Consultant is expected to contribute to the Platform set up phase to design CE architecture compatible with SURCE requirements:

1. Participate in workshop(s) to be organized by MoME and World Bank to co-develop CE platform design and implementation plan.
2. Review examples of similar platforms from other countries and draw lessons applicable to Serbia.
3. Work with the WB CE team that will develop a platform structure and present it to MoME for feedback: provide expert opinion on the CE Platform design, content, and implementation arrangements, including phased roll out.

Key output: Report summarizing recommendations for the CE Platform design, content, and implementation arrangements; active participation in meetings and discussions related to the CE.

Contract duration: Until November 30, 2027 days

**Required consultant’s (company) qualifications**

The Consultant is expected to have expertise and experience in designing and implementing comprehensive strategic communication interventions in the areas of energy efficiency and clean energy. The Consultant will be required to have the following minimum qualifications:

* The Consultant shall be registered as a legal entity;
* Minimum of five (5) years of experience in the field of communication, marketing and public relations.
* A proven record of successful accomplishment of similar assignments (minimum two in the last five years);
* Previous working experience in the development of a communication plan and strategies – at least one strategy in the last three (3) years;
* Experience working with media representatives in international donor-funded projects, public administration, and project implementation work is desirable.
* Previous experience managing communications within specific areas relevant to the Project (sustainable development, ecology, energy efficiency) is highly desirable.

As a proof for similar assignments, the Consultant shall prepare a table listing following information: name of the relevant assignment, name of a firm that conducted the assignment, short scope of work, year of contract implementation, country/region, contact reference (name, e-mail, phone number).

The Consultant can be a joint venture (JV) between maximum two legal entities.

The Consultant must provide a team of experts covering the following requirements:

• Key expert 1 – Team leader

• Key expert 2 - PR advisor

• Key expert 3 - Graphic Designer

Expressions of interest will be evaluated by applying the following criteria with allocated points:

General experience – 40 points

Consultant’s specific experience related to the assignment – 60 points

The detailed Terms of Reference for the above referenced assignment is posted on the website of the MoME: <https://www.mre.gov.rs/tekst/2207/konkursi.php> .

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, August 2018 and November 2020** (“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 Central Fiduciary Unit of the Ministry of Finance 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 **November 1, 2024, 12:00 hrs, noon,** local time.

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

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