

**DEADLINE EXTENSION
FROM MARCH 28, 2019 TO APRIL 08, 2019**

**REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTING SERVICES – FIRMS SELECTION**

This is a re-publication of the REoI published on March 11, 2019. Those who submitted expression of interest during the first round need not re-submit as their expression of interest will be considered in the evaluation for shortlisting.

**Republic of Serbia
Inclusive Early Childhood Education and Care (ECEC)
Project ID No. P157117**

Assignment Title:

- **Consulting Services – Public Awareness Campaign (PAC),
Reference No. SER-ECEC-8693YF-QCBS-CS-19-36**

The Republic of Serbia has received financing in the amount of US\$ 50,000,000 equivalent from the World Bank toward the cost of the Inclusive Early Childhood Education and Care Project, and intends to apply part of the proceeds for consulting services.

The scope of assignment for consulting services include:

Activities in the area of public awareness will be implemented simultaneously alongside other components and sub-components of the ECEC project. The consulting firm is also expected to build adequate capacities within the Ministry of Education, Science and Technological Development (MoESTD) and municipalities to carry out regular effective public communication upon the completion of ECEC.

The activities proposed under the PAC will be approved by the MoESTD, which will provide guidance to the Consultant on the most strategic aspects of the PAC. The MoESTD will need to give its formal approval for the proposed Communications Strategy and Implementation Plan before the Consultant proceeds with the implementation of the PAC activities

Options for media channels used in the campaign might include: TV (national and regional), radio stations, newspapers, social media, internet/web/blog pages, brochures, posters, pamphlets, trainings, round tables, conferences. Design of different brochures, posters, pamphlets, infographics and video material may be defined and created differently depending on target groups, so each target group may have different products.

The assignment undertaken by the consultant will be divided into six parts:

- 1) Defining of the strategy and design of the PAC;

- 2) Production;
- 3) Media;
- 4) Trainings, conferences and logistics;
- 5) Online communications and social media; and
- 6) PR.

The activities proposed under the scope of work will enable achievements under the objectives of PAC related to the purpose, process and benefits of ECEC.

The first 3 months after signing the Contract are reserved for the phase on defining of the campaign strategy and design. The other phases (Production, Media, Trainings and Conferences, Online communication and PR) will start after 3 months from the moment of signing the Contract. The expected deadline for the completion of the final report is end of June 2022.

The detailed Terms of Reference for the above referenced consulting services and is posted on the website of the MoESTD at <http://www.mpn.gov.rs/ipvo-ecec/>

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible consulting firms (“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.

The shortlisting criteria are:

In order to be selected, the Consultant must possess, at the minimum, the following qualifications:

- a) It must be a legal entity;
- b) The Consultant must prove its capability by listing its experience in similar engagements:
 - o experience in establishing and implementation of public awareness campaigns in the Region
 - o experience in at least 3 national wide public awareness campaigns of national importance; experience in the Region would be an advantage
 - o experience in the field of establishing and implementation of at least 3 public campaigns for governments/ministries in previous three years, demonstrating evidence of capability to form teams that will secure successful execution of services; experience in the Region would be an advantage.

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

The attention of interested Consultants is drawn to paragraph 1.9 of the *World Bank’s Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers January 2011 Revised July 2014 (“Consultant Guidelines”)*, setting forth the World Bank’s policy on conflict of interest.

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.

A Consultant will be selected in accordance with the *Quality and Cost-Based Selection* as set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest in English language must be delivered in a written form to the e-mail address below, by **April 08, 2019, 12:00 hours, noon**, local time.

Contact:	E-mail:	Address:
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