

REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING SERVICES – FIRMS SELECTION

Republic of Serbia

Local Infrastructure and Institutional Development Project (LIID)

Project ID No. P174251

Assignment Title:

AWARENESS RAISING CAMPAIGNS & COMMUNICATION STRATEGY FOR LIID

Reference No. SER-LIID-QCBS-CS-24-35

The Republic of Serbia has received financing in the amount of US\$ 300 million loan from the International Bank for Reconstruction and Development (IBRD) and Development and the Agence Française de Développement (AFD) toward the cost of the Local Infrastructure and Institutional Development Project (LIID), and it intends to apply part of the proceeds to payments for consulting services to be procured under this project.

Scope of Work

Main Objectives of the Assignment:

1. **Promotion of LIID Project Goals and Benefits:**
 - Raise awareness about the overall goals and expected results of the LIID Project.
 - Communicate the benefits of the project to specific target groups, including central government institutions, LSGs, businesses, and citizens.
2. **Advocacy for Sustainable Urban Development and Mobility:**
 - Promote the importance and advantages of sustainable urban development and mobility.
3. **Showcasing Completed Infrastructure Projects:**
 - Highlight and promote the completed infrastructure projects as part of the LIID project.
4. **Strategic Framework for Urban Development:**
 - Develop a strategic framework to promote work on SUMP, transport innovations, and urban development.

The Consultant is expected to perform following Tasks as a part of the consultancy service:

- Activity 0: Inception and Preparation for the Assignment;
- Activity 1: Development of the Communication Strategy and Action Plans;
- Activity 2: Implementation of the Communication Strategy and Action Plans.
- Activity 3: Monitoring and Reporting on the Implementation of the Communication Strategy and Action Plans.

Estimated contract duration: 47 months.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Ministry of Construction, Transportation and Infrastructure (MCTI) <https://www.mgsi.gov.rs/cir/dokumenti/javni-konkursi>

The Central Fiduciary Unit (CFU) 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.

The assignment will require a qualified consulting company or a joint venture that can demonstrate extensive experience in the above Services.

The following shortlisting criteria will be applied to all consulting firms (individual company or joint venture overall) that have submitted EoI:

1. The Consultant must have had at least 35 employees as of December 31, 2024. Proof of compliance shall be provided through a signed statement from the Consultant certifying that the organization employed at least 35 staff members as of December 31, 2024.
2. Demonstrated international experience and a verifiable track record in providing Consultancy in communication strategy development, stakeholder engagement, and implementation of awareness-raising campaigns within the past ten (10) years.
3. Proven specific expertise in assignments related to field of PR and/or event management, with at least five (5) references of successful projects completed within the last ten (10) years.
4. At least five (5) projects implemented on „green topics”.
5. Experience in designing and implementing at least one (1) relevant project; experience in Serbia will be considered as an advantage.
6. Experience in designing and implementing at least one (1) campaign for the projects supported by the International organizations; experience in Serbia will be considered as an advantage.
7. Experience in projects related to the infrastructure and mobility will be considered as an advantage.
8. Projects conducted with the public institutions will be considered as an advantage.

The experience and record of any proposed sub-consultancy shall not be included in the evaluation. Key Experts' CV are not required and will not be evaluated at the shortlisting stage.

MCTI, as Contracting Authority, intends to shortlist five to eight eligible firms to whom a subsequent Request for Proposals (RFP), both technical and financial, shall be sent.

As a proof, the Consultant firm shall prepare a table listing following information: name of the relevant assignments, year of contract's implementation, information on contract value, percentage carried out by Consultant in case of association of firms and short description of main activities, contracting entity/client, country/region, contact reference (name, e-mail, phone number).

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 Regulations.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the World Bank's Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016, revised November 2017, August 2018 and November 2020) (“the Regulations”) setting forth the World Bank's policy on conflict of interest.

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 email below, by 25th of February, 2025, 12:00 hours, noon, local time.

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