

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES – FIRMS SELECTION

Republic of Serbia

ENABLING DIGITAL GOVERNANCE PROJECT(EDGE)

Project ID No. P164824

Assignment Title:

Communication and Citizen Feedback, Reference No. SER-EDGE-QCBS-CS-21-24

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 Enabling Digital Governance Project (EDGE), and it intends to apply part of the proceeds to payments for goods, works, non-consulting services and consulting services to be procured under this project. EDGE will be jointly financed by the Republic of Serbia in the amount of US\$ 5,000,000.

Scope of Work

In order to seamlessly implement the changes eGovernment initiatives bring and enhance absorption of e-services, Consultants firm will be required to conduct comprehensive and strong communication campaign, as well as raising awareness aimed toward providers of government services, end-users and all relevant stakeholders.

Phase One: Developing Communication Strategic Framework

The Communication Strategic Framework is expected to present the strategic path laying out how the following elements should be implemented:

- 1) The Inception report which will include the analysis of the current eGovernment Communication services, with special emphasis on all service analysis since the beginning of the COVID-19 pandemic.
- 2) Approach to inform the public about the project and all the reform steps planned, keeping in mind length of project.
- 3) Pathway to introduce internal communication in order to reach out to key stakeholder group (i.e. Government representatives, staff, institutions in charge) to neutralize resistance, obtain their understanding, and support. This aspect needs to be fully aligned with Public Administration Reforms taking place in the Republic of Serbia, as well as with the ongoing (EDGE) activities of Change Management and Institutional Strengthening and Strengthening Digital Skills and Knowledge Sharing in Governmental Institutions.
- 4) A way forward to explain the role and responsibilities of relevant institutions/stakeholders.
- 5) Ways to influence support to government efforts in order to make Serbia more digital.

Phase Two: Developing Communication Action Plan

Based on the developed Communication Operational Framework, a detailed Communication Operational Plan should be developed, which will contain activities, initiatives and communication messages for each stage of the project, ensuring complete engagement of all relevant stakeholders.

Phase III – Implementation of the Action Plans

Task: Implementation of Communication Action Plan

The implementation phase needs to take into consideration the needs of each target group. However, key messages should be tested prior the implementation within the focus groups. The following should be taken into account:

1. General public/citizens should be informed by radio, TV print media and all available digital channels
2. Media
3. Top political and Executive Leadership on the Government level, Functional and Technical Leadership within the respective Government bodies
4. Government officials and staff
5. Citizen feedback

Contract duration: 30 months.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Office for Information Technology and e-Government <https://www.ite.gov.rs/edge>.

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.

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

- a) The Consultant firm must be a legal entity;
- b) The Consultant firm must have at least 20 employees with experience in the field relevant to be provided within the scope of the service. This requirement is to be proved by submitting the working contracts of employees;
- c) The Consultant firm must have proven track record in Communications and Media and must prove its capability by listing its experience in previous five years (2016-2020) related to:
 - Proven Experience in Communications in Public Sector – minimum 3 projects
 - Implementation of projects aimed at promoting efforts of Government and funded by international donors – minimum 3 projects
 - Experience in market surveys/feedback collection: qualitative and quantitative research – minimum 2 projects
 - Experience in citizen engagement and behavior change communication – minimum 2 projects
- d) Proven experience in training and development of various educational formats – minimum 1 project;
- e) Regional presence and understanding of economic landscape in Western Balkans is preferable;
- f) Licensed educational program is preferable;
- g) Experience in development of on-line software/products and service in the domain of analytics/social listening tools is preferable;

As a proof, the Consultant firm 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 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 and August 2018)* (“the Regulations”) 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 (JV) 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. Furthermore, Expressions of interest of JVs will be evaluated based on the composition of JV submitted, whereas the experience of other firms not included in the JV will not be considered in the evaluation. The experience 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.

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

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 **July 19, 2021, 12:00 hours, noon**, local time.

Contact:	E-mail:	Address:
To:	ljljana.krejovic@mfin.gov.rs Ms Ljljana Krejovic Procurement Specialist	Ministry of Finance Central Fiduciary Unit 3-5 Sremska St 11000 Belgrade, Serbia
Cc:	ljljana.dzuver@mfin.gov.rs	Tel/Fax: (+381 11) 2021587
Cc:	edge@ite.gov.rs	