

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

Republic of Serbia

Serbia Accelerating Innovation and Growth Entrepreneurship (SAIGE)

Project ID No. P170185

Assignment Title: SAIGE PR and visibility, Reference No. SER-SAIGE-CQ-CS-21-20

Serbia has received a loan from the World Bank (Bank), through the “Serbia Accelerating Innovation and Growth Entrepreneurship Project” (Project), to contribute to the country’s growth and competitiveness by improving (i) relevance and excellence of scientific research and (ii) innovative entrepreneurship and access to finance for enterprise growth.

The Ministry of Education, Science and Technological Development (MoESTD) needs to engage Consulting firm.

Objective of the assignment

The main objective of the assignment is to promote the importance of enhancing Serbia’s research and innovation ecosystem, thus contributing to an increased competitiveness of the Serbian economy.

Specific objectives are to address the relevance and excellence of scientific research, as well as to promote innovative entrepreneurship through the implementation of the Smart Specialization Strategy (4S) , in support of Serbia’s growth and competitiveness.

In order to achieve the above objectives, the MoESTD needs to engage a local consultancy firm (hereinafter: the Consultant) for public relations, visibility and communications, and event management services. The Consultant shall develop a digital marketing strategy and create assets and materials suitable for (a) promoting all SAIGE Project activities, and (b) promoting the Smart Specialization Strategy (4S) implementation process.

Scope of Work

During the course of its engagement, the Consultant is expected to provide the following services:

- In order to promote SAIGE Project activities, ensure appropriate visibility and define adequate communications tools and channels, the Consultant shall develop a branding and marketing strategy for the SAIGE Project, under guidance and supervision of the MoESTD/Project Implementation Unit (PIU), and approved by the World Bank;
- On the basis of the agreed branding and marketing strategy, the Consultant shall prepare the SAIGE visual identity guidelines and necessary visuals (logo design,

- fonts, color palettes, etc.) for the implementation of a digital marketing campaign, to achieve better recognition and visibility and add brand value to SAIGE Project activities and the Serbian research and innovation ecosystem;
- Development of appropriate communication tools and channels for each of the target groups (representatives from public administration, academia, business sectors and civil society);
 - Event management - Organization of up to 2 events for up to 200 participants per event, up to 2 events for between 50 - 100 participants, and up to 8 workshops of up to 50 participants per event and collection of the feedback of the events. Consultant contract will cover all costs (fees of facilitators, renting hall/venue, technical equipment, catering and logistical support), except travel expenses of participants;
 - Some specific tasks would include, but not limited to:
 - Design, development, deployment and regular maintenance of the official SAIGE Project webpage, including content management;
 - Regular PR support;
 - Social Media Campaigns (specialized web portals, direct emails and newsletters), as well as tools/products necessary for efficient facilitation and promotion (video clips of success stories);
 - Organization of public events (conferences, forums, workshops, seminars, training courses);
 - Printed materials (booklets, leaflets, posters, brochures, event feedback form) used for the purposes of any public event;
 - Press/media-related materials (press releases, press conferences, press visits);
 - Feature stories/articles in professional magazines and websites (academic, scientific, business, civil society);
 - In order to promote Smart Specialization Strategy and its implementation the Consultant should closely cooperate with the MoESTD/Project Implementation Unit (PIU), including but not limited to the following specific tasks:
 - PR support to key stakeholders/priority areas;
 - Media kit, Q&A, and other documents;
 - Event planning and management;
 - Printed and electronic materials and documents in Serbian and in English (as required) form;
 - Covering events and handling media on the spot;
 - Maintenance of 4S webpage already developed through the Competitiveness and Jobs Project, its improvement and updating, content management, SEO optimization and related activities (the costs for web hosting will be provided from the SAIGE operational costs).
 - Other ad-hoc digital marketing activities related to the assignment.

Experience and Qualifications of the Consultant and the staff of the Consultant

Consultant:

- Be a legal entity;
- At least seven (7) years of general experience in event management, PR and communications;
- At least five (5) years of specific experience in providing similar services;
- Proven record of successfully completing at least 3 national wide assignments in conducting events, PR and communications during the last five years (2016-2020);
- The Consultant should have capacity to assign a qualified and experienced team that will work on this assignment including at least one Lead Expert, one Event Specialist and one Associate. Lead Expert, Event Specialist and Associate need to be in-house staff of the Consultant. The qualifications and experience of presented staff should be related to the assignments for developing and implementing event management, PR and communications;
- The Consultant must be familiar with EU Communication and Visibility requirements.

Required qualifications for the Lead Expert:

- At least Bachelor Degree;
- At least 10 years' experience in event management, PR and communications;
- Proven experience in event management, PR and communications with international organizations, and government institutions;
- Experience in cooperation with government officials, academia, businesses and civil sector is required;
- Experienced in managing projects with overall budgets over 100k+ EUR;
- Experienced in strategic communication planning and managing event and communications teams;
- Proven record in coordinating teams of graphic and web designers, photographers, camera persons, PR and media managers;
- Detailed knowledge of EU Communication and Visibility requirements;
- Previous experience with World Bank/EU/other international organizations in event and communications management is considered a plus;
- Excellent spoken and written English, (knowledge of Serbian language mandatory);
- Excellent communication, organisation, and teamwork skills.

Required qualifications for the Event Specialist:

- At least Bachelor degree;
- At least 5 years' experience in event management;
- Proven experience in event management, with international organizations, and government institutions;
- Experience with event logistics, coordinating technical staff, catering management in other event related services;
- Previous experience with World Bank/EU/international organisations funded programs is considered a plus;
- Computer skills;
- Excellent spoken and written English, (knowledge of Serbian language mandatory);

- Excellent communication, organisation, and teamwork skills.

Required qualifications for the Associate:

- At least 3 years' experience in event management, PR and communications;
- Direct experience in event management, PR and communications with international organizations, or government institutions is considered a plus;
- Experience with business correspondence, administration and invoicing;
- Previous experience with World Bank/international organisations funded programs is desirable;
- Computer skills;
- Excellent spoken and written English, (knowledge of Serbian language mandatory);
- Excellent communication, organisation, and teamwork skills..

The criteria are:

#	Criteria	Weight
1	General experience in the field of the assignment	10
2	Specific experience relevant to the assignment	40
3	Key Experts' qualifications and competence for the assignment <u>Lead Expert</u> [points 25] <u>Event Specialist</u> [points 15] <u>Associate</u> [points 10]	50
	The Key Experts' qualifications shall be evaluated according to the following sub-criteria and their belonging weights: a) General qualifications (general education and experience) 20% b) Adequacy for the Assignment (relevant experience in similar assignments with focus to public sector and previous experience with international donors) 80%	

Timing and Duration

The Consulting firm is expected to be engaged for the duration of 12 months. The contract can be extended, subject to satisfactory performance and specific project needs.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the MoESTD <http://www.mpn.gov.rs/konkursi-tenderi-2/>.

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible consulting firms ("Consultants") to indicate their interest in providing the Services.

The Consultant will be selected in accordance with the *Consultant's Qualifications Based Selection (CQS)* method 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").

Interested and eligible consulting firm for this position should send Expression of Interest in English by e-mail to the contact information listed below.

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.

Expressions of interest from eligible firms/ joint ventures should specify the following relevant information:

- (i) Short introduction of the firm/joint venture;
- (ii) Core business;
- (iii) Qualifications in the field of the assignment (in case of a “joint venture”, such evidence is required for all members of the “joint venture”, while in case of a sub-consultancy, it is required only for the leading firm);
- (iv) Technical and managerial organization of the firm;
- (v) General qualifications and number of relevant key staff.

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, World, 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.

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

Deadline for submission of expressions of interest is September 24, 2021, 12:00 hours, noon, local time.

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

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