

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

Country: Pakistan
Project Name: Punjab Human Capital Investment Project (PHCIP)
Credit No.: 6548-PK
Assignment Title: Hiring of Creative Communications Firm (CCF)
Reference No. PK-PSPA-185560-CS-QCBS

The Government of Pakistan has received financing from the World Bank toward the cost of the Punjab Human Capital Investment Project (PHCIP), and intends to apply part of the proceeds for consulting services.

The objective of the consulting services ("the Services") is to extend creative communications support to all project components, working as the technical arm to provide a) mainstream communications design support and b) advisory inputs to facilitate review and implementation of a nuanced 'Communications, Outreach and Social Mobilization Strategy (COSMOS)' designed and developed by PSPA to complement delivery of project-wide activities.

The overarching role of the CCF is to ensure technical support in creative conceptualization and design of key messages (as envisioned and prescribed by technical teams) of respective components and agreed in the COSMOS, delivering a collection of targeted tools and IEC materials.

The CCF will support implementation of strategic communications as well as provide technical support in the creative and communication design of Public Information Campaign and IEC materials to enable the Punjab Social Protection Authority (PSPA) in carrying out community outreach, social mobilization and beneficiary engagement through field-based teams of relevant health and education departments.

The CCF will also provide technical support in realization of the project-wide individual components of the PHCIP through creative communications design and delivery of awareness campaigns, relevant audio-visual tools and IEC materials.

The EOI Document having detailed Terms of Reference (TOR) for the assignment can be found at the websites: <http://www.pspa.gov.pk/> or can be obtained at the address given at the end.

The Punjab Human Capital Investment Project (PHCIP)-Punjab Social Protection Authority (PSPA) now invites eligible creative communication design consulting firms to indicate their interest in providing the required services as explained in the TOR. Interested firms should provide the following information demonstrating the required qualifications and relevant experience to perform this assignment. Key Experts will not be evaluated at the shortlisting stage. The parameters for evaluating EOI responses are given below: -

Experience:

1. Demonstrated post-registration experience of 10 years in production, design along with developing and implementing Public Information Campaigns for development sector projects to support community outreach and mobilization
2. Prior experience of working on development issues and design and implementation of communications, beneficiary outreach/community mobilization campaigns for multi-sectoral development projects.
3. Proven capacity to produce a series of strong visual-based and illustrative IEC print, digital and electronic materials for beneficiaries and information-based material for stakeholders, including innovative use of ICTs such as SMS and real-time IVR communication through mobile phones
4. Experience of handling social and digital media campaigns
5. Expertise in media management and supporting Public Relations
6. Experience of website design, development and maintenance

Note: The firm must provide the documentary evidence of the assignments carried out.

Availability of Appropriate Skills in Staff:

Availability of appropriate skills and staff, corresponding to tasks delineated in ToRs

Logistical Capacity:

- In-house capacity in creative concept development, art direction, multimedia, digital design and latest audio-visual production and equipment

The attention of interested Consultants is drawn to Section III, paragraphs 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IFF Borrowers -" July 2016 (Revised November 2017 & August 2018) ("Procurement 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 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. Firms interested to participate in JV should submit information for each partner, which will be assessed independently regardless of capacity/experience of the other partner. Payments shall only be made into the JV account.

A Consultant will be selected in accordance with the Quality Cost Based Selection (QCBS) Method set out in the Procurement Regulations (link: <https://pppdocuments.azureedge.net/083b3f94-e932-4395-a410-834/fbc14fbc.pdf>).

Further information may be obtained at the address given below during office hours from 0900 to 1700 hours. This REOI is also available on the website: <http://www.pspa.gov.pk/>.

Expressions of interest must be delivered in written form to the address below (in person, email or by post) by or before 1700 hours on **31st May, 2021**. For EOIs sent through email

you will receive a confirmation receipt from PMU within 24 hours. In absence of such a confirmation please seek confirmation on address given below.

The assignment title of the consultancy should be clearly written on the front of the envelope or in the subject line.

Project Director

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Punjab Human Capital Investment Project (PHCIP)

Punjab Social Protection Authority (PSPA)

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