

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

JAMAICA: FOUNDATIONS FOR COMPETITIVENESS AND GROWTH PROJECT
Loan No.:9203-JM

Assignment Title: Communication/PR Programme A – *Getting Credit, Protecting Minority Investors, Starting a Business, Resolving Insolvency, Paying Taxes Indicator Areas*

Reference No. (As per Procurement Plan): FCG/AF/CON/01-0

The Government of Jamaica (GoJ) has received financing from the World Bank toward the cost of the Foundations for Competitiveness and Growth Project, and intends to apply part of the proceeds for consulting services.

Note: The award of contract is subject to the World Bank’s declaration of effectiveness of the loan.

The consulting services (“the Services”)

The Services of a team of Consultants are required by the GOJ to increase public awareness of its reform agenda, which is aimed at improving the business environment for private sector investment through the development and execution of a two-pronged communications programme that targets the main audiences impacted by the business reforms, as well as the wider public.

Specifically, the Services include the development and implementation of a one-year comprehensive Communication Plan, including the production and dissemination of communications collaterals, execution of communication campaigns, workshops, events, to ensure greater public awareness of the reform agenda for the following thematic areas:

- i. Starting a Business
- ii. Getting Credit
- iii. Resolving Insolvency
- iv. Paying Taxes
- v. Protecting Minority Investors

The anticipated duration of the assignment is eighteen (18) months.

Interested consultants may obtain the Terms of Reference, Client Reference Form and the template for submission of an Expression of Interest in English <https://www.pioj.gov.jm/procurement/>.

The Planning Institute of Jamaica 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:**

- i. Demonstrated experience in developing and executing marketing campaigns, including preparation of budgets and marketing tools, using project management techniques and tools in execution of assignments. This should be evidenced by at least five completed projects valued at minimum J\$4 million each, over the past seven years (include project management document samples [e.g. GANTT Charts or media plans], completed client reference forms with a minimum total score of 75 percent and other work samples for each project). Particular experience in conducting marketing campaigns for similar target audiences would be a distinct asset. *(25 points)*
- ii. Demonstrated experience in the production and dissemination of collateral and other relevant marketing and communication materials, evidenced by five completed projects over the last seven years (include work samples for each project). *(25 points)*
- iii. Evidence of execution of at least four event planning, event management and communications (including public relations) initiatives over the last seven (7) years (include work samples and public relations output for each project). *(20 points)*
- iv. Demonstrated competence in digital marketing and the engagement, use and operation of social media platforms (include information on managed social media pages). *(15 points)*
- v. Demonstrated experience in developing and implementing monitoring and evaluation tools for communication plans/programmes/strategies, evidenced by three completed projects in the past five years (e.g. social media digital marketing reports, google analytics reports, impact survey results, etc.). *(15 points)*

The minimum points required for short-listing is 70.

Key Experts **will not** be evaluated at the shortlisting stage.

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 IPF Borrowers" July 2016 (revised in November 2017 and August 2018) ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the **Least Cost Selection method** set out in the Procurement Regulations.

Expressions of interest must be delivered electronically to dwint@pioj.gov.jm with copy to kmelliott@pioj.gov.jm, by **December 20, 2021**. The procurement reference number should be clearly identified in the subject heading as appropriate. No hard copy submission will be accepted.

Further information can be obtained at the address below during office hours of 9:00 AM and 4:00 PM.

Planning Institute of Jamaica
Attn: Monique Harper-Griffiths
16 Oxford Road, Kingston 5, Jamaica

Tel: 876 960 9339

Fax: 876 906 5011

E-mail: dwint@pioj.gov.jm with copy to kmelliott@pioj.gov.jm and mhgriffiths@pioj.gov.jm