

# **REQUEST FOR EXPRESSIONS OF INTEREST**

Ministry of Agriculture, Forestry and Rural Development in Kosovo  
Project Title: Agriculture and Rural Development Project (KARDP)  
IDA, Credit No 5005 XK

## **Assignment Title: Public Awareness Campaign**

**Reference No.:** KARP-CS-17.1

The Ministry of Agriculture, Forestry and Rural Development in Kosovo has received financing from the World Bank toward the cost of the Agriculture and Rural Development Project (KARDP), and intends to apply part of the proceeds for the consulting services.

## **The Objective of the Assignment**

The objective of this assignment is to assist the MAFRD and the PIU in the promotion of the Agriculture and Rural Development Strategy more specifically, the Rural Development Grant Program to the beneficiaries. The firm will be responsible for performing the following tasks for the duration of the contract:

- Assist the MAFRD on implementation of its communication strategy and increase awareness on the achievements made through implementation of the measures within rural development program;
- Establish and maintain cooperative relationships with the M&E Specialist from the PIU and the PR representative of the Managing Authority and coordinate with other MAFRD interventions concerning relevant communications activities;
- Assist the PIU in developing appropriately branded public information materials and events related to the project activities and Rural Development Grant Program.
- Design, develop and prepare all promotional materials such as leaflets/ Rural Development Grant Program Manual, posters, stickers, and other public information materials depending on the Contractor's request to increase beneficiaries' awareness and knowledge on the ARDP support and financing opportunities under RDGPs;
- Conferring with competent personnel of MAFRD to produce or coordinate the production of promotional materials under ARDP Project;
- Maintain the ARDP website regarding ARDP data, program, products and activities with the purpose of disseminating information to the program beneficiaries while facilitating the PIU Contact person, to insert necessary information that gives visibility to the ongoing actions within the project.

## **Duration of the Assignment and estimated time input**

The duration of the Assignment will be for 20 months with possibility of extension based on satisfactory performance or urgency and level of importance of any project's action requiring Consultant's support, but not longer than the Project Closing Date.

## **Deliverables:**

- Deliver a proposal for the PR campaign supporting the ARDP Project (within 2 weeks from the signature of the contract)
- Develop Concept for the Promotion of the Rural Development Grant Program (to be presented by beginning of January 2016)
- Design and Print 1250 Leaflets per year for a total of 2500 leaflets under the Duration of the Assignment
- Design and Print 500 Brochures per year for a total of 1000 Brochures under the Duration of the Assignment
- Design and Print 1200 Rural Development Grant Program Manuals per year, for a total of 2600 RDGP Manuals, to be distributed to the MAFRD, Municipal Advisory Centers and the PIU of ARDP.
- Design and Print 150 Posters per Year
- Design, Print and advertisement space of 40 Billboard Posters on street billboards.
- Design and Print 20 roll up Banners per Year regarding ARDP and RDGP.
- Design and Print 100 Stickers and Labels to promote the support provided by the Project. Sizes will be defined depending on the use and application area.
- Design and Print 200 T- Shirts
- Design and Print 100 Baseball Hats
- Design and Print 200 Bags (environmentally friendly)
- Promotional materials such as pens (1000 pcs), calendars (500 pcs), notebooks (500 pcs), and folders (1,000 pcs) to be used for distribution and during the information sessions and other events organized in the scope of RDGP promotion.
- Maintain the ARDP Website with updates that present ongoing project's activities, information relevant to the ongoing events and actions performed by the PIU or Ministry structures associated with implementation of the project.

## **Consultant Qualifications**

The Communications /Public Awareness Campaign Firm have to meet the following requirements:

- Minimum of 5 years experience in communication and public awareness, marketing or related field.
- Proven experience in planning, designing and delivery of information campaigns
- Familiarity with web site development and maintenance.
- The firm must show proficiency in English language and Albanian, while Serbian language skills are an advantage.
- Business registration and VAT Certificate are a must.

The Ministry of Agriculture, Forestry and Rural Development 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 evaluation criteria for short listing are:

Experience in similar assignments	50 points
Consultants qualifications	30 points
References from previous assignments	20 points

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s [\*Guidelines: Selection and Employment of Consultants \[under IBRD Loans and IDA Credits & Grants\] by World Bank Borrowers\*](#) dated January 2011 (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a subconsultancy to enhance their qualifications.

A Consulting firm will be selected in accordance with the Consultants’ Qualifications (CQ) method set out in the above mentioned Consultant Guidelines, and following the above mentioned evaluation criteria.

Further information can be obtained at the address below during office hours *i.e. 08:00 to 16:00 hours*.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **02<sup>nd</sup> November 2015**.

**Agriculture and Rural Development Project (KARDP)**

Project Implementation Unit – PIU  
Mother Theresa Road Nr. 59 A/8 Nr. 10,  
10 000 Pristina, Kosovo  
Tel: +381 38 224 965  
E-mail: [reita.koci@ardp-ks.org](mailto:reita.koci@ardp-ks.org)