

# 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 60170 XK

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

**Reference No.:** KARP-CS-17.2

The Ministry of Agriculture, Forestry and Rural Development (MAFRD) is seeking a service provider (the Consultant) to support the MAFRD's Kosovo agriculture Rural Development Project (KARDP – third additional financing – financed by the loan to MAFRD from the World Bank) to undertake the public information campaign in informing the farming and agro – processing community about project activities and the investment opportunities under Rural Development Grant Program (RDGP) of MAFRD and the ARDP activities. The project supports the MAFRD in improving its capacity into delivering the Grant Program, to help foster competitiveness and development in agriculture sector. The Public Awareness firm will ensure that both the MAFRD's grant program and the ARDP's activities are adequately disseminated and information made available to all potential beneficiaries. The firm will closely liaise with the Project Implementation Unit (PIU) in the execution of its functions.

### The Objective of the Assignment

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

- Assist the KARDP and MAFRD on implementation of its communication strategy and increase awareness of the achievements made through implementation of the Grant Programs;
- 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 donor supported interventions concerning relevant communications activities;
- Assist the PIU in developing appropriately branded public information materials and events, related to the project activities and RDGP;
- Develop and prepare all promotional materials such as leaflets/ manuals, 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 Rural Development Grant Program;

- Conferring with production and support personnel of MAFRD to produce or coordinate the production of promotional materials under ARDP Project; and
- Develop and Maintain the ARDP website regarding ARDP data, programs, activities and results 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.

#### Consultants Qualifications

The Public Awareness Campaign Firm has to meet the following requirements:

- Minimum of 5 years of experience in communication and public awareness, marketing or related fields.
- Proven experience in branding identity, planning, designing and delivery of information campaigns
- Familiarity with web site development, design 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.

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

The duration of the Assignment will be maximum 18 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 no longer than the Project Closing Date.

#### Deliverables:

- Deliver a proposal for the PR campaign supporting the ARDP Project (within 2 weeks from contract signature)
- Development of Concept for the Promotion of the Rural Development Grant Program (to be presented by the end of December 2019)
- Propose and develop promotional materials to be used on public awareness campaigns for both ARDP and MAFRD (For year 2020 to be presented by mid - January 2020; for year 2021 by mid – January 2021).
- Design and print Grant Program Manuals for Rural Development Grant Program (For year 2020 to be presented by end - February 2020; For year 2021 by end – February 2021)
- Design and print supporting promotional materials such as leaflets, brochures, roll up banners, posters, stickers and labels, to enhance RDGP visibility among potential beneficiaries as well as other activities under Rural Advisory Services contracts (For year 2020 to be presented by end - February 2020; For year 2021 by end – February 2021)
- Develop and print other promotional materials such as T-shirts, hats, vests, environmentally friendly bags, umbrellas and other, to be used for ARDP promotion activities, by end of November 2020.

- Print other promotional materials such as pens, calendars, notebooks, folders, USB's, mugs, visit cards and other, to be used for ARDP Promotion activities ((For year 2019 to be presented by mid - December 2019; For year 2020 by mid – December 2020)
- Continuously maintain (server hosting, domain etc) and facilitate with the update of the ARDP Website with information that present ongoing project's activities information relevant to the ongoing events and actions performed by the PIU or Ministry structures associated with the implementation of the Project.

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 sub consultancy 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 **20 November 2019**.

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

Project Implementation Unit – PIU  
 Mother Theresa Road Nr. 59 A/8 Nr. 10,  
 10 000 Pristine, Kosovo  
 Tel: +381 38 224 965  
 E-mail: [ardp.procurement@gmail.com](mailto:ardp.procurement@gmail.com)