**REQUEST FOR EXPRESSIONS OF INTEREST**

Consulting Services – Firms Selection

**PROJECT: Local and Regional Competitiveness Project (LRCP)**

Grant No.: TF0A1779

**Assignment Title:** **Consulting Services on Increasing the Project’s Visibility Activities**

**Reference No: MK-LRCP-P154263-CQS/C4-21-3**

The Local and Regional Competitiveness Project (LRCP) is a four-year investment operation financed with a grant from the European Union Instrument for Pre-Accession (IPA II) and administered by the World Bank (WB). LRCP intends to apply part of the grant funds for consulting services under this Project.

The consulting services (“the Services”) include services for on Increasing the Project’s Visibility Activities.

Expected duration for the above referenced consulting services is four months. The Terms of Reference (ToR) are enclosed to this email.

The LRCP now invites eligible consulting firms (‘Consultants’) to indicate their interest in providing the Services. Interested Consultants should provide their information demonstrating that they have the required qualification and relevant experience to perform the Services. The shortlisting criteria are:

·     A minimum of five (5) years of professional experience in development communications, public relations, journalism, marketing, or a related field;

· Capability and proven experience in developing and executing public awareness strategies, with at least two such projects undertaken in the last five years;

· Capability and proven experience crafting messages in various formats (press releases, websites, success stories, social media, etc.) targeting a variety of audiences, with at least two such projects undertaken in the past five years;

· Previous communication and PR experience in an EU-funded project, and knowledge of EU visibility requirements, will be considered a strong advantage;

· Previous experience in communicating national tourism issues, investments or other related fields will be considered a strong advantage.

The selected firm should confirm availability of experts in the following areas. Bio data/CVs of individual key experts are not required for the purpose of expressions of interest, just confirmation of availability of required experts:

1. Campaign specialist
2. Public relations specialist
3. Copywriter

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, Revised July 2014* (“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. The “association” may take the form of a Joint Venture or a sub consultancy. In case of a Joint Venture (JV), all members of the JV will be evaluated jointly for the purpose of short listing and shall be jointly and severally liable for the assignment and shall sign the contract in case of award is made to that JV group. Interested consultants should clearly indicate the structure of their “association” and the duties of the partners and sub consultants in their application. Unclear expression of interests in terms of “in association with” and/or “in affiliation with” and etc. may not be considered for short listing. Keeping one expression of interest per firm as principle, a consultant firm may decide whether it wishes to participate as a sub consultant or as an individual consultant or as a partner in a joint venture. Please note that a firm shall submit only one expression of interests in the same selection process either individually as a consultant or as a partner in a joint venture. No firm can be a sub consultant while submitting an expression of interests individually or as a partner of a joint venture in the same selection process. A firm, if acting in the capacity of sub consultant in any consultant or JV, may participate in more than one consultant, but only in the capacity of a sub consultant.

A Consultant will be selected in accordance with the Consultants’ Qualifications Selection method set out in the [Consultant Guidelines](http://documents1.worldbank.org/curated/en/796061468126898713/pdf/956640PUB0Box3010Revised0July102014.pdf).

Further information can be obtained at the address below during office hours from 09:00 – 16:00 hrs local time.

Expressions of interest in English language must be delivered in a written form to the address below (in person, by mail, or by e-mail) by **Friday, May 21st, 2021**.

Project Implementation Unit

Local and Regional Competitiveness Project

Attn: Ivana Naumovska

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