



REPUBLIC OF KENYA

THE NATIONAL TREASURY & PLANNING

FINANCIAL SECTOR SUPPORT PROJECT

CONSULTANCY TO DESIGN AND EXECUTE A FINANCIAL LITERACY AND PUBLIC AWARENESS CAMPAIGN

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

FSSP/PIU/NT/BFEA/47/2018-19

Credit No: 5627 KE
Project ID No: P 151816

1. The Government of Kenya (GoK) has received financing from the World Bank towards the cost of the Financial Sector Support Project (FSSP) whose overall development objective is to strengthen the legal, regulatory and institutional environment for improved financial stability, access to and provision of, affordable and long term financing. It is intended that part of the proceeds of this credit be applied to eligible payments under the contracts for consultancy to design and execute a financial literacy, consumer protection and public awareness campaign for the Kenya Mortgage Refinance Company (KMRC) to be implemented over a period of nine (9) months.

2. Objective of the Assignment

The overall objective of this consultancy is to raise awareness on the role of the Kenya Mortgage Refinance Company (KMRC) in the Government's affordable housing project, its role in the development of the mortgage market in Kenya, coordination with participating institutions and a call to action for Kenyans to start taking up mortgage loans.

3. Scope of the Work

The scope of work of the assignment will cover, but is not limited to the tasks described below:

- Research, design and execute a comprehensive communications strategy and public awareness campaign to position KMRC in the market while promoting its benefits to the economy;
 - Advice on the design of appropriate communication and advocacy tools to be used in the national and public awareness campaign;
 - Develop and produce in writing a communications strategy for a sustainable public awareness campaign that can be carried forward after the assignment has ended;
 - Prepare all necessary services for the production and dissemination of all communications materials related to the public awareness campaign (print, audio-visual, online etc.);
 - Develop a press kit including general and event-specific press releases;
 - Provide media training to designated spokespersons of KMRC and relevant members of KMRC management.
4. The National Treasury (the Client), through its Project Implementation Unit (PIU), now invites **eligible consulting firms** **“Consultants”** to express their interest in providing this service. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Service for a similar institution. The consulting firm and its consultants should have extensive experience in communications and public awareness campaigns. This should include in-house capacity (or sub-contracted) in form of resources and technology to undertake the campaign; Network of relevant media and communications contacts, including private media outlets, Demonstrated experience in development of communication strategies; disseminating communications materials and raising awareness among consumers on product characteristics and benefits; organizing public communications campaigns and events, including overseeing event logistics, content development and execution; Experience in financial literacy campaigns, or similar public awareness campaigns with the financial sector, international NGOs, or civil society. The

shortlisting criteria are: (a) Consultancy experience; (b) Relevant job assignments undertaken in the last five years in the field of public relations and communications; (c) Experience in developing/emerging markets.

5. 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 published in *January 2011* and revised in *July 2014* ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.
6. Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications.
7. A Consultant will be selected in accordance with Consultant Qualification Selection (CQS) method set out in the Consultants Guidelines.
8. Further information can be obtained at the address below during office hours i.e. 0900 to 1700 hrs.
9. **Expressions of Interest** must be delivered in a written form in plain sealed envelopes with consultancy **reference and name clearly marked on top** in person, by mail or by email to the address shown below or placed in the tender box at our offices on the 7th floor, Anniversary Towers, North Tower.

Postal Address:

Project Implementation Unit
Attention: Procurement Specialist
P.O Box 21190 –00100
Nairobi, Kenya.

Telephone No: +254-20-2210271/4

Physical Address:

Project Implementation Unit
Attention: Procurement Specialist
7th Floor, Anniversary Towers, North Tower.
Building No.19 Monrovia Street/University Way
Nairobi, Kenya.

E-mail: procurement.fssp@piu.go.ke;

10. **Deadline for submission of Expressions of Interest is 13th June 2019 at 1600 hours Kenyan local time.**

PROCUREMENT SPECIALIST
FOR: PRINCIPAL SECRETARY/NATIONAL TREASURY