



REPUBLIC OF KENYA

THE NATIONAL TREASURY & PLANNING

FINANCIAL SECTOR SUPPORT PROJECT

CONSULTANCY TO DESIGN AND EXECUTE A SUSTAINABLE PUBLIC AWARENESS CAMPAIGN AND COMMUNICATION STRATEGY FOR THE M-AKIBA BOND

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

FSSP/PIU/PDMO/49/2018-19

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 to consultancy to design and execute consultancy to design and execute a sustainable public awareness campaign and communication strategy for the M-Akiba bond for the Public Debt Management Office (PDMO) to be implemented over a period of six (6) months.

2. Objective of the Assignment

The overall objective of the assignment is to design and execute an integrated and sustainable public awareness campaign and communication strategy aimed at increasing the level of public awareness among the diverse retail investors in Kenya on the M-Akiba bond.

3. Scope of the Work

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

- Prepare, and submit for PDMO's approval, marketing communications plans, marketing communications and advertising concepts, rough layouts, rough storyboards, and plans for the development and execution thereof;
 - Execute and implement marketing communications and advertising in finished form, in accordance with the National Treasury's timely prior written approval, and estimate approval, and forward the same to production and media with proper instructions;
 - Traffic and disperse all necessary materials to media suppliers, printers, and all other third parties needed to accomplish the National Treasury's approved marketing communications, and advertising ideas, programs, and campaigns;
 - Identify stakeholders who can play a supportive role in the public awareness campaign and engage them as necessary;
 - The Marketing Communications strategy shall include a results measurements/evaluation component to track effectiveness/impact of the campaign.
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; Experience in Network of relevant media and communications contacts, including private media outlets, Demonstrated experience in 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