



REPUBLIC OF KENYA

THE NATIONAL TREASURY & PLANNING

FINANCIAL SECTOR SUPPORT PROJECT

SURVEY ON THE DYNAMICS AND PERCEPTIONS OF THE KENYAN YOUTH ON SAVING FOR RETIREMENT

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

FSSP/PIU/RBA/51/2018-19

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 undertake a survey on the dynamics and perceptions of the Kenyan youth on saving for retirement for the Retirement Benefits Authority (RBA) to be implemented over a period of four (4) months.

2. Objective of the Assignment

The overall objective of this consultancy is to undertake a study to look into how the youth perceive saving for retirement and identify retirement benefits products that would adequately address their needs. The study will consider the mode of communication youth prefer and the language useful in persuasion in advertising the need to save for retirement to avoid old age poverty.

3. Scope of the Work

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

- Assess the structure of employment in Kenya with an emphasis on distribution of the youth across sectors;
 - Determine the potential of the youth in saving for retirement and provide useful solutions;
 - Establish experiences, perceptions, attitudes and challenges that are faced by the youth in saving for retirement;
 - Develop a framework that will guide extending pension coverage to the youth in the country and propose a policy framework that would promote youth saving for retirement.
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 the financial sector; this should include: Experience in consultancy within the financial sector with regulatory or comparable institutions; Experience in conducting market research / surveys, developing and implementing successful communications strategies. The shortlisting criteria are: (a) Consultancy experience; (b) Relevant job assignments undertaken in the last five years within the pensions sector and/or financial services sector for regulatory or similar institution;(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