



REPUBLIC OF KENYA

THE NATIONAL TREASURY & PLANNING

FINANCIAL SECTOR SUPPORT PROJECT

CONSULTANCY TO DESIGN AND EXECUTE A FINANCIAL LITERACY, CONSUMER PROTECTION AND PUBLIC AWARENESS CAMPAIGN

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

FSSP/PIU/SASRA/52/2018-19

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 Sacco Societies Regulatory Authority (SASRA) to be implemented over a period of nine (9) months.

2. Objective of the Assignment

The overall objective of this consultancy is to undertake a financial literacy, consumer protection and public awareness campaign to address consumer education and protection aspects on Deposit-Taking Sacco's business with a wider aim of creating public confidence and amplifying the understanding of the role of SASRA in regulating and promoting Saccos as alternative financial intermediaries towards the financial inclusion agenda.

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 address key regulatory concerns of the Authority and members while promoting the benefits of Saccos as alternative financial intermediaries;
 - Design and hold workshops (where need be) for key informants to consult on knowledge and expertise, and also train the SASRA team on basic communication skills in order to support the literacy and public awareness campaign;
 - Media training to designated spokespersons of the SASRA Board and management and relevant members of the staff;
 - Conduct market research with targeted audiences to determine key consumer protection and financial literacy concerns of Sacco members to be addressed in the campaign;
 - Designing all communications tools of the public awareness 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. 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