



REPUBLIC OF KENYA

## THE NATIONAL TREASURY & ECONOMIC PLANNING

### SUPPORTING ACCESS TO FINANCE AND ENTERPRISE RECOVERY (SAFER) PROJECT

#### CONSULTANCY FOR A COMMUNICATIONS AGENCY FOR THE KENYA DEVELOPMENT CORPORATION (KDC)

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

Ref: SAFER/KDC/C/19/2024-25

Credit No. 7018-KE  
Project ID No: P175017

1. The Government of Kenya (GoK) in conjunction with the World Bank is implementing a five-year Supporting Access to Finance & Enterprise Recovery (SAFER) Project whose overall development objective is to increase access to financial services, enhance the capabilities, and support the COVID-19 recovery of Micro, Small and Medium Enterprises (MSMEs) in Kenya. This objective will be achieved through (i) Innovation and Liquidity Support to MSMEs; (ii) De-risking Lending to MSMEs; and (iii) Technical Assistance and Project Management. The SAFER Project intends to apply part of the proceeds for consulting services.
2. The consulting services (“the Services”) for a Communications Agency for the Kenya Development Corporation as designated Apex Institution for the SAFER project, include: (a) Strategic Communication Planning; (b) Content Development; (c) Media Relations; (d) Digital Marketing; (e) Event Management; (f) Monitoring and Evaluation; (g) Stakeholder Engagement; (h) Crisis Management; (i) Brand Management. The assignment is expected to take twelve (12) months.
3. The detailed Terms of Reference (TOR) for the assignment can be found at the following website [www.treasury.go.ke/tenders/](http://www.treasury.go.ke/tenders/) or can be obtained at the address given below.
4. The National Treasury & Economic Planning (the Client), through its Project Implementation Unit, now invites **eligible consulting firms (“Consultants”)** to indicate their interest in providing the services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. However, the description shall be limited to **maximum of 30 pages** length. The shortlisting requirements for the firms experience are: (a) Public Relations firm or equivalent with practice of at least 5 years; (b) Experience working with government agencies, development finance institutions, and multinational organizations; (c) A track record of successful campaigns and media engagements; (d) Capacity to deliver high-quality content and manage high-profile events; (e) Demonstrate experience in handling similar projects through the provision of case studies, especially for digital campaigns showcasing impact. **Key Experts will not be evaluated at the shortlisting stage.**
5. A consultant will be selected in accordance with the World Bank’s Procurement Regulations for IPF Borrowers, July 2016 updated September 2023 which can be found at the following website: [www.worldbank.org/procurement](http://www.worldbank.org/procurement).
6. The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 updated September 2023 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

7. Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.
8. A Consultant will be selected in accordance with the Consultant Qualification Selection method set out in the Procurement Regulations.
9. Further information can be obtained at the address below during office hours i.e. 0900 to 1700 hrs.
10. **Expressions of Interest** must be delivered in a written form to the address below either in person, by mail or by email:

**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  
7<sup>th</sup> Floor, Anniversary Towers, North Tower.  
Building No.19 Monrovia Street/University Way  
Nairobi, Kenya.

E-mail: [procurement.safer@piu.go.ke](mailto:procurement.safer@piu.go.ke)

11. **Deadline for submission of Expressions of Interest is Friday 21<sup>st</sup> February 2025 at 1600 hours Kenyan local time.**

**PROJECT COORDINATOR (SAFER)**  
**FOR: PRINCIPAL SECRETARY/NATIONAL TREASURY**