

REQUEST FOR EXPRESSIONS OF INTEREST (REOI)
(CONSULTING SERVICES – FIRM SELECTION)

Country: Sri Lanka

Project: Plastic Free Rivers and Seas for South Asia (PLEASE) project.

Grant No: D648-8S

Assignment Title: IMPLEMENTATION PARTNER: SOUTH ASIA COOPERATIVE ENVIRONMENT PROGRAM

ASSIGNMENT PERIOD: 50 MAN-DAYS (ON AN INTERMITTENT BASIS WITHIN 6 CALENDAR MONTHS)

CONSULTING FIRM RECRUITMENT WILL BE ON CONSULTANTS' QUALIFICATION SYSTEM (CQS) BASIS

STEP Reference No LK-SACEP-323412-CS-CQS

The South Asia Cooperative Environment Program (SACEP) has received financing from the World Bank toward the cost of the Plastic Free Rivers and Seas for South Asia (PLEASE) project and intends to apply part of the proceeds for consulting services.

Interested firms should be registered in Sri Lanka. While the leadership of SACEP and the World Bank are committed to having a diversity of candidates, women are encouraged to apply.

The consulting services ("the Services") include that;

The Communication Strategy for National Activity Plan for Plastic Waste Management (NAPPWM) 2021-2030 for Sri Lanka has been prepared and approved by the Ministry of Environment of Sri Lanka. The objective of the assignment is to support the identified Communication strategy of the Ministry of the environment on the implementation of the NAPPWM.

The communication strategy for the 3Rs of NAPPWM needs to address two aspects, awareness, and advocacy. Awareness is used to create the expected behavior/s among the target groups through an attitudinal change in society while advocacy is used to create a supportive environment to implement the expected actions. Objectives of the communication strategy are aligned to develop the expected behavior for Reducing usage and Recycling of Plastic by citizens/public and the relevant target groups. Thereby supporting the Key Priority Areas (KPA). The directions of the communication strategic plan address two KPAs: Creating awareness among the citizens on responsible behavior in Plastic Waste Management (PWM) and developing collaborative settings among the stakeholders of PWM through advocacy.

Accordingly, the firm that will be selected needs to carry out the broad media strategies on behalf of the Ministry of Environment to achieve the key objectives of the communication strategy identified in NAPPWM, mainly due to the lack of expected specialty within the Ministry of the environment to carry out such identified activities effectively. Detailed Tasks are given in the TOR Attached. The detailed activities to be carried out island-wide by the selected Consulting Firm to achieve the above communication strategies are included in the para 4 Scope of services in the TOR attached.

Consultancy assignment shall be completed by intermittent 50 man-days inputs, within 6 calendar months (intermittent) effective from the date of signing of the Contract. The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest.

The **SACEP/PLEASE PIU**, on behalf of **Director General SACEP**, invites eligible registered consulting firms to indicate their interest in providing the requested Services. Interested Consultants should provide the information that was requested in the proposal that demonstrates that they have the required qualifications and relevant experience and qualification to perform the Services as indicated below;

Recruitment Qualifications and experience:

a) The consulting firm should have 5 years of working experience in High-level Event Management, videography/video editing, photography, TV shows, and carrying out high-level advertising campaigns with a contract value of more than Rs 5 Mn .

b) Demonstrated experience in the conception, production, and editing of video documentaries is required. Experience in marketing and advertising solution, social media, and print media, and experience covering social, high-level events, humanitarian and development subjects will be an asset. Experience with International organizations and /or INGOs will be an asset.

c) Filming broadcast quality video and audio: HD 1920x1080 or better, Final Cut Pro editing skills (or other professional editing software), knowledge of traditional and new media, expertise in conducting innovative, creative, and quality media productions in various aspects of television feature films, documentary making, event coverage, infomercials development, Radio productions, and advertisements is required. Professional photography, Graphic designing, Publications, and written text for distribution across media channels are also required. Experience in engaging with civil society, development partners, and governments; knowledge of relevant sectors and access to stakeholders and relevant information sources; knowledge of international standards in terms of video production, photography, and social media management will be preferred.

Language requirements

The Consulting Firm proposed staff should have experience and capability in managing the programs in English, Sinhala and Tamil language is important and required.

Required Team Composition

The consulting team should have experienced consultants in the disciplines of team leading, Video and Audio content marketing, graphic designing, and an expert in content editing with formal education and training in the respective fields of expertise.

The REOI submissions will be evaluated in two stages: The first stage will evaluate functionality according to the criteria of;

I. **Past experience**; Consulting Firm shall have at least three traceable references relating to advertising services undertaken in the past three years. Provide a brief description of the scope and scale of the work undertaken for each and indicate the value of each contract.

Points will be awarded to affirmative compliance to the Experience and qualification requirements indicated in the Recruitment Qualifications and experience listed in the TOR.

(40 points)

II. **Team capacity** The Consulting Firm should demonstrate the capacity of the project team recommended to be engaged and to be utilized in the execution of the contract. Their skills, qualifications, experience, etc. The CVs of staff should not be longer than 3 pages in total and should be structured as follows:- (i) Professional qualification/s, (ii) Brief description of the Firm's experience of similar work in the last five years. (iii) Name of previous employer/s and position.(iv) Role in the services to be provided in this bid.

(40 points)

III. **Value-added services** (these are the services that can add value to the advertising processes). (20 points)

The Bids that fail to score a minimum of 70 out of a possible 100 points on this criterion on the technical requirements will not be eligible for further consideration.

The highest ranks Consulting Firm scored on technical grounds shall be called up for its financial bid submitted along with the technical proposal for contract negotiation.

The successful Consulting Firm will be requested to enter into a contract on a lumpsum basis to compete for scope activities in the TOR.

The attention of interested Consultants is drawn to Section III, paragraph, 3.17 of the World Bank's 'Procurement Regulations for IPF Borrowers'(Procurement in Investment Project Financing- Goods, Works, Non-Consulting and Consulting Services, July 2016 Revised November 2017 and August 2018), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment:

3.17 Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interests of the Borrower. Without limitation on the generality of the foregoing, Consultants shall not be hired under the circumstances set forth below:

d. Consultants (including their experts and other personnel, and sub-consultants), that have a close business or family relationship with a professional staff of the Borrower, or of the project implementing agency, or of a recipient of a part of the Bank's financing, or any other party representing or acting on behalf of the Borrower, that is directly or indirectly involved in any part of:

i. the preparation of the TOR for the assignment;

ii. the selection process for the contract; or

iii. the supervision of the contract, may not be awarded a contract unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

The Firm will be selected based on the qualification and experience, in accordance with the procedures set out in the 'The World Bank Procurement Regulations for IPF Borrowers Procurement in Investment Project Financing- Goods, Works, Non-Consulting and Consulting

Services, July 2016, Revised November 2017' and August 2018' and as per the Financing Agreement of the project.

Further information can be obtained at the address below during office hours 08.30 to 16.30 (Sri Lanka Time).

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by no later than 14.00, Sri Lanka time on 19 November 2022. Plastic-free Rivers and Seas for South Asia (PLEASE) Project

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