



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

COUNTRY - Kosovo

NAME OF PROJECT- Financial Sector Strengthening Project,

IDA Credit No. 6416-XK

Project ID No.165147

ASSIGNMENT TITLE: Public Relations and External Communication

Reference number: 02/CS/CQ/2021

Date: 02/08/2021

Background

The Kosovo Credit Guarantee Fund (KCGF) is an independent legal entity established by its law, to help meet the need for increased access to finance for micro, small, and medium enterprises (MSMEs) in Kosovo to create jobs, increase local production and value-added services, improve the trade balance, and enhance financing opportunities for MSMEs.

The Government of Kosovo (GoK) has received a Credit from the International Development Association (IDA) in the amount of Euro 22.3 million (USD 25 million equivalent) to finance the Financial Sector Strengthening Project, expected to be implemented within a three-year period. The Project aims to assist the GoK to improve access to finance for Micro, Small and Medium Size Enterprises by strengthening the financial and technical capacity of the Kosovo Credit Guarantee Fund.

Objective of the Consultancy

In line with its objectives the KCGF has launched the Startup Window which is a guarantee scheme within the Economic Recovery Package which aims to promote and empower new businesses (Startup) by providing access to finance for this segment.

Scope of work

The service provider (company or consortium) will be required to provide the following Public Relations and External Communication service for the KCGF, as follows:

- a) Production of animated video clip (animation) for the Window (guarantee scheme) for Startup;
- b) Production/Recording of one (1) interview/ successful story with a beneficiary (startup) as well as with KCGF staff to be included;
- c) Production of a documentary that talks about the environment of doing business for Startups in Kosovo, the conditions of this environment, development challenges, best practices in other countries, etc.

• **For the request under a) the offer shall include:**

- production of animated TV commercial, 20 to 30 seconds length which will present the purpose, function, and identity of the Window (guarantee scheme) for Startup. The provision of the storyboard/scenario is mandatory;
- broadcast on television (about fifteen broadcasts for a month).
 - a) The producers will deliver the video in two formats, one suitable for TV broadcast and one for web use.
 - b) The video will be produced with Albanian and Serbian soundtrack (voice over) and English subtitles, including a second version with English soundtrack (voice over) and Albanian and Serbian subtitles.
 - c) The producers will deliver the video in a DVD/USB or other easy to access device.
 - d) The property rights of the videos will belong to the World Bank and to the Kosovo Credit Guarantee Fund.

• **For the request under b) the offer shall include:**

- the production of one (1) interview/success story with a start-up beneficiary combined with the KCGF staff, to be used in television programs and for online publication as well as some professional photos of the beneficiary (startup) in the newly established business.

• **For the request under c) the offer shall include:**

- the production of a 15 to 20-minute documentary combined as follows: animation, interview, examples of startup businesses. The documentary will be used in television programs and for publication on the Internet and will be in Albanian with English and Serbian subtitles.

Project manager:

The winning company is obliged to appoint a project manager. A project manager in close cooperation with the responsible persons in the KCGF will be responsible for coordinating and executing the terms of this contract. The Project Manager will be responsible for the overall management of this contract, including team management and support, coordination between parties involved and will act as the main point of contact

for communications and reporting. He/ She will ensure that all resources required are available for the high-quality production of the contracted products and activities.

Specific Tasks

- a) Prepare a proposal for the video, including its content and a work plan with a schedule of transmission. The PIU and the Bank will approve this proposal before the consultant proceeds.
- b) Prepare a script, consistent with the proposal, which will be approved by the PIU and the Bank.
- c) Film interviews on-site with key stakeholders involved in the three to four examples. If possible, the PIU Coordinator would participate in the site visits. The PIU team will provide a list of names and will send a letter informing all the relevant parties about the video.
- d) Provide all services for post-production, animation, and soundtrack.
- e) Produce a draft video, including the infographics and animations, with Albanian soundtrack with subtitles in English, as well as a second version with English soundtracks and Albanian subtitles, satisfactory to PIU and the Bank. The translation should be checked and approved by the PIU and the Bank before working on the soundtrack.
- f) Participate at meetings with PIU and the Bank to discuss and approve work plan, script, and draft video.
- g) Produce and deliver the final video.

Qualification

- The Consultant should be a consulting firm with relevant project experience in producing PR or informational video clips. The work should be undertaken by a consulting team consisting of experts who have skills and credentials to perform the work.
- The Consulting companies must have successfully implemented a similar contract in the last 3 years (2018,2019,2020).
- The Consultant should have its own resources to carry out the task and produce the video (camera, video, etc.) as well as its own working space.
- The consultant will need to travel to the selected locations to produce the video and take professional pictures. The total contract price would include all direct and indirect costs and other necessary expenses, including travel and subsistence, to be agreed with the PIU and WB team.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

Length of contract

Estimated level of effort is (45) forty-five working days and will be completed by 31 March 2022, including coordination communications and exchanges, as needed, with the Project Implementation Unit (PIU).

Selection Process

Selection process will be based on the following criteria:

Relevant work experience with implementation of similar projects	(50%)
Number of similar contracts implemented in the last 3 years	(50%)

Consultant will be selected in accordance with the procedures set out in the World Bank's Guidelines: Procurement Regulations for Investment Project Financing (IPF) Borrowers, July 2016, revised Nov 2017, according to selection based on Consultants Qualifications (CQ) method.

Upon successful selection the Kosovo Credit Guarantee Fund (KCGF) will inform all the applicants of the status of selection.

Interested consulting firm or JV may obtain further information at the address below during office hours: 08:0-16:0hrs (Monday to Friday). Expression of interest must delivery in a written form or by e-mail, to the address below by; August 16, 2021.

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