



Republic of Uganda

MINISTRY OF EDUCATION AND SPORTS (MoES)

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

UGANDA SKILLS DEVELOPMENT PROJECT

Loan No./Credit No./Grant No.: **P145309**

**Assignment Title: Consultancy Firm to Design, develop and operationalize BTJET
Communication and Marketing Strategy**

Reference No. MoES/SRVCS /2016-17/00264

The Government of Uganda has received financing from the World Bank toward the cost of the Uganda Skills Development Project, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include developing and operationalizing a Communication and Marketing Strategy for the Business, Technical, and Vocational Education and Training (BTJET) sub-sector as part of the reforms to correct the negative perception the public has on BTJET. The overall objective of this assignment is to guide and support the Ministry design, develop and implement a robust BTJET communication and marketing strategy. This intervention takes the form of mass campaigns and mobilizations using all the relevant platforms to rebrand the image of BTJET in Uganda. It will focus on communicating the benefits of BTJET to the public to correct the negative perception the public has on BTJET,. This is expected to lead to increase in student’s enrolment in technical and vocational training. Specifically the assignment will:-

- i) Strengthen the capacity of the Ministry to effectively communicate and market BTJET;
- ii) Increase awareness about BTJET, with a focus on access, and the opportunities it offers in the labour market;

- iii) Engage media effectively and proactively to communicate and promote the benefits of BTVET to the Ugandan public.

The Ministry of Education and Sports 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.

The short listing criteria are:

- i) Firm must have been in existence for over five (5) years of which three (3) must be in the business of communication, marketing and rebranding.
- ii) A detailed company profile including registration details
- iii) A Firm/Company must provide evidence of tax compliance and sound financial status to execute the contract
- iv) A Firm/Company must have successfully designed and implemented a communication/ marketing and re-branding strategy as well as public information campaigns in social sectors.

- v) Experience in at least three (3) similar assignments (provide detailed information on each of the similar assignments).
The company/firm should list all the similar projects completed within the past five years and ongoing projects with their contacts, detailed information on each of those projects and submit the Certificate of specific work experience issued by the respective clients.

- vi) Experience of at least one (1) similar assignment working in developing countries.
- vii) Presence of skills among staff in the areas of:

Mass Communications; b. Development Communication; c. Organizational Communications, d. Journalism, e. Marketing or other relevant fields;

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 (January 2011, Revised July 2014)*** (“Consultant Guidelines”), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. The Expression of interest must clearly indicate the type of intended association as joint venture or sub consultancy and the lead firm in the Expression of Interest.

A Consultant will be selected in accordance with the Quality and Cost Based Selection method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours (0900 to 1600 hours) from Mondays to Fridays.

Expressions of interest must be delivered in a written form (**English**) to the address below in the form of **One Original plus three copies**, in a sealed envelope clearly marked “Expression of Interest for Consultancy services to Design, develop and operationalize BTVET Communication and Marketing Strategy under Uganda Skills Development Project (USDP)”. To be delivered in a written form to the Physical address below in person or by registered mail/ courier, or by email, to reach not later than **11:00 am** (Local time) on **28th Sept. 2017**

**The Head, Procurement and Disposal Unit,
Ministry of Education and Sports
Embassy House, King George VI Way
Kampala, Uganda
3rd Floor, Room 3.7.
Tel: +256 (0) 414 691 573
Attn: Email: loy.muhwezi@gmail.com and copy nabothstep123@gmail.com**

PROCUREMENT SCHEDULE

The procurement schedule is (subject to minor changes) as follows:

	Activity	Date
a.	Publish EOI	7 th Sept 2017
b.	EOI Closing	28 th Sept. 2017
c.	Short listing Process and approvals	16 th Oct. 2017