



**REPUBLIC OF GHANA
MINISTRY OF FINANCE
GHANA ECONOMIC TRANSFORMATION PROJECT (GETP)
IDA CREDIT NUMBER 6465-GH
SPECIFIC PROCUREMENT NOTICE
REQUEST FOR EXPRESSIONS OF INTEREST (REOI)
(CONSULTING SERVICES –FIRM SELECTION)**

Reference No.: GH-MOFEP-312199-CS-CQS

Assignment Title: Recruitment of a Communications Firm to support the Ghana Economic Transformation Project Coordinating Unit.

The Ministry of Finance has received financing from the World Bank towards the cost of the Ghana Economic Transformation Project and intends to apply part of the proceeds for consulting services.

The Project will be implemented through four Components, namely:

1. Enabling Investments;
2. Crowding-in investments;
3. Accelerating Entrepreneurship and Micro Small and Medium Enterprise (MSME) Growth; and
4. Project Management and Evaluation.

The overall objective of the assignment is seeking an experienced Communications Firm (i.e., a Consultant) to design and execute a communications and public relations (PR) and engagement strategy to support the visibility, PR, and public awareness needs of GETP and its key stakeholders to help achieve the project objectives.

The consulting services ("the Services") includes to The Consultant's scope of work includes but not be limited to the following:

Phase I

1. Conduct research/assessment to understand current communications, engagement, PR, and awareness gaps and needs of the Project Coordinating Unit (PCU) and Technical Implementing Agencies (TIAs).
2. Develop a draft communications, PR, engagement and public awareness strategy based on the research/assessment findings to raise awareness towards building trust, minimize reputational risk and encourage public participation in the process. This will help improve public understanding of the rationale for the Ghana Economic Transformation Project.
3. Develop a Communications, Engagement, PR and Public Awareness Action Plan based on the strategy.
4. Finalize and obtain approval for the Communications, Engagement and PR Strategy and Action Plan. Implementation of the Action Plan will begin immediately thereafter.

Phase II

1. Lead the implementation of the communications, engagements, PR and public awareness strategy in support of the Project's objectives. This will include supporting the PCU to coordinate the overall communications, engagement and PR of the Project and provide guidance, as needed, to the TIAs with their communication needs and assigned roles.
2. Develop indicators to monitor the implementation of the communications, engagements, PR and public awareness strategy to ensure its objectives are met;
3. Collaborate with the Monitoring and Evaluation team at the PCU and the TIA focal points on communications to compile and disseminate success stories;
4. All the outputs of the Consultant's work must comply with the communications guidelines and other requirements of the World Bank and Government of Ghana (GoG).

The duration of the assignment is 18 months with renewal subject to satisfactory performance based on an evaluation.

The detailed Terms of Reference (ToR) for the assignment can be found at the following website: <https://www.mofep.gov.gh> or obtained at the address and emails given below.

The Ministry of Finance, through the Ghana Economic Transformation Project, 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 shortlisting criteria are:

1. The firm must be a legally registered consulting firm; Registration Certificate with relevant regulatory authorities in the legal jurisdiction of the applicant / Certificate of Incorporation (if applicable);
2. The Consultant will be a firm or a consortium of firms with a demonstrable track record of successfully managing similar grant schemes and funds in a developing country;
3. The firm must have successfully delivered at least two (2) similar assignments in the last five (5) years, preferably on World Bank/IFC funded projects or other donor projects;
4. A minimum of five (5) years of experience in media relations, public relations and, or corporate communications;
5. Minimum of five (5) years' experience in graphic design, including visual identity and logo design and branding; knowledge of multimedia materials, including photos and video;
6. Minimum of 3 years' experience in producing high-quality print publications in a cost-effective and timely manner.

Key Experts will not be evaluated at the shortlisting stage.

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 revised November 2017, August 2018 and November 2020). ("Procurement Regulations"), 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 as per paragraph 3.17 of the Procurement Regulations. Any false declaration will result in disqualification.

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

A Consultant will be selected in accordance with the Consultant Qualification Selection (CQS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours **9:00am** to **4:30pm** local time.

Expressions of interest must be delivered in a written form to the address below in person, or by mail, or by email by October 14, 2021.

The Project Administrator
Ministry of Finance
Box M40, Accra, Ghana

Attn: Procurement Specialist

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