

KËRKESË
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PËR SHPREHJE INTERESI PËR SHËRBIMIN E KONSULENCËS LOKALE “FAZA E
DYTË E FUSHATËS SË KOMUNIKIMIT NË TRE RAJONET E ZGJEDHURA”

REQUEST FOR EXPRESSION OF INTEREST
CONSULTING SERVICES
FOR
“A Second-Stage Communication Campaign in three Selected Regions”

Ref. no. SAMP/CS/CQ/07-2019

Albania

Tirana, August 21, 2019

Social Assistance Modernization Project - (SAMP)
Loan No.: 8841- AL
Project ID No. P162079

The Republic of Albania, has received financing (additional) from the World Bank toward the cost of the additional financing of the Social Assistance Modernization Project (SAMP), and intends to apply part of the proceeds for consultant services.

The consulting services (“the Services”) include the services of a consulting company that will design, prepare and produce the communication materials needed for the three regions (Tirana, Durres and Elbasan), according to the Communication Strategy and the Action Plan, developed and delivered earlier to MHSP.

The assignment includes 123 man days over an 18 month implementation period. The assignment is expected to start on October, 2019.

The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest.

The Ministry of Health and Social Protection, through the Project Management Team (PMT) now invites eligible local consulting companies (“Consultants”) to indicate their interest in providing the Services. The selected consulting company will be contracted for the three regions and the implementation of the contract for each region will be conducted within the following time periods:

- Tirana – 2nd half of 2019;
- Durres – 2020;
- Elbasan – 2021.

Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience as follows:

- At least 5 years of proven experience in the field of implementation of communication activities, including, but not limited to the following specific activities: advertising, public relations, media, campaigns, social marketing, and related activities in Albania (experience in governmental communication campaign preferred); new media and web-based communication technologies/products; plan, design, and develop information products (such as audio-visual and print materials, campaign materials, web-based products, etc.) (40 points);

- The consultant must provide description of most relevant and similar work / assignments / contracts, demonstrating appropriate skills in the above mentioned activities in the last three years (*name of contract, duration, budget, source of funding, sample of works*) (50 points);

- Availability of key staff within the company; (10 points).

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", date July 2016 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

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's Qualifications Based Selection (CQS)** method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 08:00 to 16:30 (Monday to Thursday) and 08:00 to 14:00 on Friday.

Expressions of interest must be delivered in a written form to the address below (in person, by mail, or by e-mail) by **September 11, 2019**.

Project Management Team (PMT)
Social Assistance Modernization Project (SAMP)
Ministry of Health and Social Protection – 1-st floor
Rr: "Kavajës", Nr. 53, AL-1001, Tirana, ALBANIA
Att: Suzana Papadhopulli
e-mail: samp.papadhopulli@gmail.com

Terms of Reference

“A Second-Stage Communication Campaign in three Selected Regions”

Ref. no. SAMP/CS/CQ/07-2019

1. Background

The Government of Albania has signed an additional loan agreement with the World Bank, on the Social Assistance Modernization Project (SAMP) which supports Albania's implementation reforms to improve the equity and efficiency of its social assistance programs.

The additional financing is expected to further contribute to improve the equity and efficiency of the social assistance system. The equity goal is expected to be strengthened by:

- i. scaling up of the new criteria to determine eligibility to the disability assistance based on the Social Model to at least half of the country's population;
- ii. improving the accessibility of people with disability to State Social Services (SSS) regional centers where final eligibility decisions are determined;
- iii. harmonizing the assessment and eligibility criteria across both non-contributory and contributory disability benefits;
- iv. promoting the social inclusion of Ndihma Ekonomike Program NEP in the transition period of exiting the NE cash assistance program. The efficiency goal is expected to be strengthened by: the production and use of automated MIS reports for DA performance management; and
- the improved oversight and control of disability assistance benefits

The Ministry of Health and Social Protection (MHSP) is the ministry responsible for the project implementation. The Department of Health and Social Protection Development Programs (HSPDPD) within MHSP is responsible for all the activities related to the implementation of reforms for both programs, Ndihma Ekonomike and Disability Assistance.

In the frame of original SAMP project the MHSP has undertaken the reforming of the Disability Evaluation and Benefits system for the Albanian Non-Contributor (second group), to modernize disability criteria to fit into the broader context of social model, by revising assessment criteria to include functional and medical assessment, business procedures and institutional arrangements.

The objectives of the reform of Albania's disability assessment program are:

- i. To restructure the existing model of disability assessment and determination of related benefits, this relies solely on medical data, by introducing the bio-psycho-social approach of the ICF. This functional approach will take into account the interaction of health conditions (diseases, disorders and injuries) and contextual factors (environmental factors and personal factors) in the age appropriate daily activities.
- ii. To introduce, alongside assessment, the process of preparing a multidisciplinary individual support plan for people with disabilities to meet their medical, psychological, and social needs, and to reduce the barriers to social inclusion.
- iii. To reorganize the disability assessment administration to improve efficiency, increase accountability by establishing checks and balances, and reduce fraud.

A pilot program, which started at the beginning of March 2017, was carried out in the Tirana Municipality, in the administrative units, No. 6 and No. 7. The main purpose of the pilot project was to test and demonstrate the new model of the bio-psycho-social evaluation of disability as well as the newly proposed benefit scheme and acquire information for measures that need to be taken to secure a successful larger rollout.

The MHSP has started the preparation for roll-out of DA reform in Tirana region within 2019, and later in Durres and Elbasan during 2020-2021.

Communications campaign will play a vital role in conveying the key reform objectives to the public to create ownership of reforms which is particularly important in the context of DA reform that involve changes in the evaluation criteria and assessment administration process. This would involve on-going communications, consultations and engagement to facilitate ownership, sustainability and success of reforms.

In this context MHSP with support of a consultant firm has conducted last year a first phase of the awareness campaign of communicating the upcoming roll out of the DA reform in three selected regions.

The consultant company has developed and delivered to MHSP a detailed Communication Strategy along with an Action Plan for the further implementation of the reform, with the first phase in the Tirana Region, and the second phase in Durres and Elbasan regions.

2. Scope of work

The beginning of roll-out of DA reform first in the Tirana region and later in the Durres and Elbasan regions requires the development of a communication campaign as far as the reform is directly related to the different categories of beneficiaries, which are very sensitive to the proposed changes directly related to the disability assessment.

The MHSP now intends to hire a consulting company to design, prepare and produce the communication materials needed for the three regions (Tirana, Durres and Elbasan), according to the Communication Strategy and the Action Plan.

The selected consulting company will be contracted for the tree regions and the implementation of the contract for each region will be conducted within the following time periods:

- Tirana – 2nd half of 2019;
- Durres – 2020;
- Elbasan – 2021.

During this campaign all communication materials prepared by the company will be used and various meetings and events will be organized by the staff of the Ministry and the SSS.

For this purpose, it will be necessary to prepare special spots that guide citizens towards the centers they should be directed to conduct the new bio-psycho-social assessment according to integrated socio-health services. During the first stage of conducting the Communication Campaign it was not specified the premises and spaces in which the 6 Evaluation Units would be located. Their geographical location has been recently defined by the Ministry of Health and Social Protection and it will be carried out at health centers to facilitate citizens in evaluating their disability and providing social and health services. A detailed "friendly" procedure will be implemented - as a small brochure to be distributed in each region, but first in Tirana, and later in Elbasan and Durres.

In close collaboration with and under direct supervision of Department of Health and Social Protection Development Programs within MHSP (which is the implementing agency for SAMP),

the local consultant will be responsible for providing services to support communication activities proposed by the staff of Ministry to promote awareness, understanding and acceptance of the reform in DA program.

This assignment will include activities foreseen in the communication strategy and action plan that mainly deal with the production of informational materials such as social media spots, print materials, etc.

3. Key responsibilities, Deliverables and Reporting

The local consultant will be responsible for providing the services needed for the implementation of specific activities that are laid out in the Communication Strategy and Action Plan of the Ministry for communicating to the public the reforms supported by the Social Assistance Modernization Project. All activities will be monitored and supervised from the communication group of MHSP, which will be the key actor of the campaign.

The assignment is planned to be implemented in three (3) phases as below:

PHASE I. Implementation of communication activities in Tirana region – 2019;

PHASE II. Implementation of communication activities in Durres region – 2020;

PHASE III. Implementation of communication activities in Elbasan region – 2021.

An inception report will be prepared. The inception report shall include the consultant's proposal on the professional concept design (spot, brochures, maps, forex), for all the materials included in the following table

Inception Report will be submitted for review, discussion and approval to MHSP within 3 weeks from contract commencement date.

Only after the approval of the inception report by the MHSP, the consultant can proceed with production of materials.

The communication campaign activities plan will include:

Communication products and Activities description	Units	Time period of implementation	Expected results
TIRANA REGION			
Special spot for the Tirana region - production and publishing on social media (duration 1 minute)	1	2019	The spot will be specific to the Tirana region as it will give directions to applicants where they should go according to the location of the evaluation office
Design "Friendly" Brochures for each Administrative Unit with info on DA reform (A4/4 colours)	5,000 pieces	2019	Design, layout, printing

Design of mini-maps for each administrative unit with contact numbers, and address of the location of the Disability Assessment Units (approximately A4 / 4 colours)	5,000 pieces	2019	Design, layout, printing. The mini-map will provide information to applicants for each administrative unit with contact numbers, and address of the location of the Disability Assessment Units.
Design and production of Forex for each Evaluation - by Administrative Unit Unit <i>Posters with dimensions 60x90 Forex (10 mm + printing in adhesive / 4 posters, full colors, fixed with stainless steel advertisement screw)</i>	30 pieces	2019	Design, produce Posters Forex will be installed in the offices of each administrative unit.
DURRES REGION			
Special spot for Durres region - production and publishing on social media (duration 1 minute)	1	2020	The spot will be specific to the Durres region as it will give directions to applicants where they should go according to the location of the evaluation office
Design of "Friendly" Brochures for each Administrative Unit with info on DA reform (A4/4 colours)	4,000 pieces	2020	Design, layout, printing
Design of mini-maps for each administrative unit with contact numbers, and address the location of the Disability Assessment Units (approximately A4 / 4 colors)	5,000 pieces	2020	Design, layout, printing. The mini-map will provide information to applicants for each administrative unit with contact numbers, and address of the location of the Disability Assessment Units.
Design and production of Forex for each Valuation Unit- by Administrative Unit <i>Posters with dimensions 60x90 Forex (10 mm + printing in adhesive / 4 posters, full colors, fixed with stainless steel advertisement screw)</i>	10 pcs	2020	Design and produce. Posters Forex will be installed in the offices of each administrative unit.

ELBASAN REGION			
Special spot for Elbasan region Design - production and publishing on social media (duration 1 minute)	1	2021	The spot will be specific to the Elbasan region as it will give directions to applicants where they should go according to the location of the evaluation office
Designing "Friendly" Brochures for each Administrative Unit with info on DA reform (A4/4colours)	5,000 pieces	2021	Design, layout, printing
Design of mini-maps for each administrative unit with contact numbers, and address the location of the Disability Assessment Units (<i>approximately A4 / 4 colours</i>)	5,000 pieces	2021	Design, layout, printing. The mini-map will provide information to applicants for each administrative unit with contact numbers, and address of the location of the Disability Assessment Units.
Design and production of Forex for each Valuation Unit - by Administrative Unit <i>Posters with dimensions 60x90 Forex (10 mm + printing in adhesive / 4 posters, full colors, fixed with stainless steel advertisement screw)</i>	52 pcs	2021	Design and produce. Posters Forex will be installed in the offices of each administrative unit.

Final report shall be submitted at the end of the assignment, describing the actions performed during contract implementation, including all the materials produced for the respective region. The report must be prepared in English and Albanian, and submitted in three original copies for each language.

The inception and final report shall be addressed to:

- Head of DHSPDP, Ministry of Health and Social Protection, MHSP;
- Manager of SAMP

All above mentioned activities will be implemented based on the performance parameters/requirements, prepared by the communication group of MHSP.

4. Qualifications of the Consultant

Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience as follows:

- at least 5 years of proven experience in the field of implementation of communication activities, including, but not limited to the following specific activities: advertising, public relations, media, campaigns, social marketing, and related activities in Albania (experience in governmental communication campaign preferred); new media and web-based communication technologies/products; plan, design, and develop information products (such as audio-visual and print materials, campaign materials, web-based products, etc.) (40 points);
- The consultant must provide description of most relevant and similar work/assignments/contract, demonstrating appropriate skills in the above mentioned activities in the last three years (*name of contract, duration, budget, source of funding, sample of work(s)*) (50 points);
- Availability of key staff within the company; (10 points).

The consulting company should have the following staff available for this assignment:

- **Team leader** will have overall responsibility for supervision and delivery of the project. The team leader should have the:
 - University degree in Communication, social sciences, marketing or any other related field.
 - At least 8 years of general work experience in the local or regional market.
 - At least 3 years of experience in managing similar assignments/contracts.
- **Professional designer**
 - At least 5 years full time professional experience in concept development and design of high quality promotional materials.
 - Experience in local advertisement marketing is preferred.
- **Expert for production of visual events**
 - Minimum 5 years of experience in the visual communications/ event organization field
 - Experience with computers, electronic networks and software used for communication purposes (i.e. Website, electronic bulletin, etc.),
 - Proven practical experience on web production and publication of communications materials.

The language to be used for the Campaign is mostly Albanian.

The MHSP through its communication team will provide the consultant with all the reform documents, the communication strategy and activity plan, timing and location of the events. The communication team will monitor and follow up all the events.

V. Schedule of Payment

The distribution of the budget per region is:

- Tirana Region – 50%;
- Elbasan Region – 30 %;
- Durres Region - 20%.

The payment will be conducted according to the following schedule:

1st payment: 30% of contract price upon submission and approval of inception report which includes the design and layout of all the communication materials, acceptable by the MHSP;

2nd payment: 30% upon submission of completed activities/deliverable products and final report for Tirana Region;
3rd payment: 20% upon submission of completed activities/deliverable products and final report for Elbasan Region;
4th payment: 20% upon submission of completed activities/deliverable products and final report for Durres Region.

VI. Contract duration

The consultant should be a Local Firm. The selection method to be applied is **Consultants Qualification (CQ)**, in accordance with the procedures set out the World Bank's Procurement Regulation for IPF Borrowers dated July 2016.

The contract duration is expected to be for 18 months and it includes approx. up to 123 man days. The remuneration includes the experts' fee for the design work and the broadcasting of spots (online) in social media periodically. The consultant is expected to start the service on **October 2019** and to finish it **by April 2021**.