

*Kosovo Youth Development Project II*

*Project Implementation Unit – PIU*

*Ministria e Kulturës, Rinisë dhe Sportit/Departamenti i Rinisë*

*Ministarstvo Kulture, Omladine i Sporta/Departament Omladine*

*Ministry of Culture, Youth and Sports/Department of Youth*

*Qeveria e Republikës së Kosovës/Vlada Republike Kosova/Republic of Kosova Government*

RE-INVITATION REQUEST FOR EXPRESSIONS OF INTEREST

Kosovo

Kosovo Youth Development Project 2

Grant No.:TF098547

**Assignment Title:** **Kosovo Youth Development Project (KYDP 2) promotion**

Reference No.: 7.1

The Ministry of Culture, Youth and Sports/Department of Youth has received financing from the World Bank toward the cost of the Second Kosovo Youth Development Project, being implemented by the Project Implementation Unit, and intends to apply part of the proceeds for consulting services.

The objective of the assignment is to document/record the results and achievements of the project during the implementation and promote plans and activities of the project.

Specific tasks for the company will be as follows:

* On-field filming of project activities with contractual parties, Department of Youth and Youth Centers
* Implementation of promotion strategy in consultation with PIU
* Concise monthly updates to the KYPD Coordinator on the progress of promotion activities
* Report on time about any issue or problem that might affect the overall project outcomes

The estimated level of efforts for the assignment is 45 working days, and the assignment is expected to be conducted within seven months period after contract signature. This period covers the presentation of final concept strategy accepted by KYDP and implementation of the outreach campaign.

The Consulting Firm is expected to deliver the following outputs:

* Documentary film on project activities;
* Develop a creative promotion strategy with all necessary communication supports and implementation plan to further promote and present plans and activities of the project;
* Organize a conference on project accomplishments, with participation of all the involved stakeholders
* Organize visits to high schools and universities to promote the project
* Production of all communication supports as per agreed budget and plan
* Design and publish 3000 brochures about the project

The KYDP 2 Project Implementation Unit – PIU now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services.

The company should be able to meet the following profile and specifications:

* Legally registered company;
* Have experience of no less than three years in development, organizing and implementing promotional campaigns (with verifiable references);
* Demonstrate capacity and possession of creative agency resources required to manage the campaign within the timeframe that has been specified;
* Have an in-depth knowledge and understanding of the marketing industry and specifically promotional marketing industry in Kosovo;
* Experience in community outreach activities and with youth as a target audience will be an additional advantage.

Interested Consultants should provide the following information and documents demonstrating that they have the required qualifications and relevant experience to perform the Services:

1. Documentary evidence of registration (as NGO, firm or corporation)
2. Financial statement audited by a Licensed Auditor for the last two years.
3. Company’s background information and list of clients served.
4. Company’s portfolio for product/ services and resumes of key staff.
5. Samples of prior work assignments
6. Verifiable references with contact names and addresses.

Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The short listing criteria are:

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| Firm's experience in developing, organizing and implementing similar assignments | 50 points |
| General qualification of the firm | 20 points |
| Experience working with and knowledge in marketing industry and specifically in promotional marketing industry in Kosovo | 20 points |
| Availability of qualified key staff within the firm | 10 points |

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 (“Consultant Guidelines”), edition of May 2004, revised October 2006 and May 2010, 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 Consulting Firm will be selected in accordance with the procedures for Selection Based on Consultant Qualifications (CQS) set out in the World Bank’s Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers (“Consultant Guidelines”), edition of May 2004, revised October 2006 and May 2010.

Further information can be obtained at the address below during office hours: **09: 00 to 16:00**.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **24.01.2013**

The Ministry of Culture, Youth and Sports/Department of Youth

Project Implementation Unit – PIU

Mother Theresa Square #35; Office #25;

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