

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES)**

BOSNIA AND HERZEGOVINA
REPUBLIKA SRPSKA
REAL ESTATE REGISTRATION PROJECT
Credit No.:51880-BA

Assignment Title: **Consulting services for Public awareness campaign**
Reference No. BA-RERP-51880BA-RS-CS-CQ-18-A.1.2.4

The Borrower, Bosnia and Herzegovina and Republika Srpska through Subsidiary agreement with Bosnia and Herzegovina, has received financing from the World Bank toward the cost of the Real estate registration project and intends to apply part of the proceeds for consulting services of **Public awareness campaign**. The RS Authority for Geodetic and Property Affairs (herewith: the RGA) implements the Real Estate Registration Project.

General goals of the campaign are:

- To inform the public through media campaign about the Project and all the benefits of use of available e-services.
- To inform the media about all the benefits of using available electronic services
- To present the information in a quality way that will draw the attention of the wider public
- To educate the public on how to use available electronic services with the help of video guidelines on YouTube, and flyers.
- To clearly demonstrate the benefits of using the available electronic services through the promotional campaigns
- Introducing the media and the public with the activities that the RGA implements with the aim of reducing the level of corruption
- Introducing the media and the public with the advantages of access to online REC data
- To investigate new ways to reach out to women during the process of registering real estate to strengthen their rights and increase gender equality
- To continue the previously initiated education of citizens on the professional terms, services and implemented activities of the RGA
- To establish an efficient and fast communication system that will be available to the citizens and RGA.

When addressing the general public, as the key messages in communication, the Consultant should highlight the main advantages of the available electronic services such as functionality, availability and accuracy of information given by e-service. One of the messages that should be communicated is a clear stance of the institutions that advocate reducing the corruption and reaching the so-called "zero rates" of corruption. Bearing in mind the importance of the overall integrated project activity, we will devote a part of the communication and messages to the activities of setting up the real estate cadastre and the importance of developing a sustainable real estate registration system with harmonized land registry and cadastre data. The message also to

be sent out in this campaign is to raise the public awareness on women's rights and gender equality registration.

The consulting services (“the Services”) for implementation of the **Public awareness campaign** consist of but are not limited to the following:

1. Strategy and activity plan development
2. Creative concept and visual identity of the campaign, for three key communication messages
3. Scenario and storyboard of the TV video/ commercial
4. Production of the TV videos/ commercials according to the approved scenario, all necessary short versions, necessary formats for advertising on YouTube, and necessary TV inserters
5. Scenario of the Radio commercial
6. Production of the Radio commercial
7. Creation of web banners, advertisements for Facebook and GDN
8. Design of the leaflet
9. Production of the leaflet
10. Design of the poster
11. Production of the poster
12. Developing a PR strategy and promotion strategy of the project on social networks
13. Organisation of specialized events for media representatives which would include press conference on project results
14. Organisation of specialized events for professional stakeholders and vulnerable categories of population
15. Organizing appearances in the electronic media
16. Preparation of materials for distributing on social networks
17. Developing the Media Strategy
18. Drafting of the Media plans with time schedules for all media
19. Broadcasting of the 30sec and 15sec TV video/commercial and TV reports
20. Broadcasting of the 30sec radio
21. Advertising on Facebook with over 500.000 impressions
22. You Tube advertising
23. Advertising on local portals and GDN
24. Final Report

Duration of PR campaign will be 6 months.

The RGA now invites eligible firms (“Consultants”) to indicate their interest in providing the Services. Interested firm/agency should provide information demonstrating that they have the qualifications and relevant experience to perform the Services. All interested firms should submit their expression of interest for the aforementioned consultancy services, along with the cover letter and the following:

- *Balance sheets for 2015, 2016, 2017 (also translated to English)*
- Certificate from the state authority as a proof that the subject is not under liquidation process
- Certificate from the state authority as a proof that no indictment has been raised and no legal judgement is passed against the subject

- *Tax Payment Certifications (direct and indirect taxes)*
- *Registration Papers*
- Track Record – list of clients for similar services with recommendations

- The service provider must have a minimum 5 years of operation and have track record indicating successful completion of at least 3 same or similar size and scope projects during the past five years.
- The service provider should have the financial, technical, professional and production capability in order to meet the professional standards and possess equipment necessary to perform the contract
- Along with the list of personnel, the consultant shall also submit copies of diplomas and statements of experience for each member of proposed staff (CVs).

The selection of consultant will be done in accordance with the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers*, revised July 2014 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest. Consultant will be selected in accordance with the CQ method set out in the Consultant Guidelines.

Further information may be obtained at the address below during office hours from 09:00 to 15:00.

Expressions of interest / above listed documents / must be delivered to the address below in a sealed envelope by **November 23, 2018 , 11.00 hrs.**

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