

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

**Country:** Indonesia

**Name of Project:** SOUTHEAST ASIA REGIONAL PROGRAM ON COMBATING MARINE PLASTICS (SEA-MaP)

**Grant No.:** P175659

**Assignment Title:** Consultancy to Develop Project Communications Strategy and Branding

**Reference No.** ID-ASEAN-365769-CS-QCBS

1. The Association of Southeast Asian Nations (ASEAN) has received financing from the World Bank toward the cost of the Southeast Asia Regional Program on Combating Marine Plastics (SEA-MaP) and intends to apply part of the proceeds for consulting services **Develop Project Communications Strategy and Branding**.
2. The consulting services (“the Services”) include:
  1. **Develop a Communications Strategy**  
Conduct a Needs Assessment  
Develop the Communications Strategy.
  2. **Develop SEA-MaP Regional Project Branding with tools to enhance its visibility, communication and outreach.**  
Logo Creation  
Website Design and Development  
Social Media Strategy  
Informational Materials/Collaterals  
Database management and data storage Strategy

The approximate duration of the assignment is expected to be completed within 10 weeks from the date of the contract signing.

3. The detailed Terms of Reference (TOR) for the assignment is attached to this Request for Expressions of Interest.
4. The Southeast Asia Regional Program on Combating Marine Plastics (SEAMaP) PMU 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:  
The Qualifications and Experience of the firm’s general experience and overall competence, including the relevance of the firm’s area of core business to the assignment envisaged (communication strategies).  
A deep understanding of the Southeast Asian region, its unique challenges, and opportunities.

Demonstrated capacity of having qualified and experienced staffs for the assignment. International experience and experience in development partner-financed contracts will be considered an advantage.

Provide brief description of at least eight years' relevant experience offering similar consultancy contract on communication context and trends or related assignments including client names.

Key Experts will not be evaluated at the shortlisting stage.

5. The attention of the interested Consultants is drawn to the Section III, Para 3.14, 3.16 and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers, July 2016 and updated in November 2020", setting forth the World Bank's policy on conflict of interest.
6. The main objective of this consultancy assignment is to hire a consulting firm to help (i) develop a communications strategy that fulfills the communication requirements of the SEA-MaP Regional Project; (2) develop the SEA-MaP Regional Project Branding tools to enhance its visibility, communication and outreach.
7. Consulting firm 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 or an association, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected. In case of an association, the Consultants must explain in the EOI submission (a) the rationale/justification for the proposed inclusion of the JV members and/or sub-consultants in the association; and (b) the anticipated role and relevant qualifications of each member of the Joint Venture and/or of each sub-consultant for carrying out the assignment. Failure to provide the above explanation in the Expression of Interest may risk the association not being shortlisted for the assignment. However, the qualifications/experience of sub-consultants will not be considered by the Client in the evaluation of Expressions of Interest for Shortlisting purpose.
8. A Consulting firm will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations for Borrowers under Investment Project Financing (IPF) dated July 1, 2016, revised November 2017 and August 2018 and November 2020 (Fourth Edition).
9. Further information can be obtained at the address below during office hours i.e., 0900 to 1700 hours. The detailed Terms of Reference (TOR) for the assignment is attached or can be obtained upon request from the below e-mail.
10. Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **4 July 2023**. In the case of hard copy, one original and two copies should be submitted.

11. The Procuring Entity (PE) reserves the right to accept or reject any or all EOIs without assigning any reason whatsoever.

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