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**REQUEST FOR EXPRESSIONS OF INTEREST (REOI)**

**(CONSULTING SERVICES)**

**Local Technical Assistance- Consulting Company**

**Tirana, 06th of December 2021**

**Albania Health System Improvement Project (HSIP)**

**Loan No: 8466 AL.**

**Project ID Number: P144688**

***Assignment Title:***  **Communication Campaign for Master plan and Pediatric Hospital**

***Reference No.*** HSIP/CS/CQ/08-2020

The Government of Albania has received a loan and a grant of totalling 32.1 million EUR (50 million USD), a loan of International Bank for Reconstruction and Development (IBRD) to finance the Health System Improvement Project (HSIP). The International Bank for Reconstruction and Development (“World Bank”) is acting as administrator of the amount provided. The Ministry of Health (MoHSP) herein after referred as “the Client” has overall responsibility for the Project, and the Project Coordination is responsible for the implementation of the Project through its Project Management team (PMT). The objective of the Project is to contribute to improve the efficiency of care in selected hospitals in Albania, improve the management of information in the health system, and increasing financial access to health services. To improve access and efficiency of health care services in Albania, the Project will support: Component 1: Improving Public Hospitals Sector management and Infrastructure. Component 2: Improving Health Information Management for Hospitals Services Investments in recent years have mainly aimed to improve and modernize health care facilities in terms of infrastructure and medical equipment’s correlated with capacity building for the medicinal, managerial and non-medical staff enhancing institutional capacities.

The Project Development Objective is to contribute to the modernization of selected public hospitals services, and is being implemented through three components: (1) improving public hospitals sector management and infrastructure; (2) improving health information management for hospitals services; and (3) monitoring, evaluation, and project management. The service required to be performed under this Term of Reference, is one of the activities under component 1 of the Project. The objective of this assignment is to conduct a communication campaign for the rabilitation for pediatric hospitals which is financed under the component 1 of the HSIP Project and also for the revised master plan which is expected to be implemented.

In close collaboration with and under direct supervision of Ministry of Health and Project Coordination Unit of HIS (Health System Improvement) Project, the local company will be responsible for “**Communication Campaign for Masterplan and Pediatric Hospital”.**

*The main duties and responsibilities are:*

* Develop and implement a communication strategy for the masterplan.
* Work closely with and train MoH spokespersons and communication section on communicating various messages to different stakeholders in relation to the project
* Organize and participate in a two-weekly communications meeting with MoH spokespersons, identify action items and follow-up
* Draft, edit, produce key messages for MoH staff who speak to the media or engage with stakeholders in relation to the project
* Prepare responses to routine external inquiries about the project with appropriate guidance
* Produce communication materials to address various stakeholders.
* Maintain media contacts database and coordinate on press release distribution
* Monitor media reporting in relation to the project, and alert on sensitivities
* Prepare social media designs posts (infographic) and short videos.

**The Ministry of Health and Social protection is Seeking for local firms to conduct this assignment which fulfill the following criteria:**

**The consultant must meet the following requirements:**

*Qualifications of the Consulting Company:*

The successful Consultant firm will have:

* Demonstrated experience at least **5 years** in the field of project management and communication. The consultant should demonstrate to have the following capacities
* Relevant work experience in project management
* Relevant experience with public authorities and in projects with communication components and media.
* Demonstrate capacity to work with donors and international projects

The company/consortium 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 Social sciences/Economy or relevant field.
* Previous experience in presentation and reporting skills. Experience with international institutions is preferred.
* At least 5 years of experience in managing projects at national level

**Coordination Expert**

* Bachelor’s degree
* Social sciences/Economy or relevant field.
* 5 years working to support institutions and their capacity building in relation to visibility
* Very good organization skills

**Communication expert**

* Academic Qualifications/Education: Bachelor degree in Communications, social sciences or related fields
* Minimum 3 years of experience in the Communications field
* Good experience with computers, electronic networks and software used for communication purposes (i.e. Website, electronic bulletin, etc.),
* Experience working in international organizations is preferred.
* Experience in Trainings/Coaching in issues related to communications, capacity building and empowerment is required.
* Excellent writing, editing, and oral communication skills in English.

**Web designer expert /web developer**

* At least, a bachelor’s degree
* At least 3 years’ experience in developing websites and other digital products
* Experience in database development, desktop software.

The firm who will be selected (after fulfilling the minimum qualification/experience requirements above) as highest ranked based on the evaluation/shortlistign criteria below, will be invited for contract negotiations, durign which, the sucessfull firms will be required to fulfill the above key staff qualification.

The Ministry of Health and Social Protection, through Project Coordination Unit (PCU) now invites eligible consulting companies (“Consultants”) to indicate their interest in providing the Services. Consulting Companies should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services (as described above). The evaluation/shortlisting criteria are:

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| **No.** | **Evaluation Criterion** | **Points** |
| 1. | Overall experience of the firm (number of years) in the field of assignment | 30 points |
| 2. | Number of assignment-related contracts completed during last five years. | 60 points |
| 3. | Availability of qualified key staff within the firm | 10 points |
| **TOTAL** | | **100 points** |

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s [*Guidelines: Selection and Employment of Consultants by World Bank Borrowers*](http://www.worldbank.org/html/opr/consult/contents.html) (January 2011, revised July 2014), setting forth the World Bank’s policy on conflict of interest. . The selection method to be applied is **Consultant Qualification (CQ),** in accordance with the procedures set out the World Bank’s *Guidelines Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers*” (January 2011, revised July 2014).

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 Guidelines Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers” (January 2011, revised July 2014). The contract will be Lump Sum.

The assignment should be performed within 5 months since the contract signature. The total estimated input in man days is: 550 man days for communication campaign on master plan and 420 man days for pediatric hospital (Total: 970 man days)

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 In the address below).Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **20th of December 2021.**

**Ministry of Health and Social Protection**

**Adress: Rruga e Kavajes No. 53, Tirana- Albania**

**Project Coordination Unit (PCU)**

**Health System Improvement Project (HSIP)**

**Att: Blerina Dudushi**

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