

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

**REPUBLIC OF SERBIA
COMPETITIVENESS AND JOBS PROJECT**

Loan No. 8528 YF

Assignment Title: Stakeholder Outreach Activities

Reference No. (as per Procurement Plan): B.1.7.

The Republic of Serbia has received financing for a loan from the World Bank (WB) toward the cost of the Competitiveness and Jobs Project (Project) and intends to apply part of the proceeds for consulting services.

The main goal of the Project is to improve the effectiveness and coordination of selected public programs to alleviate constraints to competitiveness and job creation, including investment and export promotion, innovation, active labor market programs, labor intermediation, and activation of social assistance beneficiaries.

The Project is implemented by three ministries — the Ministry of Economy (plus its development agencies), Ministry of Education, Science and Technological Development, and Ministry of Labour, Employment, Veteran and Social Affairs. The central institution responsible for coordination of the project is Public Policy Secretariat (PPS) with the assistance of Project Implementation Unit (PIU) established in Public Policy Secretariat, as a technical coordination unit of the project. PPS coordinates the gathering and processing of the results of monitoring, reporting, fiduciary functions and safeguard procedures in close cooperation with the institutions participating in the project. PPS also chairs and supports the work of the Government's Inter-Ministerial Policy Planning, Monitoring and Coordination Working Body (hereinafter: PPMC IMWB) established under the Project. PPMC IMWB is expected to help with cost-benefit analyses, gap analyses, and evaluations of select competitiveness and jobs-related programs, all of which will lead to improvements in the efficiency of public spending. Mandate should include inter alia: (a) oversight of the PPMC launch and implementation process and protocols, (b) liaison with those responsible for PPMC in participating ministries', including suggestions regarding activities, indicators, targets, (c) assure alignment of activities, indicators, and targets with Government priorities, (d) data analysis, policy development, and M&E, (e) semi-annual PPMC WG meetings and progress reports (based on inputs from the ministry-level PPMC units), (f) annual performance reviews, including progress against targets, identification of constraints to improved performance, and suggested performance improvement measures (based on inputs from each ministry), (g) support to the development of impact evaluations in the participating ministries, and (h) competitiveness and jobs policy coordination across participating ministries.

The Project is intended to produce spill-over effects in other policy areas. If successful, the Project could be a prelude to a results-based management system that is rolled out in the future to other government entities.

Objective of the Assignment

Many of the reforms supported with this Project will face challenges to present its benefits more clearly and visibly than arguments of those that could be opposing the reforms. During the Project appraisal period it has been assessed that one of the ways to mitigate the risk of opposition to reforms and perception of centralization of decision-making, and of lack of consultations is through strong communications of the Government with the

general public, private sector, civil society, international partners (including EU Delegation, and other key partners), etc. in order to maintain a broad-based platform of support for reforms.

Periodic consultations with private sector and civil society representatives are expected to be done periodically by the PPMC IMWB. Cooperation with NGOs and CSOs is embedded into the Project activities, in order to enable participatory PPMC process, and contribution of organizations and associations to development and implementation of policies under Competitiveness and Jobs agenda.

The Rules and procedures of the PPMC IMWB, established under the project foresees the role of this body as a forum for the exchange of experiences, opinions and knowledge in cases when, within the scope of the activities supported by the Project, the institution that is the beneficiary of Project support prepares for production or produces any kind of strategic documents, as well as in cases when the output of some of the Project activities is development of studies or analysis. In this case, Coordination Meetings of the IMWB are convened for discussion and support in the process of preparation of analyses or studies, consideration of the options and the recommendation of optimal solutions to achieve expected results, and better policy coordination.

The Coordination meetings of the PPMC IMWB can be opened to public, i.e. wide range of stakeholders. For this purpose a tentative timeline of Coordination meetings is in development, including indication on which of the Coordination meetings the participating institutions intend to open to stakeholders.

Furthermore, each of the participating institutions has a clear set of reform results to be achieved, implemented and communicated to the stakeholders.

The Project documentation also provides for some activities regarding stakeholders outreach to be reported on, such as:

- 1) Citizen engagement: Innovation matching grant beneficiary annual survey (Number of surveys);
- 2) Citizen engagement: Number of employers reached by National Employment Service client satisfaction and needs survey (semi-annual).

These activities are included in Project documentation as citizen engagement indicators, and activities to be implemented during Project's lifetime.

Citizen engagement plays a central role in increasing Project impacts and it enhances development outcomes. Engagement with key stakeholder groups, such as the Serbia Chamber of Commerce, is expected to continue during Project implementation.

Objective of the Consultant is to support PPMC IMWB in overcoming expected resistance of interested parties that feels threaten by planed reforms through analysis of current perception of stakeholders, identification of those negatively affected, development of clear communication strategy, adjust to specific stakeholders groups, channels and tools to promote benefits of the reforms, as well as continues monitoring of the stakeholders satisfactions through preparation and support of execution number of surveys. Furthermore, the Consultant will support PPS in organization of Coordination sessions of PPMC IMWB on specific reform themes in order to obtain opinion and understand the position of stakeholders during the process. Support will be additionally provided through organization of workshops for the participating institutions aiming to enhance their abilities to develop communication strategy, tools and messages for further use.

Experience and Qualifications

The Consultant needs to be highly qualified professional, creative and experienced firm or organization. In addition to the organizational capacities and proven relevant experience, the key staff for the assignment are

required to have individual experience in the appropriate field. The Consultant needs to have the capacity to assign a team of people that will work on this assignment. The qualifications of presented staff must be relevant to the assignment.

Experience and capacity of the firm:

- Proven record of provision of stakeholder outreach activities (Experience in preparing and moderating/chairing workshops, meetings and conferences aimed at networking and ensuring co-operation between officials of the Government and stakeholders would be an added advantage);
- Experience in provision of stakeholder outreach and citizen engagement activities in the majority of the thematic areas covered by the Project and this ToR;
- At least five years of experience relevant for the assignment
- At least five full time employees
- Experience in communication of reforms of public sector and public policies (preferable)
- Experience in conducting and analysis of surveys (preferable)
- Regional and international experience in similar work would be an added advantage
- Availability of senior level staff - at least one per two thematic areas (components of the Project), out of which one would be experienced Team leader also in charge for horizontal stakeholder outreach activities and overall service provision assurance;
- At least two junior staff, out of which one would be available to work 1 week per month from PPS premises;

Qualification requirements of the key staff (Team Leader, senior staff, junior staff):

- Postgraduate academic or professional degree in the social sciences or humanities (master's degree, specialist academic degree, or specialist professional degree), or graduate degree awarded following the completion of a course of study of at least four years' duration;
- Relevant professional experience (at least 5 years for Team Leader and senior staff, at least 3 years for junior staff)
- Experience in communication of reforms of public sector and public policies; (preferable)
- Good spoken and written Serbian and English;
- Excellent communication, organization, and teamwork skills;
- Experience in preparing and chairing meetings and conferences aimed at networking and ensuring co-operation between officials of the Government and other public authorities, NGOs and public - for Team Leader and senior staff.

Timing and Duration

The contract for provision of services under this ToR is expected to last until June 30th, 2019. The total expected man days for the period (both junior and senior staff included) will be specified during contract negotiation.

Timeline for delivery of services under this ToR will be discussed successively, and is adjustable during the assignment duration, based on the evolving needs during project implementation.

The PPS now invites eligible Consulting Firms to indicate their interest in providing the Services.

Interested Consulting Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Consulting Firms may associate with other firms in the form of a joint venture or a subconsultancy to enhance their qualifications.

Expressions of interest from eligible Consulting firms/joint ventures (consortia) should specify the following relevant information:

- (i) Short introduction of the firm/joint venture (consortium);
- (ii) Core business and years in business;
- (iii) Qualifications in the field of the assignment (in case of a “joint venture (consortia)”, such evidence is required for all members of the “joint venture (consortia)”, while in case of a sub-consultancy, it is required only for the leading firm) (see requirements above for experience and capacity of the Firm);
- (iv) Technical and managerial organization of the firm;
- (v) General qualifications and number of relevant key staff (see requirements above for qualification requirements for key staff)

The attention of interested Consulting firms 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 January 2011 Revised July 2014., setting forth the World Bank’s policy on conflict of interest.

A Consulting firm will be selected in accordance with the **Selection Based on the Consultants’ Qualifications (CQS) method** set out in 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.*](#)

Further information can be obtained at the address below during office hours: 7.30-15.30

Expressions of interest must be delivered in a written form in English by August 08, 2016, 12:00 Noon, local time, in electronic format to the following e-mail: piu@rsjp.gov.rs

Contact:

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