



**MONTENEGRO**  
**Ministry of Economy**  
**Second Energy Efficiency Project - MEEP 2**

**Request for Expressions of Interest**  
**for**  
**“Consultant for the communication**  
**and awareness raising campaign”**

Loan No: 8870-ME

Reference No. **MNE-MEEP\_2-8870-ME-CQ-CS-19-2.3**

(II request -October 08, 2019)

The Government of Montenegro received initially a loan from the International Bank for Reconstruction and Development (IBRD) in amount of 11.5 million Euro toward the cost of financing Montenegro Energy Efficiency Project (MEEP), aimed at improving energy efficiency in public objects. Given the demonstrated success of MEEP, The Government has received a new loan in the amount of EUR 6 million from the same source (IBRD), toward the cost of the **Second Energy Efficiency Project-MEEP 2**, and intends to apply part of the proceeds to payments for consulting service to the engagement of the ***Consultant for the communication and awareness raising campaign*** for activities under MEEP 2. The MEEP 2 have aims to: (i) finance retrofit of additional 18 health buildings, (ii) establish the monitoring system of energy consumption and (iii) develop a sustainable energy savings capture model that will enable the use of the funds, obtained by savings for implementation of future energy efficiency projects. The MEEP 2 project will finance EE measures designed to generate considerable energy savings. Eligible measures include: retrofits of object envelopes (including façades, windows, roofs and doors), heating and cooling system upgrades (including fuel switching), lighting and domestic hot water systems

The objective of the assignment is Campaign which needs to include information, education and promotion activities in order to increase awareness on the benefits of energy efficiency (EE) by disseminating information on MEEP and MEEP 2 activities, progress, results, lessons learned and impacts, including increase public awareness regarding energy savings and established models for cost savings. Communication and awareness activities are expected to use different media channels, including social, print, web, conferences, TV, etc.

The communication and awareness-raising campaign will promote the social surveys' and the project's achieved results (e.g. public discussion and dissemination of survey results, creation of online and offline communication materials), including to feed back to beneficiaries how relevant recommendations have been addressed and integrated in the retrofitting works. The communication and awareness raising campaign must be conducted in a gender-sensitive manner. The campaign must be timed and carried out in order to maximize outreach and sensitization of end-users to the topic of EE and to highlight project results.

The Consultant is expected to provide the initial thinking, advice, and inputs to develop a public communication strategy and implement the agreed activities set in the communications strategy. The Consultant in close cooperation with the MEEP 2 PIU is expected to undertake, but is not limited, to the following key activities:

- a) **Prepare the Communication Strategy;**
- b) **Develop a detail Communication Action Plan, based on the Strategy;**
- c) **Lead the implementation of the Strategy, communication products and activities;**
- d) **Review of ongoing and/or upcoming communication activities related to other EE sector projects.**

The Consultant will be hired, on a multi-year contract basis, to develop a targeted communication strategy, propose and implement/perform agreed activities. Consultant is responsible for organization and execution of all above tasks. Consultant shall analyze and prepare documentation according to agreed reporting format and prepare Communication and Outreach Reports for the PIU.

\*The detailed **Terms of Reference (TOR)** for the assignment can be obtained at the addresses given below or on the following link: <http://energetska-efikasnost.me/tenderi/> .

The **Ministry of Economy** and **Ministry of Health** through the Technical Service Unit (TSU) now invites eligible **Consultant firms** (“the Consultants”) to indicate their interest in providing above services. Interested Consultants must provide information indicating that they have the required qualifications, key staff and relevant experience to perform the Services. Qualified consulting firms and their professional staff for this assignment should have extensive experience in the field of communication – such as strategic communication, media, social media, advertising, public relations, political campaigns, digital campaigns, social marketing, and related activities. The required minimum experience should be demonstrated by the similar tasks performed (minimum two contracts) during the last 5 years. The proposed Key Staff / Team leader should have at least 5 years of general experience and at least 3 years in the field same or similar to this assignment, one Technical staff with demonstrated Experience in energy efficiency field. Consultant firm may submit other documents considered important and which are not listed above, to justify general consultant’s qualifications and qualifications relevant to the assignment.

Consultants may associate to enhance their qualifications. The associations should clearly indicate the form of the association (*Joint-venture; consortium; member in charge; other member/s and or sub-consultants*). Joint ventures should submit letters of intent indicating their intent to form a joint venture if awarded the contract and shall provide the above mentioned information for each member of the joint venture. Interested consultants may obtain further information at the address below from 9-15 hours local time.

The attention of interested Consultants is drawn to paragraph 3.14 of the **World Bank’s Procurement Regulations for Investment Project Financing (IPF) Borrowers’, issued in July 2016**, setting forth the World Bank’s policy on conflict of interest. A Consultant will be selected in accordance with the Quality Cost Based Selection (CQ) method set out in the World Bank’s *Procurement Regulations for Investment Project Financing (IPF) Borrowers’, issued in July 2016*.

Expressions of interest must be delivered by e-mail and in a written form to the addresses stated below (in printed form/ Envelope should clearly indicate Ref.No: MNE-MEEP\_2-8870-ME-CQ-CS-19-2.3. Deadline for submission is **October 22<sup>nd</sup>, 2019, 12,00h** local time.

**Ministry of Finance**  
**Technical Service Unit**

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