**REQUEST FOR EXPRESSION OF INTEREST**

**(CONSULTING SERVICES – SELECTION OF SERVICE PROVIDER)**

Sub-project name: Dojran – Tourist pearl of southeast Macedonia

Sub-project no: LRCP -1/18-SG-38

**Assignment title:** Consulting services for Strategy development and implementation of promotional campaign for the tourist offer in Dojran

**Reference No.** LRPC-1/18-SG-38-CQS-1.1/1.2/1.3/1.4

Municipality of Dojran received funds from the Local and Regional Competitiveness Project sub-grant scheme (funded by European Union Instrument for Pre-Accession - IPA 2), towards the cost of the sub-project “Dojran – Tourist pearl of southeast Macedonia”, and intends to apply part of the proceeds for Consulting services for implementation of public campaign and promotional products/services for promotion of Dojran as tourist attractive place.

**The consulting services (“the Services”) include, but are not limited to:**

* Design i.e. development of a public image of Dojran as desirable tourist destination (creation of promotional messages, slogan, various promotional text, short posts, photos and video). This phase should create base for establishing effective and efficiant promotional campaign for Dojran;
* Design and conducting of public campaign for electronic media (focus on social media);
* Preparation of promotional video “Dojran – Tourist Perl of South-east of Macedonia“ (the title and the content will depend on the context, created promotional messages and/or slogan);
* Designing of promotional photo album, small information boards and project leaflets;
* Creation of web page;
* Printing of promotional products (photo album, small information boards and project leaflets);
* Preparation of a Sustainability Plan for public event (focus “Fish & Wine Fest”);
* Preparation of a Manual for online promotion.

The detailed Terms of Reference for the above referenced consulting services will be available as separate file. This “Request for Expression of Interest” shall serve as guidance to the qualified potential consultants in accordance with applicable World Bank procurement guidelines.

Municipality of Dojran invites eligible entities (‘Consultants’) to indicate their interest in providing the Service. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

**The shortlisting criteria are:**

* At least 5 years of relevant specific experience in the areas of public promotion, marketing or related fields;
* Proven experience in developing promotional campaigns in the last 5 years;
* Proven experience in content creation in various formats (video, photography, designing promotional products, texts) etc.;
* Provided portfolio of created promotional content i.e. minimum 1 service with similar content and complexity in the last 5 years;
* Previous experience in promotional activities within EU funded projects will be considered as strong advantage.

The selected Consultsnts should confirm their interest and the availability of experts in the following areas. Details i.e. data/CVs of individual key experts are not required for the purpose of expressions of interest, just confirmation of availability of required experts:

* Campaign / PR expert; and
* Copywriter & Content creator

Consultants may associate with other economic operators in the form of a joint venture or a sub-consultancy to enhance their qualifications. The “association” may take the form of a Joint Venture or a sub consultancy. In case of a Joint Venture (JV), all members of the JV will be evaluated jointly for the purpose of short listing and shall be jointly and severally liable for the assignment. Interested consultants/economic operators should clearly indicate the structure of their “association” and the duties of the partners and sub consultants in their application. Unclear expression of interests in terms of “in association with” and/or “in affiliation with” and etc. may not be considered for short listing, keeping one expression of interest per consultant as principle.

Please note that a consultant shall submit only one expression of interests in the same selection process either individually as a consultant or as a partner in a joint venture. No consultant can be a sub-consultant while submitting an expression of interests individually or as a partner of a joint venture in the same selection process.

The Consultant will be selected in accordance with the method Selection based on Consultants Qualifications (CQS) according to the World Bank’s Guidelines "Selection and Employment of Consultants by World Bank Borrowers", January 2011, Revised July 2014” available on [www.worldbank.org](http://www.worldbank.org).

Expressions of interest may be delivered in person (hand delivery) or by post until October 6, 2020 before 14.00 h local time using the address provided below:

Municipality of Dojran

Address: Str. "Kej 5-ti Noemvri" N.N., 1487 Star Dojran

Tel/Fax: 00 389 (0)34 225 278