

## REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRM)

Country: Republic of Kosovo

*Project Name:* Kosovo Energy Efficiency Fund (KEEF)

*Assignment Title:* Professional Communication Services

*Ref. no:* KEEF/1C1/CQ/2020

Kosovo Energy Efficiency Fund (KEEF) has been established as an independent, autonomous and sustainable non-profit legal entity, at the service of the public interest, with full legal personality and legal identity that is separate and distinct from the KEEF Board of Directors and Executives. KEEF has the right to contract, sue and be sued in its own name, own assets, invest in energy efficiency projects and receive any return of investment, receive and provide grants and donations and other financial instruments to achieve its objectives as provided by the Law.

The consulting services (“the Services”) would require the firm to affirm the Kosovo Energy Efficiency Fund (KEEF) and Project Implementation Entity (PIE) in carrying out duties and responsibilities in accordance with provisions stipulated in Financing Agreement signed between Republic of Kosovo and International Development Association (World Bank) and procedures described in the Operation Manual. The selection process will be conducted in accordance with Consultant Qualification Selection (CQS) procedures in the World Bank Procurement Regulations for IPF Borrowers’ (the Procurement regulations) for the supply of goods, works and non-consulting services, issued July 1, 2016 revised Nov 2017 and Aug 2018.

The assignment is expected to last from June, 2020 through May, 2021 with possibility of extending later.

The Professional Communication Services aim to introduce KEEF to the municipalities and public institutions of Kosovo in order to help KEEF to meet its investment target in the first year of its operation. The scope of service would include (i) developing a plan for a marketing campaign; (ii) conducting a pre- and post-activity survey to determine awareness about energy efficiency and knowledge of KEEF among target groups and to identify recommendations for improvement of the campaign; (iii) production and dissemination of a marketing video; (iv) production of marketing and presentation materials; and (v) assisting KEEF in implementing the marketing campaign.

The activities must be done in accordance and upon the request of the management of KEEF.

The Kosovo Energy Efficiency Fund now invites eligible firms (“Consultants”) to indicate their interest in providing the Services. The application documents must include at least:

- 1) Profile of the firm
- 2) Number of years in business
- 3) Past experience in similar assignments

The application documents must be prepared in English.

Copies of evidences demonstrating the Qualifications and other Skills are welcome.

Applicants will be first screened against the minimum qualification criteria as follows:

- Minimum ten (10) years of professional experience in developing, designing, production and publishing/dissemination/airing of communication products using various media,
- Relevant experience in working for governments and/or international organizations on consultancy assignments, especially in strategic communications planning,
- Demonstrated experience in writing some text (writing samples may be requested),
- Proven track record in communications, advertising, message and public relation,
- Demonstrated experience in marketing and/or corporate communication materials,

Expressions of interest (Documents for organization size and references for related experiences) must be delivered in English language in a PDF form to [info@fkee-rks.net](mailto:info@fkee-rks.net) not later than **11.05.2020, at 16.00h.**

Applications of firm that meet minimum qualification requirements will be selected based on the following evaluation criteria:

- |   |           |
|---|-----------|
| - General firm experience   | 20 points |
| - Experience related to general public relation (PR)                          | 30 points |
| - PR experience with preference in energy, EE and/or environment related work | 50 points |
| <b>Total: 100 points</b>  |           |

The assignment will begin on June 2020 and be completed on May 2021.

The Level of Efforts (LOE) is estimated at 120 person-days.

Detailed information on ToR that prevails over this publication interested firms shall download from the website [www.fkee-rks.net](http://www.fkee-rks.net)

Further information can be obtained at the address below during office hours – 08.30 to 16.30 hours.

Kosovo Energy Efficiency Fund (KEEF)  
Floor 7, Former building of Ljubljana  
10000 Pristina, Republic of Kosovo