



Republic of Liberia
Smallholder Agriculture Transformation and Agribusiness Revitalization Project
(STAR-P) Ministry of Agriculture

PROJECT ID: P160945

(REFERENCE NO: LR-PMU-MOA-114652-CS-QCBS)

RE-ADVERTISED

REQUEST FOR EXPRESSIONS OF INTEREST

This Request for Expressions of Interest is issued to replace the ones published in the Daily Observer News Paper, Inquirer News Paper, Executive Mansion and the Ministry of Agriculture websites from June 17, 2019 to July 4, 2019. The Government of Liberia has applied for financing from the World Bank toward the cost of the Smallholder Agriculture Transformation and Agribusiness Revitalization Project (STAR-P) and intends to apply part of the proceeds for consulting services **to recruit a Communication Firm to implement a communication for development (C4D) program for STAR-P to initially commence in Bomi, Cape Mount, Margibi, Nimba and Lofa Counties.**

The consulting services (“the Services”) include a comprehensive strategic Communication for Development program (C4D) which is key to achieving STAR-P’s objectives by applying communication and information tools and techniques in a systematic manner throughout the life of the project. The aim is to use C4D as a catalyst to engender inclusion, knowledge sharing, changes in mindset, and ownership, to motivate political and investor commitments during and beyond the life of the project. Within this context, a successful C4D would facilitate five key objectives: (1) accessing information and knowledge; (2) promoting participation; (3) giving voice to the excluded through effective beneficiary feedback loops; (4) influencing public policies; and (5) attracting private sector investment

The assignment will be undertaken in two phases: (1) Design of a Communication for Development Strategy and (2) Implementation of the C4D Strategy.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: www.moa.gov.lr or www.emansion.gov.lr or can be obtained at the address given below.

The Ministry of Agriculture through the Program Management Unit now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are: Detailed company profile indicating the firm’s core business and years in business, relevant experience in planning, designing and implementation

of major communication interventions including information dissemination and stakeholder engagement; and technical and managerial capability of the firm in terms of company organizational structure and staffing arrangement.

Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016, Revised November 2017 and August 2018 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with **Quality and Cost Based Selection (QCBS)** method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours from 9:00 a.m. to 5:00 p.m. Mondays to Fridays, except for Public Holidays.

Expression of interest must be delivered, in sealed envelopes clearly marked "**Consultancy Services to Hire a Communication Firm**", to the address below in person, or via email address, recruit@moa.gov.lr by **August 29, 2019 by 5:00 p. m.** local time

The Recruitment Team
STAR-P
Program Management Unit
Ministry of Agriculture, University of Liberia Annex
Fendell Campus, Liberia

Note: **FIRMS MUST indicate in the email subject, the Consultancy Services that the FIRMS are applying for.**