



## REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

### ARAB REPUBLIC OF EGYPT

**NAME OF THE PROJECT:** Strengthening Social Safety Net Project (P145699)

**Loan No.:** IBRD 89970

**Assignment Title:** Implementation of an awareness campaign, With awareness Egypt will be better,  
بالوعي مصر بتتغير للأفضل

**Reference No.:** EG-MOSS-324996-CS-QCBS

The Ministry of Social Solidarity (MOSS) has received financing from the World Bank toward the cost of the Strengthening Social Safety Net Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include the design, planning and implementation of an awareness campaign, With awareness Egypt will be better, (بالوعي مصر بتتغير للأفضل) aims to develop and raise the awareness of the community and its members about the current services provided by MoSS thematic social and economic topics, in addition to other social programs that support the wheel of development. The consulting services, planning and implementation is expected to commence on the 1<sup>st</sup> quarter of year 2023. The implementation duration for the campaign will be Eighteen (18) months.

The detailed Terms of Reference (TOR) for the assignment can be found at the following website:  
(<https://www.moss.gov.eg>)

The Ministry of Social Solidarity (MOSS) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are as follows:

1. The company must provide evidence that the total amount it has implemented is not less than 10 million Egyptian pounds in the last 3 years, as shall be demonstrated through submitted audited financial statements for fiscal years 2019, 2020 & 2021.
2. The company must have more than (7) seven years of experience in the Egyptian market working on social marketing and experience in the poorest villages of Upper Egypt and have experience in managing large-scale events of up to (5,000) five thousand people per day.
3. The company must have experience working with the Egyptian government, INGO or local NGO
4. The company must provide evidence that it has implemented the activities of the Public Relations Agency and Events.



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, setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: conflict between consulting activities and procurement of goods, works or non-consulting services; conflict among consulting assignments; and relationship with Borrower's staff.

Consultants may associate with other firms to enhance their qualifications and support enforced requirements delivery efficiency and timeliness 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 the 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 09:00 to 17:00 local time from Sunday through Thursday.

Expressions of interest must be delivered in a written form to the address below in person, by e-mail or by traditional mail no later than 17:00 local time on **December 27, 2022**, with clearly marked communication carrying: "**Implementation of an awareness campaign, With Awareness, Egypt will be better** بالوعي مصر تتغير للأفضل - Reference No.: EG-MOSS-324996-CS-QCBS".

Ministry of Social Solidarity (MOSS)  
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