



REPUBLIC OF KENYA
THE NATIONAL TREASURY & ECONOMIC PLANNING

SUPPORTING ACCESS TO FINANCE AND ENTERPRISE RECOVERY
(SAFER) PROJECT

CONSULTANCY TO DESIGN AND EXECUTE A COMMUNICATIONS
STRATEGY & PUBLIC AWARENESS CAMPAIGN FOR THE KENYA NATIONAL
ENTREPRENEURS SAVINGS TRUST PLC (KNEST)

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

Ref: SAFER/KNEST/C/O2/2023-24

Credit No. 7018-KE
Project ID No: P175017

1. The Government of Kenya (GoK) in conjunction with the World Bank is implementing a five-year Supporting Access to Finance & Enterprise Recovery (SAFER) Project whose overall development objective is to increase access to financial services, enhance the capabilities, and support the COVID-19 recovery of Micro, Small and Medium Enterprises (MSMEs) in Kenya. This objective will be achieved through (i) Innovation and Liquidity Support to MSMEs; (ii) De-risking Lending to MSMEs; and (iii) Technical Assistance and Project Management. The SAFER Project intends to apply part of the proceeds for consulting services.
2. The consulting services ("the Services") include: a) Coordinate with other government, private and developmental sector agencies to ensure an integrated marketing communication strategy and approach for KNEST; b) Create and prepare marketing communications plans, marketing communications and advertising concepts, and plans for their development and execution; c) Identify and engage stakeholders who can play a supportive role in the public awareness campaign; d) Provide for event management for KNEST's launch. The assignment is expected to take twelve (12) months.
3. The detailed Terms of Reference (TOR) for the assignment can be found at the following website www.treasury.go.ke/tenders.html or can be obtained at the address given below.
4. The National Treasury & Economic Planning (the Client), through its Project Implementation Unit, 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 requirements for the Firm's experience are: a) Core business of the Consultant should be relevant to the assignment; (b) Minimum of 10 years' work experience in marketing communications and advertising; (c) Demonstrated experience in conceptualizing and executing public awareness campaigns; (d) Must have the capacity, in form of resources and technology (in-house or sub-contracted), to deliver the activities of the campaign within the agreed timeframe and budget; and (e) Previous experience working on campaigns with the public sector, financial services sector, international NGOs, or civil society, is an added advantage. **Key Experts will not be evaluated at the shortlisting stage.**
5. A consultant will be selected in accordance with the World Bank's Procurement Regulations for IPF Borrowers, July 2016 updated August 2018 and November 2020 which can be found at the following website: www.worldbank.org/procurement
6. 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 updated August 2018 and November 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.
7. 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.
8. A Consultant will be selected in accordance with the Consultant Qualification Selection method set out in the Procurement Regulations.
9. Further information can be obtained at the address below during office hours i.e. 0900 to 1700 hrs.
10. **Expressions of Interest** must be delivered in a written form to the address below either in person, by mail or by email:

Postal Address:

Project Implementation Unit
Attention: Procurement Specialist
P.O. Box 21190 –00100
Nairobi, Kenya.

Telephone No: +254-20-2210271/4

Physical Address:

Project Implementation Unit
Attention: Procurement Specialist
7th Floor, Anniversary Towers, North Tower.
Building No.19 Monrovia Street/University Way
Nairobi, Kenya.

E-mail: procurement.safer@piu.go.ke

11. **Deadline for submission of Expressions of Interest is Friday 2nd February 2024 at 1600 hours Kenyan Local time.**

PROJECT COORDINATOR (SAFER)
FOR: PRINCIPAL SECRETARY/NATIONAL TREASURY