

Request for Expression of Interest

 albaniandf.org/2020/01/22/request-for-expression-of-interest/

January 22,
2020

REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

(CONSULTING SERVICES)

Albania

Albanian Development Fund (ADF)

Project for Integrated Urban and Tourism Development (PIUTD)

IBRD Loan No: 8656- ALB.

Project ID Number: P155875

Issuing date: January 23, 2020

Assignment Title: **Consultant Service for Market Development for the South of Albania.**

Reference No. **REF No: AL-ADF-15568-CS-QCBS**

The Government of Albania has received financing from the World Bank toward the cost of the **Project for Integrated Urban and Tourism Development (PIUTD)**, and intends to apply part of the proceeds for consulting services. The consulting services ("the Services") include: **"Market Development for the South of Albania"**.

The purpose of this assignment is to create basic marketing infrastructure, provide marketing support during 2-year product implementation phase, monitoring and reporting of results, as follows:

1. To professionally support local tourism management entity in marketing implementation;
2. To create basic marketing infrastructure;
3. To collaborate with local tourism management entity and build their capacity during the process;
4. To actively manage and optimize website and social media profiles;
5. Provide **ad hoc** support during 2 years connected to promotion of product offer;
6. Monitor activities and report on results.

Albanian Development Fund (ADF) now invites eligible consultants ("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. Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

The Assignment will be carried out through the following Tasks and activities:

Task 0: Prepare of Inception Report including the outline methodology, instruments proposed by the consultant to conduct the various tasks;

- Task 1: Create tourism brands for each municipality through, analyses of current status, positioning, brand implementation;
- Task 2: Develop tourism website for each municipality which will be done in cooperation with local tourism management entity and Municipality and website management during the 2 following years, monitoring results, updating content and SEO/SEM. The Consultant will be required to create tourism websites, continuously manage it, monitor and report upon results and optimize it for SEO and SEM;
- Task 3: Create and manage social media profiles for each municipality through establishment of social media profiles for each municipality primarily on Facebook and Instagram, as well as, continuous management of social media channels during the 2 following years, posting updates, primarily in English, and monitoring results;
- Task 4: Develop high-quality professional high-quality photos and video clips of each municipality and surrounding area that not only shows the resources and attractions, rather activities that can be experienced. The same applies to video clips. The material will be used for website and social media channels, as well as printed materials;
- Task 5: Design and print tourism brochure and map of each municipality, provide content for tourism image brochure (copyright) in collaboration with local tourism management authority;
- Task 6: Provide 2-year marketing support to each municipality and prepare a strategy for ongoing maintenance of key activities beyond the consultancy and timely promotion of tourism product initiatives that will be implemented and executed in 2-year period;

Task 7: Monitor results system which will be a continuous activity throughout 2-year implementation period and submission of the Consultant reports on a regular basis on marketing results activities, and uses KPIs to assess marketing results in qualitative and quantitative way.

A multi-disciplinary team composed by **key staff professional** and technical personnel will be required for the execution of the project The Consultant Team should be led by a Principal Team Leader with international experience in marketing strategy implementation with focus on online tools in promoting tourism destinations.

The short listing criteria are:

The consultant will be a consultant company with international experience in market development, which can be organized also in a Joint venture, and shall fulfil the below mentioned requirements:

- At least one project that includes brand strategy and visual identity of a city or a municipality;
- At least 3 projects in visual identity from which at least one has a reference in the field of tourism for level of nation, region or destination in value above 50,000 EUR;
- At least 3 projects from which at least one reference of the preparation of comprehensive communication and creative solutions (a concept similar to „BIG IDEA“) in tourism;
- Experience in mobile application design and development, at least one realised project in the field of tourism;
- At least 3 web design and developing projects, from which at least one has a reference in the field of tourism.

No.	Evaluation Criterion	Points
1.	General Qualification of the Consultant	35 points
2.	Relevant Specific Experience in the field of the assignment and Number of similar assignments to ToRs successfully completed during the last 5 years	65 points
TOTAL		100 points

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants by World Bank Borrowers* (January 2011, revised July 2014), setting forth the World Bank's policy on conflict of interest.

The consultant should be a Firm. the selection method to be applied is **Quality and Cost Base Selection (QCBS)**, in accordance with the procedures set out the World Bank's: *Guidelines Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers*" (January 2011, revised July 2014).

This consultant service will be performed within **24 months** period, and the level of inputs required is a maximum of **156 man/months**. **The firm for this assignment will be contracted under a lump sum contract.**

Further information can be obtained at the address below during office hours 08:00 to 16:30 (Monday to Thursday) and 08:00 to 14:00 on Friday.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by **February 13, 2020**.

Albanian Development Fund (ADF)

Project for Integrated Urban and Tourism Development (PIUTD)

Address: Rruga: " Sami Frashëri", Nr. 10, Tirana

Tel/Fax: +355 4 2235 597/8; +355 4 2234 885

Att: Mr. Astrit Alikaj

Att: Mr. Artur Zaja

E-mail: aalikaj@albaniandf.org

E-mail: azaja@albaniandf.org

<http://www.albaniandf.org>