



REPUBLIC OF CROATIA
MINISTRY OF THE SEA, TOURISM, TRANSPORT AND DEVELOPMENT
Announces

REQUEST FOR EXPRESSIONS OF INTEREST
for consultant services for promotional campaign for the Croatian Social and Economic Recovery Project

The Government of Croatia has started the implementation of the Croatian and Economic Recovery Project (Project). The Project is financed from the loan of the International Bank for Reconstruction and Development (IBRD) and State budget of the Republic of Croatia. The objective of the Project is to enhance social cohesion and economic recovery in the Areas of Special State Concern (ASSC). The implementation of the Project will last four years.

Within the Project implementation, The Ministry of the Sea, Tourism, Transport and Development envisages to engage a consultant firm whose responsibility will be to develop and implement the Project promotional campaign with an aim to inform the general public and create awareness about the Project.

Scope of services

Consulting services include promotional activities regarding the Social and Economic Recovery Project and comprise two phases. The first phase includes development of Promotional campaign strategy and adequate Media plan, design and production of indicative campaign products, development of the Project promotional strategy implementation plan and budget plan for Media. The second phase relates to campaign implementation, i.e. implementation of the strategy developed within the first phase.

The campaign shall be focused towards general public in the areas of special state concern, particularly Project potential beneficiaries: counties, municipalities, local organizations and institutions, cooperatives, small and medium enterprises, public and private entities, non-governmental organizations, community-based organizations in the ASSC.

The assignment is envisaged to commence in September 2006, and will last for the whole time of the Project duration.

The Ministry of the Sea, Tourism, Transport, and Development now invites interested eligible consulting firms to express their interest for the above services. The interested consultants must provide the information indicating their qualification for described assignment including previous experience with similar assignments (number and short description of projects with list of clients, sample of products such as brochures, reports, etc.), educational and professional profiles of the key professionals, and other relevant information.

Minimal requirements:

- demonstrated evidence of providing consulting services as a registered consultant firm in the last 5 years
- proof of implementing at least two (2) similar assignments in last 3 years
- the consultant team must be comprised of professionals experienced in the field relevant to the assignment

Consultant will be selected in accordance with the procedures set out in the World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, May 2004.

The consultant selection process shall be performed by application of fixed budget selection method described within the above stated Guidelines.

Submitting the expressions of interest

Interested consultants must deliver their expressions of interest with note: "EXPRESSION OF INTEREST FOR PROMOTIONAL CAMPAIGN" to the address below by **30th June 2006 by 14.00 PM (local time)**.

Ministry of the Sea, Tourism, Transport and Development (MSTTD)

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