

## NATIONAL AGENCY FOR FISCAL ADMINISTRATION, ROMANIA

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| <b>REQUEST FOR EXPRESSIONS OF INTEREST<br/>(CONSULTING SERVICES- FIRMS SELECTION)</b> |
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**Country: ROMANIA**

**Name of the Project: Revenue Administration Modernization Project (RAMP)**

Project ID: P130202

Loan No: 8261 - RO

**Assignment Title: Design Communication Strategy and Develop Public Relations Skills**

**Reference No.** (as per Procurement Plan): RAMP/CS/16

The Romanian National Agency for Fiscal Administration (NAFA) has applied for financing from the World Bank toward the cost of the Revenue Administration Modernization Project (RAMP), and intends to apply part of the proceeds for consulting services regarding internal and external communication.

The consulting services (“the Services”) include technical assistance for: strengthening the Communication, Public Relations and Mass-Media Office at NAFA headquarter and territorial offices; developing the Corporate Communication Strategy; preparing and implementing an External Communication Plan; Designing and implementing an Internal Communication Plan; provide training to develop the public relations skills.

The National Agency for Fiscal Administration (NAFA) 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 Expressions of Interest must provide general information about the company, such as: core business and years in business, address, contacts, number and country of registration, presentation of services provided, extensive references.

The short-listing criteria are as follows:

| <b>Evaluation criteria for REOI</b>                                      |  |                   |   |
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| <b>Design Communication Strategy and Develop Public Relations Skills</b> |  |                   |   |
| No.  | Criteria<br>(short-listing)                          | Maximum<br>points | Detailed  |
| 1  | Qualification and<br>experience of the<br>Consultant | 60                | 1.1. Experience in designing and implementing<br>communication strategies, both internal and external<br>communication - 50%<br>1.2. Experience in international consulting for enhancing |

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|   |   |     | the communication and public relations services of an institution from the public administration - 50%   |
| 2 | Availability of appropriate qualifications and skills among staff | 40  | 2.1. The consultant should confirm availability of appropriate skills among staff to perform the assignment (please note that CVs of individual experts are not required to be submitted at this stage of the selection procedure). – 100% |
|   |   | 100 |  |

The attention of interested Consultants is drawn to paragraph 1.9 of the *World Bank's Guidelines: Selection and Employment of Consultant under IBRD Loans and IDA Credits & Grant by World Bank Borrowers*, from January 2011 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications. The Consulting Firm should indicate whether the EOI is being submitted as a Joint Venture or otherwise.

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

Consultants must provide all information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc)

Further information can be obtained at email: [ramp.anaf@mfinante.ro](mailto:ramp.anaf@mfinante.ro) or at the address below during office hours 8.30 to 17.00 Monday to Thursday and 8.30 to 14.30 on Friday.

Expressions of Interest must be delivered in a written form to the address below, in sealed covers superscripted with "Expression of Interest for **Design Communication Strategy and Develop Public Relations Skills – RAMP/CS/16**" due by 17.00 hrs on January 13, 2014.

***National Agency for Fiscal Administration***

***RAMP Project Management Unit***

*To the attention of Mrs. Daniela Manoli, Project manager*

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