



Ministry of Finance

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

Samoa

Samoa Connectivity Project

Grant No.: D063-WS

Assignment Title: SBS-C4: Provision of consulting services on communications for the national digital ID system (Strategic Communications Plan and Advisory Support for Implementation of Launch Campaign, Capacity-Building, Production of Materials, and Post-Campaign Evaluation)

The Independent State of Samoa has received financing from the World Bank towards the Samoa Connectivity Project and intends to apply part of the proceeds for consultancy services.

The consulting services (“the Services”) include the provision of technical assistance to the Samoa Bureau of Statistics (SBS) under the guidance of the Government’s National ID Steering Committee, for communications in support of successful implementation for a new national digital ID system. This assignment is focused on assisting the Government with developing and implementing an effective strategic communications plan and campaign to raise awareness and generate support among the public, civil society, and institutional users (e.g. government agencies and the private sector). It is closely linked with broader development imperatives for Samoa to invest in digital identity management to support digital platforms, including e-government, and to improve the efficiency and effectiveness of public and private service decision-making and services’ delivery, including financial inclusion.

The assignment is to prepare **four** outputs:

1. development of a two-year strategic communications plan for the national digital ID system, including details for a 12-month launch campaign and advisory support during implementation of the campaign by SBS, under the Government’s National Digital ID Steering Committee;
2. capacity-building workshop for Government counterparts on communications and being spokespersons;
3. production of communications materials to implement the launch campaign; and
4. a post-launch campaign evaluation report.

The Ministry of Finance now invites eligible Individual Consultants to indicate their interest in providing the Services. Interested Individuals should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

Mandatory

- At least five years of experience in or advising Governments – at strategic and technical levels – on communications for development and/or communications for behavioral change
- Demonstrated experience in developing successful strategic communications plans and key messages for Government projects
- Demonstrated experience in managing and/or advising on successful communications campaigns, including crisis management and use of a variety of channels (e.g. civil society, traditional media, and social media)
- Demonstrated experience in facilitating capacity-building or training on communications for development and/or communications for behavioral change

- Demonstrated experience in graphic design and development of a range of communications materials, such as radio and/or television commercials, banners, posters, brochures, and graphics (e.g. logos and infographics)
- Demonstrated experience in coordinating production of physical communications materials (e.g. banners, posters and brochures)
- Advanced proficiency in graphic design software (e.g. Adobe Creative Suite)
- Excellent written and verbal communication skills
- Strong diplomatic and meeting facilitation skills
- Successfully completed similar projects in Pacific island countries or similar small developing countries

Advantageous

- An understanding of the political, economic and social context of Samoa or other small island states
- Strong knowledge of digital identification and civil registration

It is a requirement that Expressions of Interest ("EOI") include a statement addressing each selection criteria. Expressions of interest must be delivered in a written form to the address below (in person, or by mail) by **11.00am on Monday 13th January, 2020** (local time).

The Secretary
Tenders Board of Samoa
Level 4
Central Bank of Samoa Building
Apia
SAMOA

The attention of interested Individuals is drawn to paragraph 1.9 of 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 ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Selection of Individual Consultants method set out in the Consultant Guidelines.

Further information can be obtained at the address below during office hours. The detailed Terms of Reference ("TOR") can be obtained directly from the Samoa Bureau of Statistics or downloaded from the Bureau's website at www.sbs.gov.ws or the contact address below during office hours.

For further information and clarification, please contact:

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Ma le fa'aaloalo lava.

Leasiosio Oscar Malielegaoi
CHIEF EXECUTIVE OFFICER