

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

Georgia

Irrigation and Land Markets Development Project in Georgia (ILMDP), project ID P133828

Credit No.: IDA-54560

Assignment Title: WUO Orientation Communication and In-field Training Program

Reference No.: IDIC/CS/CQS/09-2

The Borrower has received financing from the World Bank toward the cost of the Irrigation and Land Markets Development Project in Georgia (ILMDP), and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include (i) development and implementation of a comprehensive training program for farmers and Georgian Amelioration personnel involved in irrigation scheme operations and (ii) Development of WUO Communication, Social Mobilization and Media Strategy.

The Consultant has to develop communication, awareness, social mobilization and media strategy for the establishment of Water Users Organizations in 2 Project areas (Kvemo Samgori and Zeda Ru), which includes the following:

Development of a communication and media strategy (and action plan) for the purpose of establishing and capacitating Water User Organizations in Georgia, with:

- I. Design and submit a consolidated draft communication and media strategy to the WUO Support Unit Lead, GA and MEPA staff responsible for WUO Coordination.
- II. Develop detailed implementation plan for the communication and media strategy.
- III. Training and capacity building support for implementation of the communication and media strategy for core Project staff;
- IV. Design and Delivery of Public Awareness and Media Campaigns.

The tentative duration of the assignment is 8 months, which includes 2 months for communication strategy development and 6 months for strategy implementation.

The detailed Terms of Reference (TOR) for the assignment is available on the following link: https://drive.google.com/file/d/1drax0771poIS-IvJlpZs473T7ZGsjNrD/view?usp=share_link

The Ministry of Environmental Protection and Agriculture of Georgia (MEPA) 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 evaluation criteria is:

1. The Consultant’s experience during the last 8 years (i.e. from 1st of January 2014) in development and implementation of communication and media strategy (weight-80%), as well as experience in local people mobilization (20% weight). The Consultant’s similar experience in irrigation, agriculture or rural field will be an asset.

Note: Projects presented as references must consist of a single contract (and addendum (if any)) and must be completed within the last 8 years (i.e. from 1st of January 2014), although started earlier.

Note: the MEPA reserves it's right to verify submitted references and use obtained information for evaluation purposes.

The attention of interested Consultants 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.

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.

Experience in the projects relevant to the assignment should be submitted in the Form of references available on the following link:

https://docs.google.com/document/d/1dR2Xg7ihduoBnf6LxgZJ6QMCB4_0RAXM/edit?usp=share_link&oid=111094613369888933218&rtpof=true&sd=true

A Consultant will be selected in accordance with the Consultants Qualification Based Selection (CQS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours from 10:00 a.m. to 17:00 p.m.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **November 21, 2022 at 17:00, Georgian local time.**

*Name of office: Ministry of Environmental Protection and Agriculture of Georgia,
Second building on the left from the main building*

Floor/Room number: 1st floor, Room 108

City: Tbilisi

ZIP Code: 0159

Country: Georgia

E-mail: rusudan.manjgaladze@mepa.gov.ge

Cc: iosebtchonkadze@gmail.com;

Web site: www.mepa.gov.ge