

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

Republic of Serbia

Serbia Accelerating Innovation and Growth Entrepreneurship (SAIGE)

Project ID No. P170185

Assignment Title: Digital Marketing Agency, Reference No. SER-SAIGE-CQ-CS-21-17

Serbia has received a loan from the World Bank (Bank), through the “Serbia Accelerating Innovation and Growth Entrepreneurship Project” (Project), to contribute to the country’s growth and competitiveness by improving (i) relevance and excellence of scientific research and (ii) innovative entrepreneurship and access to finance for enterprise growth.

The Innovation Fund (IF) needs to engage Digital Marketing Agency.

Objective of the assignment

The objectives of this assignment are to (i) position the Enterprise Acceleration Program (EAP) as an exciting and attractive program for startups and the local entrepreneurial community, and (ii) to support the promotion of the Serbian startup and innovation community as a promising emerging ecosystem and early-stage investment destination.

In support of the above objectives, the IF is seeking the services of a Digital Marketing Agency (hereinafter: the Consultant) to lead the design and execution of a branding strategy, to create and maintain digital assets, develop materials to showcase the IF and its existing portfolio and programs and support EAP marketing to a broad set of stakeholders including startups, entrepreneur support organizations and investors.

Scope of Work

The Consultant is expected to provide the following services:

- Work with the IF to develop an online-first branding and marketing strategy for EAP and ensure its timely implementation;
- On the basis of the agreed branding and marketing strategy, prepare visual identity guidelines and necessary visuals for the implementation of a digital marketing campaign to promote EAP and the Serbian innovation ecosystem as a favorable startup and early-stage investment destination;
- Design and develop EAP website with an easy-to-use content management system (web hosting will be arranged by the IF) and update the website as new content becomes available;

- With input from the IF, prepare digital materials and a promotional strategy for showcasing the Serbian startup ecosystem and the role of the IF, its programs and portfolio of companies financed in the past 10 years to investors and other stakeholders;
- Roll out and manage the digital marketing campaign, provide regular updates of EAP website and coordinate EAP-related presence on social media (Facebook, Twitter, Instagram, LinkedIn, YouTube, or any other social media channels that are popular in the Serbian ecosystem);
- Ensure continuous production of content for the EAP website and social networks;
- Conduct regular interviews with startup founders, active investors and other relevant stakeholders to develop fresh and relevant content to be used in the digital marketing campaign;
- Prepare content and support marketing efforts related to key EAP activities, events and milestones (application launch calls, participating company/EAP milestones, etc.) and any other ad-hoc digital marketing activities related to EAP.

Experience and Qualifications

The Consultant is expected to have the following specific qualifications and to be able to provide at least two reference portfolios:

- The Consultant is a registered legal entity with at least a five year track record of providing digital marketing-related services relevant to this assignment;
- Strong background developing branding strategies;
- Experience designing visual/graphic identity assets and materials;
- Experience developing, running and measuring digital marketing campaigns; and
- Familiarity with innovation themes, startups and entrepreneurial programs, strongly desired.

The Consultant should be able to provide at least three staff members with adequate qualifications for this contract: a key account manager, designer and content writer. The content writer should have the following minimum qualifications:

- At least 3 years proven experience in creating and managing content (website and social networks);
- Highly effective written and oral communication skills;
- Excellent spoken and written Serbian and English language skills.

The criteria are:

#	Criteria	Weight
1	Qualifications and competence for the Assignment and availability of key personnel	40
2	Specific experience of the Consultants related to the assignment	60

Timing and Duration

The Consultant is expected to be engaged for the period of 6 (six) months. The contract can be extended, subject to satisfactory performance and specific project needs.

The assignment is envisaged to start in July 2021.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Innovation Fund http://www.inovacionifond.rs/cms/files/ostale-nabavke/Digitl_marketing_agency_formatiran.pdf

The Central Fiduciary Unit (CFU) of the Ministry of Finance now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services.

The Digital Marketing Agency will be selected in accordance with the *Consultant’s Qualifications Based Selection (CQS)* method as set out in the *World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services (July 2016, revised November 2017 and August 2018)* (“the Regulations”).

Interested and eligible Digital Marketing Agency for this position should send Expression of Interest in English by e-mail to the contact information listed below.

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.

Expressions of interest from eligible firms/ joint ventures should specify the following relevant information:

- (i) Short introduction of the firm/joint venture;
- (ii) Core business;
- (iii) Qualifications in the field of the assignment (in case of a “joint venture”, such evidence is required for all members of the “joint venture”, while in case of a sub-consultancy, it is required only for the leading firm);
- (iv) Technical and managerial organization of the firm;
- (v) General qualifications and number of relevant key staff.

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the *World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services (July 2016, revised November 2017 and August 2018)* (“the Regulations”) setting forth the World Bank’s policy on conflict of interest.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Deadline for submission of expressions of interest is June 7, 2021, 12:00 hours, noon, local time.

When submitting Expressions of interest please indicate assignment and reference number for which you are applying

Contact:	E-mail:	Address:
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