Ministry of Education and Science of North Macedonia

German Financial Cooperation with North Macedonia

"Energy Efficient Rehabilitation of Student Dormitories in North Macedonia"

Invitation to Bid

Consulting Services for

Implementation of the communication and visibility measures for the Energy Efficient Rehabilitation of Student Dormitories in North Macedonia”

BMZ-2019 69 013

WB-IG04-REG-ENE-02

(KfW Procurement No 509720)

November 2023

**Table of Contents**

1. PART 1 Invitation to Tender…………………………………….2
2. PART 2 Conditions of Tender…………………………………..4
3. PART 3 Terms of reference……………………………………21

# **PART 1: Invitation to Tender**

1. The Ministry of Education and Science of North Macedonia, invites qualified independent consultants to submit the bid for required consulting services (see 1.3). The services shall be financed from the loan from the German bilateral Financial Cooperation, provided through KfW Bank to the Ministry of Education and Science in North Macedonia.
2. The Energy Efficient Rehabilitation of Student Dormitories in North Macedonia focuses on the energy efficient reconstruction and modernization of all public owned student dormitories.

Refurbishment of targeted buildings includes necessary improvements of the building structure (structural measures), investments to improve the living and studding conditions (i.e. comfort measures, such as painting of inner walls, refurbishment of sanitary facilities etc.) and investments to improve energy efficiency (i.e. insulation of the building envelope, replacement of the old facade joinery with more efficient one, repair or replacement of the heating system, replacement of the luminaries with more efficient ones, use of renewable energy sources etc.).

1. The objective of the Consultant`s Assignment is to provide services for the implementation of the communication and visibility measures for the “Energy Efficient Rehabilitation of Student Dormitories in North Macedonia”, that will raise awareness of the collaboration between MoES, KfW, and EU in supporting education and the environment. The project aims to ensure that the beneficiary population is informed of the roles played by MoES, KfW, and EU in the project, as well as to educate and promote sustainability by presenting and communicating the project's energy efficiency objectives. Apart from informing and educating the target audience about the project and its objectives to ensure the long-term success of the project, the goal is to raise awareness about the collaboration, the positive impact of the partnership and inform about all aspects in terms of sustainability achieved by the project.
2. The services shall be provided by an public awareness/marketing company with a proven track record of at least 3 years of professional experience in designing and implementing Communication and visibility strategies and plans. Subcontracting is not allowed.
3. The bidder has to present in the bid, company experience and references of previous contracts similar to the assignment.
4. The estimated total duration of the services is approx. 44 months. Interim report with clear communication strategy ensuring a marketing campaign throughout whole project duration taking all relevant channels into account, should be submitted to PIU within 2 weeks after signing the contract. PIU in coordination with iC will review and approve.
5. The bidding will be conducted through the national competitive tendering procedure in accordance with KfW’s Guidelines for the Procurement of Consulting Services, Works, Plant, Goods and Non-Consulting Services in Financial Cooperation with Partner Countries (Document Version Jan. 2019, 1. update as of Jan. 2021).
6. The Bidders shall submit the original bid and two hard copies of the bid and two digital copies each one separately sealed and marked according to GCT 2.1.3. The original, two hard copies and one digital copy e.g. USB Stick, shall be sent to the Ministry of Education and Science. E-Mail Submission of Bids is not accepted and will be rejected.
7. Conditions of tender shall be governing for preparation and submission, as well as for examination and evaluation of the bids.
8. The bids must be delivered to the archive of the Ministry of Education and Science, at the address below, on or before 25/12/2023, 12:00 (local time). Late Bids will be rejected, without being evaluated.
9. The Bid opening will be organised on the same day at 12:15 in a presence of the representatives of the Bidders who chose to attend.
10. After the bid opening and until selection of the successful bidder, no correspondence of any type shall be submitted, unless written clarifications to the bids requested by the PIU in consultation with KfW.
11. The bids shall be submitted to the following addresses:

(One original, two hard copies and one digital copy):

**Ministry of Education and Science,**

**Energy Efficient Rehabilitation of Student Dormitories in North Macedonia**

Project Manager Mr. Zoran Lazarevski

St. Cyril and Methodius No. 54, 1000 Skopje, Republic of North Macedonia

E-mail: zoran.lazarevski@mon.gov.mk

# **PART 2: Conditions of tender**

1. **TENDER PROCEDURE**
	* 1. **General**

These Conditions of Tender contain General Conditions (Chapters 2.1-2.6) and Special Conditions (SCT) (Chapter 2.7). The Conditions of Tender have been prepared according to the KfW’s Guidelines for the Procurement of Consulting Services, Works, Plant, Goods and Non-Consulting Services in Financial Cooperation with Partner Countries (Document Version Jan. 2019, 1. update as of Jan. 2021).

* + 1. **Project Executing Authority**

The Project Executing Authority is the Ministry of Education and Science and the assigned PIU for Energy Efficient Rehabilitation of Student Dormitories in North Macedonia.

* + 1. **Presentation of bids**

The bids shall be submitted in a written form, in one package containing two clearly marked separate envelopes, one with “Technical Proposal“ and the other with “Financial Proposal“. The Financial Proposal shall be sealed and no financial information shall be contained in the Technical Proposal.

The package shall display the following information:

* the address where Tenders have to be sent;
* the Tenderer’s name;
* the following words clearly visible: „Call for Tenders – Not to be opened by the Postal Service “.
	+ 1. **Language**

The technical and financial proposals shall be prepared in English language.

* + 1. **Submission of the bids**

The bids shall be submitted in one original and two hard copies and two digital copies (e.g. USB Stick). The original, two hard copies and one digital copy shall be sent to the Ministry of Education and Science.

The deadline for submission of the bids is specified in the Special Condition of Tenders. Bids submitted after the deadline will be rejected automatically without being evaluated.

* + 1. **Validity period of bids**

Unless otherwise stated in the SCT, the period of validity of the bids is 180 days after the deadline for submission.

* + 1. **Information Visit to Site**

Not foreseen

* + 1. **Requests for Additional Information**

Request for clarifications, additional information or any communication concerning this tender are permitted only in writing (by e-mail) up to 14 days before deadline for submission of the bids. Requests shall be submitted to the address of the PIU, indicated in the SCT. Answers will be sent to all Bidders up to 10 days before deadline for submission of the bids.

* + 1. **Amendments to the Tender dossier**

Any change made to the Tender dossier during the Tender period by PIU will be communicated forthwith in writing to all prospective Bidders who have been provided with the Tender documents, together with notice of any extension of the Tender period which KfW may consider necessary to enable Bidders to take account of such a change.

* + 1. **Associations**

The services shall be provided by a qualified public awareness/marketing company. Engagement of subcontractors is not allowed.

1. **CONTENTS OF THE BID**
	* 1. **Technical proposal**

The technical proposal shall include:

* Cover letter indicating the name of the Bidder and name of the Tender, with brief description of the consulting firm and its associates;
* Power of attorney, duly authorized by a Notary Public, indicating the name of the person(s), authorised to sign the bid and indicating period of the validity of the bids;
* Declaration of affiliations (no conflict of interest): In a duly signed declaration, the Tenderer has to reveal any links with other firms which may present a conflict of interest in providing the envisaged services. He must give a binding declaration that, should he be awarded the contract, the firms with which he is associated will not intend to take part in the project in any form. For an association, all members must provide this declaration.
* Declaration of undertaking pursuant to Annex 1, issued after the date of invitation to tender;
* Proof on registration of the company
* Experience record showing the expertise of the bidder in last 7 years in public awareness and C&V campaigns. The Bidder has to present that he performed C&V campaigns on at least 5 similar projects in last 5 years. The experience record shall be presented in a form as per Annex 2;
* Financial Capacity: Average annual turnover for the last three years of average 35 000 EUR per year
* List of key staff (Annex3) with the description of tasks to be performed by each team member as well as details on education and professional experience of key personnel, which shall be presented in a form of CV (Annex 4).
	+ 1. All copies of original documents must be certified and followed by translation into English.
		2. **Financial proposal**

The Bidders shall submit lump sum financial proposal for the services as per deliverables (see Part 3:ToR).

The Financial proposal shall be presented in a form as in Annex 5.

Unless otherwise stated in the SCT, VAT has to be clearly defined and indicated in the Financial Proposal.

Financial proposal is required but will not be taken into consideration during the evaluation process. The evaluation process will be based 100% on evaluation of technical proposal only. The bidder with the highest ranked proposal (based on technical evaluation results) will be invited for contract negotiations.

1. **PAYMENT CONDITIONS**
	* 1. **Currency**

All payments will be made in the currency (currencies) indicated in the SCT.

* + 1. **Taxes and Duties**

The Bidder shall prepare his offer with clearly defined VAT- exclusive prices.

* + 1. **Price Adaptation**

Unless otherwise indicated in the SCT all lump sum rates and unit prices presented in the Financial Proposal shall be considered fixed.

* + 1. **Terms of Payment**

The Tenderer shall assume for the preparation of his Financial Proposal that payments will be made for the **all services** (see ToR) in the following sequence:

**Milestones and instalments**:

* Payment will be processed upon submission of the invoice and completion of the milestone as per the work plan in the proposal.
* Advance payment as stated in 2.7 - SPECIAL CONDITIONS OF TENDER (SCT)The final payment shell be 20% of contractual price, and the invoice will be presented after submitting of the Final report.

All payments will be made after acceptance of the reports by PIU and KfW and submission of invoices.

If the Bidder requests changes in the disbursement schedule, he has to justify such a request adequately in his Bid.

Unless otherwise stipulated in the Standard Consulting Contract or ⇨ SCT all invoices for interim and final payments including the corresponding report have to be approved by the PIU.

Special payment or invoicing conditions – if any – are indicated in the ⇨SCT.

* + 1. **Guarantees**

Unless otherwise stated in the SCT neither a tender guarantee nor a performance guarantee is required.

1. **ORGANISATION OF SERVICES**
	* 1. **Project Duration**

The duration of the project from commencement of services until submission of the final report is indicated in the SCT (2.7.in section GCT 2.4.1.)

* + 1. **Services required**

The services must in all respect satisfy the requirements laid down in the Terms of Reference (ToR), given in Part 3, which will be part of the Consulting Contract. The preparation of the Bidder's proposal includes a critical verification of these services and, if necessary, their completion or modification according to the Bidder's own assessment of the local situation and his professional experience in order to achieve the set project objectives. In this context, the local standards and laws will be respected.

* + 1. **Performance of Services**

The Consultant shall co-ordinate all his activities with the project coordinator designated by the PIU.

Unless stipulated otherwise in the SCT the Consultant will render his services in the project country.

* + 1. **Contribution of PIU**

Not foreseen.

1. **TENDER EVALUATION**
	* 1. **General**

The selection of the Consulting firm for the execution of services will be made in accordance with the KfW’s latest Guidelines for the Procurement of Consulting Services, Works, Plant, Goods and Non-Consulting Services in Financial Cooperation with Partner Countries (Document Version Jan. 2019, 1. update as of Jan. 2021). The latest version can be downloaded from KfW’s web-site [www.kfw.de](http://www.kfw.de).

The tender procedure will follow t**he Fixed Budget-Based Selection (FBS) procedure**, which attributes 100 % weight to the Technical Proposal and 0 % to the Financial Proposal, provided the Financial Proposal is within the available budget. The available budget is indicated in the SCT. This selection method is appropriate only when the assignment is simple and can be precisely defined and when the budget is fixed. This selection method is most useful in the case of small studies and simple services.

* + 1. **Technical Proposal**

Only the Technical Proposals will be opened on the submission date. Financial Proposals remain sealed until the technical evaluation is completed.

The quality of each technical proposal will be evaluated on a scale of 0 to 100 points, according to the criteria given in the SCT, which will be examined in accordance with the requirements as indicated in the Terms of Reference.

If there are minor omissions in relation to the ToR points will be deducted. Omissions that restrict comparison with other bids can lead to the exclusion of the Bidder.

Bids will be rejected if the declarations required in Article 2.2.1 have not been submitted.

Late bids and bids which are not properly packed and sealed will be rejected.

* + 1. **Financial proposal**

The evaluation process will be based 100% on evaluation of technical proposal only. The financial proposal of the highest ranked consultant (based on technical evaluation results) will form basis for negotiations.

* + 1. **Final Evaluation**

The Bids will be evaluated taking into account both technical and financial proposal, with following weighting:

* technical proposal 100%
* financial proposal 0%

For calculation of the total score following approach will be used:

PT = 100 \* T/To, with

PT = attributed score for Technical Proposal,

T = Bidder's score in the technical evaluation,

To = highest 'technical' score of all Bidders

PF = 0 \* Co/C, with

PF = attributed score for the Financial Proposal (points),

C = Bidder's price of the Financial Proposal,

Co = lowest Financial Proposal

The total score for the Bid will be:

P = PF + PT

The Bidder with highest total score will be considered as a first ranked and will be invited to the contract negotiations.

* + 1. **Consulting Contract**

The Technical and Financial Proposals of the successful Bidder will become part of the Contract to be concluded. PIU, however, reserves the right to negotiate and adapt those parts of the Bidder's proposal, which are considered inadequate with the requirements of the work.

The contract with the selected Bidder will come into force upon signing by the Bidder and the Ministry of Science and Education.

1. **OTHER**
	* 1. **Unsuccessful Bidders**

After the evaluation of the Technical Proposals, Bidders that have not achieved the minimum required score will be notified in writing. Their Financial Proposals will be returned unopened.

After the winning Bidder has been notified of the award of Contract, the remaining Bidders will be informed in writing about the rejection of their proposals. The information sent to the unsuccessful Bidders shall contain the name and the Contract amount of the winning Bidder and, if relevant, the combined Offer scores of the winner and the respective Bidder.

* + 1. **Cancelation of Tender**

The tender procedure may be cancelled, prior to awarding the Contract, without thereby incurring any liability to the Bidders, and notwithstanding the stage in the procedures leading to the conclusion of the Contract, if:

* the project has been cancelled;
* there was no adequate competition;
* none of the Bids achieved minimum number of points;
* technical or financial aspects on which the invitation to tender was based have changed significantly prior the award of the contract;
* the price quotations are obviously unreasonable and/or exceed the financial resources earmarked for the contract.

In the case of cancelation of the tender, all Bidders will be notified in writing by the PEA, without explaining the reasons. The bidders will not be entitled to any compensation of costs.

* + 1. **Other conditions**

Other tender conditions or constraints, if any, are indicated in the SCT.

1. **SPECIAL CONDITIONS OF TENDER (SCT)**

|  |  |
| --- | --- |
| GCT 2.1.1. | Project Implementation Unite (PIU) at the Ministry of Education and Science is project executing agency. |
| GCT 2.1.4. | The language of the proposal and of all communication is English. |
| GCT 2.1.5. | The proposal shall be sent to the following address or handed over before the deadline for submission of the bids: (One original, two hard copies and one digital copy):**Ministry of Education and Science,** **Energy Efficient Rehabilitation of Student Dormitories in North Macedonia** Project Manager Mr. Zoran Lazarevski St. Cyril and Methodius No. 54, 1000 Skopje, Republic of North MacedoniaE-mail: zoran.lazarevski@mon.gov.mkIn case of deviations between the original and a copy, the original shall prevail.Each recipient shall receive all documentation in digital form as PDF that do not permit further manipulations of the content stored. Digital version of the technical offer must not include any information on the financial offer.The deadline for receipt of Bids is 25/12/2023 **at 12** CET. For timely delivery the receipt of Bids at the Ministry of Education and Science at the indicated time and date is relevant. |
| GCT 2.1.6. | Bid validity is 180 days, after deadline for submission of the Bids. |
| GCT 2.1.7. | Site visits and pre-bid meeting have not been foreseen. |
| GCT 2.1.8. | Requests for additional information shall be sent by email, or in a form of a letter, submitted to the PIU |
| GCT 2.2.3. | The financial offer has to cover:Sum for each activity as per the table with deliverables.Total price for the complete services without VAT. The VAT to be separately presented, as the project is funded by WBIF grantThe fixed budget for the Services is up to EUR 69.554.00.Financial Proposals exceeding the available budgets indicated above will be rejected by the Employer, |
| GCT 2.3.1. | The currency of the proposal is **in EUR**The invoices will be issued and payments will be made in Macedonian denarsThe invoice amount will be according the average exchange rate of the National Bank of North Macedonia on the day of issuing of the invoice |
| GCT 2.3.2 | The Bid shall exclude the VAT (article 24-a from ZDDV) |
| GCT 2.3.3 | The rates of the proposal are fixed. |
| GCT 2.3.4. | Advance Payment: 10% of the contractual amount.  |
| GCT 2.3.5. | No Tender Guarantee is required.No Performance Guarantee is required.  |
| GCT 2.4.1 | The duration of the Consultant's assignment from the date of commencement of services until the submission of the final report is 44 months, intermittent. For the milestones, the consultant will submit interim reports and invoices, and for the long term services, quarterly reports and invoices.  |
| GCT 2.4.3 | The consultancy services will be rendered in North Macedonia. |
| GCT 2.4.4. | The PIU will not provide additional services. |
| GCT 2.5.2 | The technical evaluation will be made using the following criteria and maximum points: |
|  | **1.** | **Evidence of relevant experience gained by Consultant** (experience of the company) |  | **20** |
|  | 1.1 | Minimum 3 years of experience  | 15 |  |
|  | 1.2 | 4 to 6 years of experience | 18 |  |
|  | 1.3 | 7 and above | 20 |  |
|  | **2.** | **Expertise of the Consultant** (record of the similar assignments of the company) |  | **28** |
|  | 2.1 | Record of a minimum 3 similar assignments | 18 |  |
|  | 2.2 | Record of a 4 similar assignments | 22 |  |
|  | 2.3 | Record of a 5 and more similar assignments | 28 |  |
|  | **3.** | **Relevant experience of the 5 key proposed experts** |  | **20** |
|  | 3.1 | Minimum 3 years of experience in Public Awareness campaigns  | 15 |  |
|  | 3.2 | Minimum 5 years of experience in Public Awareness campaigns | 18 |  |
|  | 3.3 | 7 and more of experience in Public Awareness/C&V campaigns | 20 |  |
|  | **4** | **Expertise of the 5 key proposed experts** |  | **28** |
|  | 4.1 | Record of at least 3 similar C&V campaigns | 18 |  |
|  | 4.2 | Record of at least 4 similar C&V campaigns | 22 |  |
|  | 4.3 | Record of 5 and more similar C&V campaigns | 28 |  |
|  | **5.** | **Form of the application documents** |  | **4** |
|  | 5.1 | Completeness of information (experience, expertise, financial data, statements and declarations) | 2 |  |
|  | 5.2 | Conciseness and relevance for the project  | 2 |  |
|  | **Total (maximum)** | **100** |
| GCT 2.6.3. | Not applicable |

* 1. **Annexes**
		1. Annex 1 - Declaration of Undertaking
		2. Annex 2 - Experience record
		3. Annex 3 - Personnel suggested for key project positions
		4. Annex 4 - Form of Curriculum Vitae
		5. Annex 5 - Model of financial proposal
		6. Annex 6 - Technical Proposal Submission Form
		7. Annex 7 - Eligibility Criteria
		8. Annex 8 - KfW Policy – Sanctionable Practice – Social and Environmental Responsibility

**Annex 1**

**Declaration of Undertaking**

Reference name of the Application/Offer/Contract: ("**Contract**")[[1]](#footnote-1)

To: (**"Project Executing Agency"**)

1. We recognise and accept that KfW only finances projects of the Project Executing Agency (“PEA”)[[2]](#footnote-2) subject to its own conditions which are set out in the Funding Agreement it has entered into with the PEA. As a matter of consequence, no legal relationship exists between KfW and our company, our Joint Venture or our Subcontractors under the Contract. The PEA retains exclusive responsibility for the preparation and implementation of the Tender Process and the performance of the Contract.
2. We hereby certify that neither we nor any of our board members or legal representatives nor any other member of our Joint Venture including Subcontractors under the Contract are in any of the following situations:

2.1) being bankrupt, wound up or ceasing our activities, having our activities administered by courts, having entered into receivership, reorganisation or being in any analogous situation;

2.2) convicted by a final judgement or a final administrative decision or subject to financial sanctions by the United Nations, the European Union or Germany for involvement in a criminal organisation, money laundering, terrorist-related offences, child labour or trafficking in human beings; this criterion of exclusion is also applicable to legal Persons, whose majority of shares are held or factually controlled by natural or legal Persons which themselves are subject to such convictions or sanctions;

2.3) having been convicted by a final court decision or a final administrative decision by a court, the European Union, national authorities in the Partner Country or in Germany for Sanctionable Practice in connection with a Tender Process or the performance of a Contract or for an irregularity affecting the EU’s financial interests *(in the event of such a conviction, the Applicant or Bidder shall attach to this Declaration of Undertaking supporting information showing that this conviction is not relevant in the context of this Contract and that adequate compliance measures have been taken in reaction)*;

2.4) having been subject, within the past five years to a contract termination fully settled against us for significant or persistent failure to comply with our contractual obligations during such Contract performance, unless this termination was challenged and dispute resolution is still pending or has not confirmed a full settlement against us;

2.5) not having fulfilled the applicable fiscal obligations with regard to the payment of taxes at the respective tax residence and in the country of origin of the PEA (*contractors based in Annex 1 countries (*[*https://www.consilium.europa.eu/de/policies/eu-list-of-non-cooperative-jurisdictions/*](https://www.consilium.europa.eu/de/policies/eu-list-of-non-cooperative-jurisdictions/)*) must submit a fully completed and legally countersigned* *declaration of tax conformity (Appendix1 to the Declaration of Undertaking) in addition to the Declaration of Undertaking at the time of award of the contract/contract review. This shall become an integral part of the contract. Failure to submit may result in exclusion from the awarding procedure. For contractors based in countries not listed as Annex I countries, only the Declaration of Undertaking must be submitted,* *and not the declaration of tax conformity;*2.6) being subject to an exclusion decision of the World Bank or any other multilateral development bank and being listed on the website http://www.worldbank.org/debarr or respectively on the relevant list of any other multilateral development bank *(in the event of such exclusion, the Applicant or Bidder shall attach to this Declaration of Undertaking supporting information showing that this exclusion is not relevant in the context of this Contract and that adequate compliance measures have been taken in reaction)*; or

2.7) being guilty of misrepresentation in supplying the information required as condition to participation in this Tender Procedure.

1. We hereby certify that neither we, nor any of the members of our Joint Venture or any of our Subcontractors under the Contract are in any of the following situations of conflict of interest:

3.1) being an affiliate controlled by the PEA or a shareholder controlling the PEA, unless the stemming conflict of interest has been brought to the attention of KfW and resolved to its satisfaction;

3.2) having a business or family relationship with a PEA's staff involved in the Tender Process or the supervision of the resulting Contract, unless the stemming conflict of interest has been brought to the attention of KfW and resolved to its satisfaction;

3.3) being controlled by or controlling another Applicant or Bidder, or being under common control with another Applicant or Bidder, or receiving from or granting subsidies directly or indirectly to another Applicant or Bidder, having the same legal representative as another Applicant or Bidder, maintaining direct or indirect contacts with another Applicant or Bidder which allows us to have or give access to information contained in the respective Applications or Offers, influencing them or influencing decisions of the PEA;

3.4) being engaged in a Consulting Services activity, which, by its nature, may be in conflict with the assignments that we would carry out for the PEA;

3.5) in the case of procurement of Works, Plant or Goods:

1. having prepared or having been associated with a Person who prepared specifications, drawings, calculations and other documentation to be used in the Tender Process of this Contract;
2. having been recruited (or being proposed to be recruited) ourselves or any of our affiliates, to carry out works supervision or inspection for this Contract;
3. If we are a state-owned entity, and compete in a Tender Process, we certify that we have legal and financial autonomy and that we operate under commercial laws and regulations.
4. We undertake to bring to the attention of the PEA, which will inform KfW, any change in situation with regard to points 2 to 4 here above.
5. In the context of the Tender Process and performance of the corresponding Contract:

6.1) neither we nor any of the members of our Joint Venture nor any of our Subcontractors under the Contract have engaged or will engage in any Sanctionable Practice during the Tender Process and in the case of being awarded a Contract will engage in any Sanctionable Practice during the performance of the Contract;

6.2) neither we nor any of the members of our Joint Venture or any of our Subcontractors under the Contract shall acquire or supply any equipment nor operate in any sectors under an embargo of the United Nations, the European Union or Germany; and

6.3) we commit ourselves to complying with and ensuring that our Subcontractors and major suppliers under the Contract comply with international environmental and labour standards, consistent with laws and regulations applicable in the country of implementation of the Contract and the fundamental conventions of the International Labour Organisation[[3]](#footnote-3) (ILO) and international environmental treaties. Moreover, we shall implement environmental and social risks mitigation measures when specified in the relevant environmental and social management plans or other similar documents provided by the PEA and, in any case, implement measures to prevent sexual exploitation and abuse and gender based violence.

1. In the case of being awarded a Contract, we, as well as all members of our Joint Venture partners and Subcontractors under the Contract will, (i) upon request, provide information relating to the Tender Process and the performance of the Contract and (ii) permit the PEA and KfW or an auditor appointed by either of them, and in the case of financing by the European Union also to European institutions having competence under European Union law, to inspect the respective accounts, records and documents, to permit on the spot checks and to ensure access to sites and the respective project.
2. In the case of being awarded a Contract, we, as well as all our Joint Venture partners and Subcontractors under the Contract undertake to preserve above mentioned records and documents in accordance with applicable law, but in any case for at least six years from the date of fulfillment or termination of the Contract. Our financial transactions and financial statements shall be subject to auditing procedures in accordance with applicable law. Furthermore, we accept that our data (including personal data) generated in connection with the preparation and implementation of the Tender Process and the performance of the Contract are stored and processed according to the applicable law by the PEA and KfW.

Name: In the capacity of:

Duly empowered to sign in the name and on behalf of[[4]](#footnote-4):

Signature: Dated:

**Appendix 1**

**Declaration of tax conformity – binding confirmation for legal persons**

**Name of company**

I hereby confirm with my signature that:

1. I am authorised to make this declaration on behalf of the above company;
2. the company properly pays all taxes in accordance with the tax laws of the country in which the company is domiciled;
3. the company is not currently nor has been in the past involved in any legal proceedings concerning the taxation of the company;
4. the company will duly pay taxes that may arise from the provision of contracted services;
5. all information and statements provided in advance are complete, accurate in terms of content and currently correct.

.............................. ................... .......................................................
(Place) (Date) (Name of the consultant)

....................................................... (Signature(s))

**Annex 2**

**Experience record**

Please provide the information indicated in the table below summarizing the **major** **relevant projects** carried out in the course of the past **10** years by your firm/association of firms. The number of references to be provided must not exceed **10** for the entire application.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Name of legal entity** | **Coun­try** | **Name of the Client** | **No of staff provided** | **Type of the services provided** | **Origin of funding** | **Dates (start/end)** | **Name of partners if any** |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

**Annex 3**

**Personnel suggested for key project positions**

Please provide the information indicated in the table below for the personnel suggested for key project positions (Position titles below are to be understood as suggestions). More than one person per position may be listed to indicate alternative or additional staffing.

| **Project Position** | **Name** | **Employer** | **Age** | **Years of Job experience** | **Language skills** | **Educational background (incl. degrees)** | **Relevant project experience (incl. position and tasks in a very summarized form)** | **Country/Regional experience** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Project Manager |  |  |  |  |  |  |  |  |
| Video production and photography |  |  |  |  |  |  |  |  |
| Web developer |  |  |  |  |  |  |  |  |
| Graphic Design and visual art specialist |  |  |  |  |  |  |  |  |
| Event and Social media specialist |  |  |  |  |  |  |  |  |

**Annex 4**

***Form of Curriculum Vitae***

The comprehensive Curricula Vitae of the definitely assigned personnel shall be presented in the form as shown below:

1. Family name:

2. First names:

3. Date of birth:

4. Education:

|  |  |
| --- | --- |
| Institution |  |
| Date: from (month/year) to (month/year) |  |
| Degree(s) or Diploma(s) obtained |  |

5. Language skills, mark 1 (worst) to 5 (best) for competence:

|  |  |  |  |
| --- | --- | --- | --- |
| Language | Reading | Speaking | Writing |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

6. Membership of professional bodies:

7. Other skills:

8. Present position:

9. Years within the firm:

10. Key qualifications (relevant to the project):

11. Specific country experience:

|  |  |
| --- | --- |
| Country | Date: from (month/year) to (month/year) |
|  |  |
|  |  |
|  |  |

12. Professional experience record (projects):

|  |  |
| --- | --- |
| Date: from - to (month/year) |  |
| Location |  |
| Company |  |
| Position |  |
| Description |  |

add more projects

…

13. Others (e.g. publications):

**Annex 5 Model of Financial proposal**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **No** | **Task/Deliverables** | **Description** | **pcs** | **price without VAT** | **Amount EUR Without VAT** |
| 1 | Project Webpage  | Development and regular update of Project Webpage and inclusion of a webpage in the actual website of MoES | 1 |   |   |
| 2 | Email Newsletter | 20 different newsletters to around 5.000 students plus personnel, PEA and other EE stakeholders to be shared and to be uploaded to the webpage | 6 |   |   |
| 3 | Leaflets | 3.000 leaflets A5 format (148 x 210 mm), no fold (flat), Standard 170 gsm paper weight. | 5 |   |   |
| 4 | Production of video clips and photos to be uploaded on the website of MoES and shared on social media (Facebook, Instagram) | 2 video clips of 1min length with subtitles | 2 |   |   |
| 27 photos of construction and before/after photos after the construction, different for all dormitories (3 per dormitory). | 27 |   |   |
| 5 | Groundbreaking events | 5 events in each city including rent of room, cocktail, moderator, audio equipment, sponsored media coverage, photographer, translation if needed | 5 |  |  |
| 6 | Inauguration events after the completion of rehabilitation | 9 events for each dormitory including: rent of room, cocktail, moderator, audio equipment, sponsored media coverage, photographer, translation if needed. | 9 |   |   |
| 7 | Radiobroadcast of audio | One radio interview of 20 min of the MoES, broadcasted twice. Type of radio: Radio that is present in all 5 cities where all dormitories are located. | 2 |   |   |
| 8 | Social media (Facebook, Instagram, Twitter) | 2 Posts per week on Facebook and Instagram including photos and videos, information on the project financing, objectives of energy efficiency, coming activities, key benefits, start of construction works, environmental aspects of energy saving – same channel for all cities, same posts on Facebook, Instagram and Twitter. This includes design, creative content, maintenance and online presence). Lump sum for the duration of the progect | Lump sum |   |   |
| 9 | 9 Project Information Boards | Design of the information board in front of each dormitory during the construction. (the boards will be produced and installed by the Contractor).  | 9 |   |   |
| 10 | Commemorative plaques  | Design of the wall plates on each dormitory entrance, after the construction. (the plates will be produced and installed by the Contractor).  | 9 |   |   |
| 11 | Tour of the energy efficiency measures | 2 tours of the dormitories showing implemented energy efficiency measures and their impact in LOT1, The facility personnel who are trained in energy efficiency will support the Consultant with results and tours. The Consultant shall prepare invitations, and notify the participants. | 2 |   |   |
|  |  | **TOTAL EUR** |  |  |  |
|   |   | VAT |   |   |   |

**Annex 6**

**Technical Proposal Submission Form**

\_\_\_\_\_\_\_\_\_\_\_\_\_*[Date]*

To:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Ladies/Gentlemen:

 We, the undersigned, offer to provide the consulting services for implementation of the assignment as described in the attached terms of reference and in accordance with your Request for Proposal dated [……] and our proposals. We are hereby submitting our technical and financial proposals for the proposed services.

 Our proposals are binding upon us and subject to the modifications resulting from Contract negotiations.

 We understand you are not bound to accept any Proposal you receive.

 We remain,

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Entity:

# **Annex 7.** **Eligibility Criteria**

**Eligibility in KfW-Financed Procurement**

1. Consulting Services, Works, Goods, Plant and Non-Consulting Services are eligible for KfW financing regardless of the country of origin of the Contractors (including Subcontractors and suppliers for the execution of the Contract), except where an international embargo or sanction by the United Nations, the European Union or the German Government applies.
2. Applicants/Bidders (including all members of a Joint Venture and proposed or engaged Subcontractors) shall not be awarded a KfW-financed Contract if, on the date of submission of their Application/Offer or on the intended date of Award of a Contract, they:

2.1 are bankrupt or being wound up or ceasing their activities, are having their activities administered by courts, have entered into receivership, or are in any analogous situation;

2.2 have been

(a) convicted by a final judgement or a final administrative decision or subject to financial sanctions by the United Nations, the European Union and/or the German Government for involvement in a criminal organisation, money laundering, terrorist-related offences, child labour or trafficking in human beings; this criterion of exclusion is also applicable to legal Persons, whose majority of shares are held or factually controlled by natural or legal Persons which themselves are subject to such convictions or sanctions;

(b) convicted by a final court decision or a final administrative decision by a court, the European Union or national authorities in the Partner Country or in Germany for Sanctionable Practice during any Tender Process or the performance of a Contract or for an irregularity affecting the EU’s financial interests, unless they provide supporting information together with their Declaration of Undertaking (Form available as Appendix to the Application/Offer which shows that this conviction is not relevant in the context of this Contract and that adequate compliance measures have been taken in reaction;

2.3 have been subject within the past five years to a Contract termination fully settled against them for significant or persistent failure to comply with their contractual obligations during Contract performance, unless this termination was challenged and the dispute resolution is still pending or has not confirmed a full settlement against them;

2.4 have not fulfilled applicable fiscal obligations regarding payments of taxes either in the country where they are constituted or the PEA’s country;

2.5 are subject to an exclusion decision of the World Bank or any other multilateral development bank and are listed in the respective table with debarred and cross-debarred firms and individual available on the World Bank’s website or any other multilateral development bank unless they provide supporting information together with their Declaration of Undertaking which shows that this exclusion is not relevant in the context of this Contract or

2.6 have given misrepresentation in documentation requested by the PEA as part of the Tender Process of the relevant Contract.

1. State-owned entities may compete only if they can establish that they (i) are legally and financially autonomous, and (ii) operate under commercial law. To be eligible, a state-owned entity shall establish to KfW’s satisfaction, through all relevant documents, including its charter and other information KfW may request, that it: (i) is a legal entity separate from their state (ii) does not currently receive substantial subsidies or budget support; (iii) operates like any commercial enterprise, and, inter alia, is not obliged to pass on its surplus to their state, can acquire rights and liabilities, borrow funds and be liable for repayment of its debts, and can be declared bankrupt.

# Annex 8 KfW Policy – Sanctionable Practice – Social and Environmental Responsibility

1. **Sanctionable Practice**

The PEA and the Contractors (including all members of a Joint Venture and proposed or engaged Subcontractors) must observe the highest standard of ethics during the Tender Process and performance of the Contract.

By signing the Declaration of Undertaking the Contractors declare that (i) they did not and will not engage in any Sanctionable Practice likely to influence the Tender Process and the corresponding Award of Contract to the PEA’s detriment, and that (ii) in case of being awarded a Contract they will not engage in any Sanctionable Practice.

Moreover, KfW requires to include in the Contracts a provision pursuant to which Contractors must permit KfW and in case of financing by the European Union also to European institutions having competence under European law to inspect the respective accounts, records and documents relating to the Tender Process and the performance of the Contract , and to have them audited by auditors appointed by KfW.

KfW reserves the right to take any action it deems appropriate to check that these ethics rules are observed and reserves, in particular, the rights to:

(a) reject an Offer for Award of Contract if during the Tender Process the Bidder who is recommended for the Award of Contract has engaged in Sanctionable Practice, directly or by means of an agent in view of being awarded the Contract;

(b) declare misprocurement and exercise its rights on the ground of the Funding Agreement with the PEA relating to suspension of disbursements, early repayment and termination if, at any time, the PEA, Contractors or their legal representatives or Subcontractors have engaged in Sanctionable Practice during the Tender Process or performance of the Contract without the PEA having taken appropriate action in due time satisfactory to KfW to remedy the situation, including by failing to inform KfW at the time they knew of such practices.

KfW defines, for the purposes of this provision, the terms set forth below as follows:

|  |  |
| --- | --- |
| **Coercive Practice** | The impairing or harming, or threatening to impair or harm, directly or indirectly, any person or the property of the person with a view to influencing improperly the actions of a person. |
| **Collusive Practice** | An arrangement between two or more persons designed to achieve an improper purpose, including influencing improperly the actions of another person. |
| **Corrupt Practice** | The promising, offering, giving, making, insisting on, receiving, accepting or soliciting, directly or indirectly, of any illegal payment or undue advantage of any nature, to or by any person, with the intention of influencing the actions of any person or causing any person to refrain from any action. |
| **Fraudulent Practice** | Any action or omission, including misrepresentation that knowingly or recklessly misleads, or attempts to mislead, a person to obtain a financial benefit or to avoid an obligation. |
| **Obstructive Practice** | Means (i) deliberately destroying, falsifying, altering or concealing evidence material to the investigation or the making of false statements to investigators, in order to materially impede an official investigation into allegations of a Corrupt Practice, Fraudulent Practice, Coercive Practice or Collusive Practice, or threatening, harassing or intimidating any Person to prevent them from disclosing their knowledge of matters relevant to the investigation or from pursuing the investigation, or (ii) any act intended to materially impede the exercise of KfW's access to contractually required information in connection with an official investigation into allegations of a Corrupt Practice, Fraudulent Practice, Coercive Practice or Collusive Practice. |
| **Sanctionable Practice** | Any Coercive Practice, Collusive Practice, Corrupt Practice, Fraudulent Practice or Obstructive Practice (as such terms are defined herein) which is unlawful under the Financing Agreement. |

1. **Social and Environmental Responsibility**

Projects financed in whole or partly in the framework of Financial Cooperation have to ensure compliance with international Environmental, Social, Health and Safety (ESHS) standards (including issues of sexual exploitation and abuse and gender based violence) Contractors in KfW-financed projects shall consequently undertake in the respective Contracts to:

1. comply with and ensure that all their Subcontractors and major suppliers, i.e. for major supply items comply with international environmental and labour standards, consistent with applicable law and regulations in the country of implementation of the respective Contract and the fundamental conventions of the International Labour Organisation[[5]](#footnote-5) (ILO) and international environmental treaties and;
2. implement any environmental and social risks mitigation measures, as identified in the environmental and social impact assessment (ESIA) and further detailed in the environmental and social management plan (ESMP) as far as these measures are relevant to the Contract and implement measures for the prevention of sexual exploitation and abuse and gender-based violence.

# **PART 3: Terms of reference**

 **“Consulting Services for the implementation of the communication and visibility measures for the Energy Efficient Rehabilitation of Student Dormitories in North Macedonia”**

Content

[1. Background 26](#_Toc130995962)

[2. Objectives of the Assignment 26](#_Toc130995963)

[3. Scope of Services 27](#_Toc130995964)

[3.1. Communication objectives 27](#_Toc130995965)

[3.2. Target groups 27](#_Toc130995966)

[3.3. Description of tasks 28](#_Toc130995967)

[4. Team Composition and Qualification Requirements 29](#_Toc130995968)

[5. Time Schedule and Deliverables, Reporting 30](#_Toc130995969)

[5.1. Time Frame 30](#_Toc130995970)

[5.2. Deliverables 30](#_Toc130995971)

[5.3. Reporting 34](#_Toc130995972)

[6. Employer’s Input and Counterpart Personnel 34](#_Toc130995973)

Annex 1 – Tentative Time Schedule

Annex 2 - EU and WBIF Communication and Visibility Plan

# **Background**

The Employer respectively the PEA is the Ministry of Education and Science (MoES). The consulting services for the implementation of the communication and visibility measures are part of the project “Energy Efficient Rehabilitation of Student Dormitories in North Macedonia” with number WB-IG04-REG-ENE-02 and BMZ No. 2019 69 013. The KfW Procurement No. is 509720. The project is financed by KfW with an interest-subsidized loan in the amount of up to EUR 20 million and by an EU grant in the amount of up to EUR 4.785 million.

The Project “Energy Efficient Rehabilitation of Student Dormitories in North Macedonia” concerns the promotion of energy efficient reconstruction and modernization of selected public buildings in the education sector (state owned Student Dormitories) in North Macedonia, specifically the increase of energy efficiency, structural integrity and basic comfort. The project will have a focus on 9 state owned dormitories in the following cities: Skopje, Prilep, Bitola, Ohrid and Shtip.

The assignment “Consulting Services for the implementation of the communication and visibility measures for the Energy Efficient Rehabilitation of Student Dormitories in North Macedonia” with WB-IG04-REG-ENE-02 and BMZ No. 2019 69 013. The KfW Procurement No. is 509720 aims to raise the awareness and the benefits of the main project “Energy Efficient Rehabilitation of Student Dormitories in North Macedonia” (EERSD).

# **Objectives of the Assignment**

The objective of the "Consultant Services for the implementation of the communication and visibility measures for the Energy Efficient Rehabilitation of Student Dormitories in North Macedonia" project is to implement communication and visibility measures that will raise awareness of the collaboration between MoES, KfW, and EU in supporting education and the environment. The project aims to ensure that the beneficiary population is informed of the roles played by MoES, KfW, and EU in the project, as well as to educate and promote sustainability by presenting and communicating the project's energy efficiency objectives. Apart from informing and educating the target audience about the project and its objectives to ensure the long-term success of the project, the goal is to raise awareness about the collaboration, the positive impact of the partnership and inform about all aspects in terms of sustainability achieved by the project.

The MOES has contracted iC consulemten as Project Implementation Consultant (PIC), to assist the PIU in implementation of the EERSD project, including the preparation of C&V component. In carrying out his tasks, the Consultant will cooperate closely with PIC.

# **KEY messages**

The key messages will be different depending on the project phase (launch, design phase, procurement phase, construction phase, and inauguration). These messages will be launched via different media for which they will have to be adapted. The content of the messages however will be the same. They will be developed by the PIC. Once the messages developed are agreed with the PIU and KfW, they will be transmitted to the implementing unit (web agency, design agency, etc.). The Consultant will be responsible of the design of the messages, but not of its content. The languages of the messages will be English, Macedonian and other local languages as required by national legislation.

|  |  |  |  |
| --- | --- | --- | --- |
| N° | Objectives | Occasions and examples of key messages content | Target |
| 1) | Raise awareness on the project and its stakeholders and project financing | “The ministry of Education and Science, KfW and EU delivering more and better aid together” | General public in North Macedonia,dormitory residents,facilities personnel |
| 2) | Inform on the project and its objectives | "The construction will start on …, the measures will be the following …”“The objectives of the project are:* reducing energy demands, therefore reducing costs
* improving standard of living, increasing the comfort
* decreasing pollution levels, which will have a direct impact on the environment and on the health of the community”
 | Dormitory residents,facilities personnel |
| 3) | Involve and educate to ensure the sustainability of the project and its objectives | Explanation on how to save energy and the benefit of it | Dormitory residents,facilities personnel |

# **Scope of Services**

## **3.1 Communication objectives**

According to the EU Communication and Visibility manual, the main objective of visibility activities is the communication of “positive results of the partnership”. In addition to inputs, visibility activities should focus on outputs and the impact of the action’s results.

Please refer to Annex 2 for more information on the EU and WBIF Communication and Visibility Plan.

## **3.2 Target groups**

According to the EU communication and visibility manual, communication and visibility plans should focus on audiences in the beneficiary country, who are the ones for whom the impact of the action will be most apparent and most immediately relevant. For this project, the following target groups have been identified:

1. general public in North Macedonia,
2. dormitory residents,
3. facilities personnel, and
4. relevant energy efficiency stakeholders in North Macedonia

## **3.3 Description of tasks**

The scope of work includes the following tasks:

* Creating a clear communication strategy ensuring a marketing campaign throughout whole project duration taking all relevant channels into account.
* Creation of visual identity including key messages.
* Campaign timing plan.
* Definition and set of KPIs.
* Media planning, clearly outlining production vs media costs.
* Creation of all relevant on/offline assets, whereby the following assets are expected:
* newsletters
* leaflets
* videos (format dependent on channel (offline vs online), so needed aspect ratios and content has to be considered before and during production to ensure multipurpose and optimized usage)
* radio interview
* information board design
* Organize and conduct completion inauguration events.
* Develop and manage social media and website content.
* Social Media content dependent on channel strategy.
* Photo based posts and website updates
* Articles and input for the monthly newsletter of WBIF (for publication on the internet and target groups specific information for multipliers in the ministerial administrations of the German Federal Government, the EU, the Energy Community and the governments of the Western Balkans) on the progress of REEP

The above activities defined above are indicatively foreseen to be performed in phases:

1st phase: Communication Strategy

Outlining timings, set milestones and campaign strategy

Definition of KPIs and media planning prior to start:

* Channel strategy and set up
* Visual identity defining key messages
* Technical set up of website / access dependent on implementation setup and hosting solution

2nd phase: Implementation

Actual rollout of all planned activities and deliverables.

owned, earned and paid media

* Leaflets
* Newsletter
* Videos & photos
* Radio interview
* Case study
* Regular Reporting

3rd phase: Finalization

Once construction works for the rehabilitation of the dormitories ends, the communication and visibility measures will still go on, sensitizing on key benefits of energy efficiency and environmental aspects.

* Final video
* inauguration events
* tour of the energy efficiency measures
* Continuous online presence on social media
* Final Reporting

Innovative and creative proposals to include additional ideas for communication and visibility activities are welcome. Bidders are encouraged to draw on their expertise and knowledge to propose activites that have potential to enhance the value and impact of the overall project. Possible new activities which are not part of section 5.2 are prone of negotiation.

# **Qualification Requirements and Team Composition**

**For the Company:**

The Contractor shall have:

* Minimum 3 years of experience in developing documentaries, short videos, preferably on topics such as environment/developmental and EE issues.
* A record of a minimum 3 similar assignments/projects (e.g., videos dealing with Energy Efficiency, nature/environment/ development issues). List of projects to be submitted for reference checking purposes.
* Relevant technical equipment necessary for the completion of the tasks (owned or leased) including photo and video cameras, editing suite, recording studio and sub-title software. Furthermore, the music sequences used in the videos must be accompanied with an appropriate license for distribution and use (free or commercial).

**For the Team Experts:**

The scope of work requires a team of skilled professionals with previous experience in similar projects. Team members will possess excellent relevant technical skills in order to successfully complete all the assignments. The selected service provider is expected to give creative input to the development of the project activities during the whole production and post-production process.

The team of experts shall be able to respond to the requirements of the following mandatory areas of expertise:

|  |  |  |
| --- | --- | --- |
|   | **Team members****areas of expertise** | **Qualification requirements** |
| **1** | Project Manager | * Minimum 3 years of experience as Project Manager in Public Awareness campaigns
* Record of at least 3 relevant projects in the capacity of Project coordinator / Menager
 |
| **2** | Video production and photography | * Minimum 3 years of experience in development of video material on relevant projects (nature/environment/development issues)
* Record of at least 3 relevant projects in the capacity of Producer and/or Leading photograph
 |
| **3** | Web developer | * Minimum 3 years of experience as a web developer
* Relevant experience from at least 3 similar projects/assignments (design of websites, development of visual elements)
 |
| **4** | Graphic Design and visual art specialist | * Minimum 3 years of experience as a designer/visual artist
* Relevant experience from at least 3 similar projects/assignments (design of publications and websites, development of visual elements, layouts)
 |
| **5** | Event and Social media specialist | * Minimum 3 years of experience organizing events and presence on the social media (nature/environment and EE)
* Record of at least 3 relevant projects.
 |

**Other staff and resources**

The Consultant will ensure that all other necessary staff and additional technical resources required for efficient finalization of the work will be provided (e.g., logistical support for conducting field work).

# **Time Schedule and Deliverables, Reporting**

## **5.1 Time Frame**

The award of the Consultant is planned for beginning of the second quarter of 2023. The overall implementation of the project is expected to be completed within 44 months. Please refer to the tentative time schedule attached to Annex 1.

# **Deliverables**

|  |  |  |
| --- | --- | --- |
|  | Design of Project webpage and inclusion of a webpage in the actual website of MoES | Information on the project objectives and project technical information, including: project description, key benefits, environmental aspects, energy efficiency, links to other project publications, links to WBIF website, news, i.e. start of construction works, events…,quizzes on energy efficiency, case study dissemination, best practice guide for energy efficiency in dormitories. |
|  | Email Newsletter | * During preconstruction phase: one email, the same for all dormitories to explain the project, the benefit of the project, link to the website.
* Before the construction phase: one email, different for all dormitories, to give the different dates of start of the construction.
* During construction phase: one email, different for all dormitories, to inform on how the work is going, the next steps and the planned schedule.
* After the implementation of all energy efficiency measures one email, same for all dormitories, to inform about the successful implementation, share photos, remind about the benefits of the project.

There are 20 different newsletters to around 5.000 students plus personnel, PEA and other EE stakeholders to be shared |
|  | Leaflets | Content: Project related information personalized for each city, QR Code with a link to the website.Quantity: 3.000 in preconstruction phase (to be printed again if necessary, during the project construction phase or before depending on the demand).A5 format (148 x 210 mm), no fold (flat), Standard 170 gsm paper weight.Display: at the entrance of the dormitories |
|  | Production of video clips and photos to be uploaded on the website of MoES and shared on social media (Facebook, Instagram) | * 1 video clip of 1min length with subtitle at the beginning of the construction phase to explain the project, the same for all dormitories,

content: Information on the project financing, objectives of energy efficiency, coming activities, key benefits, start of construction works, environmental aspects of energy saving.* 1 video clip of 1min length with subtitle at the end of the construction phase, the same for all dormitories, content: before/after shots, project financing, key energy efficiency benefits.
* 27 photos of construction and before/after photos after the construction, different for all dormitories (3 per dormitory).
 |
|  | Groundbreaking events | * Before the beginning of the construction works: information of the project financing, objectives of energy efficiency, key benefits, environmental aspects of energy saving, interviews.
* Invitation of local TV/radio.
* In total 5 events (one in each city: Skopje, Prilep, Bitola, Ohrid and Shtip and for approximately 30 people) are to be organized including: rent of room, cocktail, moderator, audio equipment, sponsored media coverage, photographer, translation if needed.
 |
|  | Inauguration events | * After successful implementation of the project for each dormitory: information on the project financing, objectives of energy efficiency, key benefits, environmental aspects of energy saving, interviews.
* Invitation of local TV/radio.
* In total 9 events (for approximately 30 people) are to be organized including: rent of room, cocktail, moderator, audio equipment, sponsored media coverage, photographer, translation if needed.
 |
|  | Radiobroadcast of audio | Two radio interviews of 20 min of the MoES giving information on the project financing, objectives of energy efficiency, coming activities, key benefits, start of construction works, environmental aspects of energy savings.Type of radio: Radio that is present in all 5 cities where all dormitories are located.  |
|  | Social media (Facebook, Instagram, Twitter) | 2 Posts per week on Facebook and Instagram including photos and videos, information on the project financing, objectives of energy efficiency, coming activities, key benefits, start of construction works, environmental aspects of energy saving – same channel for all cities, same posts on Facebook, Instagram and Twitter. This includes design, creative content, maintenance and online presence). |
|  | 9 Information Boards | Design of the information board in front of each dormitory containing visualization of the building, information about the project, project stakeholders, etc. with a QR code which points to the MoES dedicated webpage. |
|  | 9 Commemorative plaque | Design of the memorial plates on each dormitory entrance.  |
|  | Tour of the energy efficiency measures | 2 tours of the dormitories showing implemented energy efficiency measures and their impact in LOT1, The facility personnel who are trained in energy efficiency will support the Consultant with results and tours. The Consultant shall prepare invitations, and notify the participants.Competition among the renovated dormitories ranks them by achieving improvement in the specific energy consumption for heating and electricity.Appropriate reward mechanism for top-ranked dormitory residents to be determined at a later stage with the facility/client in the project (beverages, chocolates, reduction on local store,…). |

Approving of deliverables will involve several stages, starting with the submission of a draft by the consultant. The PIU then reviews the draft and provides feedback to the consultant within two weeks. Once the feedback has been incorporated (within two weeks), the consultant resubmits the deliverables to PIU. After the final review from PIU and no further comments, the deliverables is considered approved.

# **5.3 Reporting**

The Consultant will report to the PIU and KfW on all aspects of the assignment (including Regular Reporting as suggested and agreed to monitor set KPIs) and ensure that PIU and KfW are regularly updated on the progress of the assignment.

The Consultant shall submit a regular quarterly progress reports in English language to the PIU and KfW. The exact contents and structure of these reports shall be agreed between the Consultant and PIU prior to the submission of the first report. The report shall present a comprehensive overview of the projects in a concise and accurate manner.

All channels need to be outlined and broken down showing the initially set KPIs and current numbers achieved.

Meetings are foreseen to be hold between PIU and Consultant on the monthly basis to review progress, discuss any issues of concerns and ensure that the project in on track.

# **Employer’s Input and Counterpart Personnel**

The MoES shall be responsible for the implementation of the Project. The MoES has therefore establish a Project Implementation Unit (PIU) responsible for Project implementation. The PIU shall be in charge of the coordination of all Project activities.

The services described in the following shall be performed in close coordination and cooperation with the Project Implementation Unit (PIU) as part of the Project Executing Agency (PEA) and KfW.

The key messages will be different depending on the main project “Energy Efficient Rehabilitation of Student Dormitories in North Macedonia” phases (launch, design phase, procurement phase, construction phase, inauguration). These messages will be launched via different media for which they will have to be adapted. The messages will be developed by PIU and transmitted to the consultant. The languages of the messages will be Macedonian and other local languages as required by national legislation.

Annex 1 – Tentative Time Schedule



Annex 2 - EU Guidance for External Actions and WBIF Communication and Visibility Plan and Guidelines

1. Capitalised terms used, but not otherwise defined in this Declaration of Undertaking have the meaning given to such term in KfW’s “*Guidelines for the Procurement of Consulting Services, Works, Goods, Plant and Non-Consulting Services in Financial Cooperation with Partner Countries”*. [↑](#footnote-ref-1)
2. The PEA means the purchaser, the employer, the client, as the case may be, for the procurement of Consulting Services, Works, Plant, Goods or Non-Consulting Services. [↑](#footnote-ref-2)
3. In case ILO conventions have not been fully ratified or implemented in the Employer’s country the Applicant/Bidder/Contractor shall, to the satisfaction of the Employer and KfW, propose and implement appropriate measures in the spirit of the said ILO conventions with respect to a) workers grievances on working conditions and terms of employment, b) child labour, c) forced labour, d) worker’s organisations and e) non-discrimination. [↑](#footnote-ref-3)
4. In the case of a JV, insert the name of the JV. The person who will sign the application, bid or proposal on behalf of the Applicant/Bidder shall attach a power of attorney from the Applicant/Bidder. [↑](#footnote-ref-4)
5. [↑](#footnote-ref-5)