



Servicio Extenda Oportunidades de Proyectos y Licitaciones Internacionales y Multilaterales

PERU

SELECTION FOR CONSULTANTS BY THE WORLD BANK GROUP

REQUEST FOR EXPRESSIONS OF INTEREST

Electronic Submissions through World Bank Group eConsultant2

<https://wbgeconsult2.worldbank.org/wbgec/index.html>

ASSIGNMENT OVERVIEW

Assignment Title: 1270885 - Peru Schools Private Initiatives Communications

Assignment Countries:

- Peru

ASSIGNMENT DESCRIPTION



The International Finance Corporation (IFC) is in discussions with the private investment promotion agency of Peru, Proinversion (Client), acting on behalf of the Ministry of Education (MoE), to act as lead advisor in structuring four Public-Private Partnerships (PPP) for the design, financing, construction and maintenance of up to 41 schools in the Lima metropolitan area, including some non-pedagogical services (the Projects).

All the schools in each of the four packages are in the Lima metropolitan area. Proinversion has approached IFC with the intent to structure these packages as PPP and to tender each separately under a public and competitive bidding process.

As lead transaction advisor, IFC will lead a multidisciplinary team of consultants that includes legal, technical, socioenvironmental and communications expertise. IFC will serve as project manager and integrator and will also lead the financial analyses.

IFC is seeking to procure a communications and stakeholder engagement firm complement its multidisciplinary team.

The four packages contain forty-one schools in total:

1. Villa María del Triunfo 5 schools
2. Lima Metropolitana 13 schools
3. Ate and San Juan de Lurigancho 14 schools
4. Comas and San Martín de Porres 9 schools



The non-pedagogical services include:

- Infirmary services
- Maintenance of the infrastructure
- Cleaning
- Security
- Payment and administration of utilities: water, electricity and internet

The Consultant must demonstrate that it has the skills and experience required to undertake the tasks set out in the terms of reference. Corporate project experience must be directly relevant to the criteria set out for this project and focused on the last 5 (five) years.

Other qualifications needed:

a) Key team members will speak and write Spanish perfectly; Excellent English will be an advantage.

b) It will be an advantage if the Consultant can also demonstrate the following competencies and skills:

- Extensive experience in the design and implementation of stakeholder engagement campaigns with interested parties;
- Experience in the social infrastructure sector (education, hospitals, etc.);
- Extensive experience in the implementation of communication campaigns such as strategic communication, social networks, digital campaigns, and related



activities, including proven ability in dealing with media, civil society, and advocacy groups at the local and national levels;

- Excellent handling of quantitative and qualitative research methodologies;
- Extensive knowledge and experience in development, socio-political, economic and cultural issues in the Latin American context;
- Ability to plan, design and execute communication products and services - for example, branding (including presentations, brochures), media relations, print and digital media, social media, workshops, stakeholder engagement plan (including meetings, events and other initiatives), crisis management plan, focus groups, etc.
- Excellent written and oral communication skills, diplomatic and interpersonal skills, and ability to work in a collaborative, multidisciplinary and multi-stakeholder environment;
- Ability to write professional communication materials under pressure.
- The availability of local resources: if the Consultant is based outside of Peru, it should work in association with an experienced local firm and provide details of this association in its proposal.

FUNDING SOURCE

The World Bank Group intends to finance the assignment / services described below under the following:

- BANK BUDGET
- CLA Fee Collection Child TF



INFORMACIÓN



FORMACIÓN



FINANCIACIÓN



CONSULTORÍA



PROMOCIÓN

ELIGIBILITY

Eligibility restrictions apply:

[Please type list of restrictions]

INDIVIDUAL / FIRM PROFILE

The consultant will be a firm.

SUBMISSION REQUIREMENTS

The World Bank Group now invites eligible firms to indicate their interest in providing the services. Interested firms must provide 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. for firms; CV and cover letter for individuals). Please note that the total size of all attachments should be less than 5MB. Consultants may associate to enhance their qualifications.

Interested firms are hereby invited to submit expressions of interest.

Expressions of Interest should be submitted, in English, electronically through
World Bank Group eConsultant2
(<https://wbgeconsult2.worldbank.org/wbgec/index.html>)



NOTES

Following this invitation for Expression of Interest, a shortlist of qualified firms will be formally invited to submit proposals. Shortlisting and selection will be subject to the availability of funding.

Only those firms which have been shortlisted will receive notification. No debrief will be provided to firms which have not been shortlisted.

Qualification Criteria

1. The Consultant will demonstrate the following experience and competencies:

a) The Consultant to be considered will demonstrate at least five (5) years of experience advising clients regarding communication strategies, including experience in managing the media, and relevant experience planning and implementing stakeholder engagement strategies, including with non-governmental organizations, civil society, and other national and local level interest groups. *

2. The Consultant will demonstrate the following experience and competencies:

a) In these five years, the Consultant may certify at least two (2) strategic advisory contracts in communications and interaction with interested parties with public sector entities and experience in the design and implementation of public campaigns focused on issues of public interest. b) At least two (2) of those consulting contracts must have been executed in Peru. *

3. Provide information on their core business and years in business.

4. Proponents shall demonstrate the qualifications and experience of key staff in infrastructure projects or issues of public interest, in devising communication and stakeholder engagement plans, and in managing and monitoring those engagements. The Consultant shall have the personnel necessary to carry out the tasks outlined in the Assignment Description section. *

EL ÉXITO ES PARA LOS QUE VUELAN

SI QUIERES VOLAR VUELA



INFORMACIÓN



FORMACIÓN



FINANCIACIÓN



CONSULTORÍA



PROMOCIÓN

extenda

AGENCIA ANDALUZA DE
PROMOCIÓN EXTERIOR



Junta de Andalucía
Consejería de la Presidencia,
Administración Pública e Interior

EL ÉXITO ES PARA LOS QUE VUELAN

SI QUIERES VOLAR VUELA



INFORMACIÓN



FORMACIÓN



FINANCIACIÓN



CONSULTORÍA



PROMOCIÓN

No dude en contactarnos si necesita información sobre cómo afrontar esta licitación o sobre cualquier proyecto o licitación internacional y multilateral en marcha o en preparación, así como información sobre empresas que hayan desarrollado proyectos similares que puedan ser posibles socios.

Departamento de Consultoría
EXTENDA - Agencia Andaluza de Promoción Exterior
multilateral@extenda.es

¹ Extenda únicamente pone en contacto a demandante y oferente del producto o servicio, no teniendo mayor intervención en la posterior relación contractual que pudiese generarse entre las partes.