

## **Request for Expression of Interest: Consultancy service to manage and coordinate Financial Literacy Week (Publicity and Activities)**

### **BACKGROUND**

The Government of Ghana has received credit from the World Bank as part of its Financial Sector Reforms (FSR) programme, to modernize the entire financial sector to enable the country meet its overall accelerated development goals and also to improve its competitiveness in the modern global economy through the Economic Management Capacity Building (EMCB) project.

The Financial Sector Reforms (FSR) under the EMCB credit agreement signed between the Government of Ghana and the IDA / World Bank, was designed among other things, to improve the performance of the Ghanaian Financial sector to respond to the needs of the economy. The FSR has a five fold strategic policy objectives among which includes the need to develop new financial products/markets as well as legal and regulatory framework to support the growth and development of the financial sector as a means of reducing poverty and accelerating the overall growth and development of the economy of Ghana.

The Ministry of Finance & Economic Planning therefore intends to apply part of this credit to payments for a contract for a Consultant to manage and coordinate Financial Literacy Week (Publicity and Activities).

### **SCOPE OF THE SERVICE**

- The selected consultant (s) must be a firm.

The Consulting firm will work in close collaboration with the Financial Sector Division of the Ministry of Finance and Economic Planning and the Financial Literacy Program Planning Committee, to manage and coordinate the publicity and activities for the Week. The firm will be expected to undertake the following:

- a. Design a comprehensive publicity program and budget for approval by the Financial Sector Division of the Ministry and the Financial Literacy Program Planning Committee;
- b. Design Financial Literacy Week logo and validate slogan – Financial Literacy – Knowledge is Money;
- c. Design and advertise the program for the Week in the print media and through banner adverts;
- d. Organise a Press Soiree on the Friday before the Week to encourage the Media to publicise the Week's events;
- e. Arrange for representatives from the Ministry of Finance and Economic Planning to publicise the event on TV stations on the morning of the Launch;
- f. Manage the Launch event, the Launch of the Education Endowment Fund and the financial literacy docudrama and arrange for effective coverage of the event;
- g. Arrange for the newspaper pull-out/supplement for publication of topical articles and the Week's events;
- h. Liaise with the sub-sectors of the financial sector to ensure that their publicity activities are in sync with the main publicity for the Week;
- i. Organize and publicize the public forum on Finance - to be held in Accra, Kumasi, Tamale - to ensure participation from a broad range of people;

- j. Organize the Community Financial Fitness day in Accra, Kumasi and Tamale;
- k. Design and print T-Shirts on Financial Literacy to be worn during the Week;
- l. Manage airing of daily financial literacy adverts with financial management tips;
- m. Arrange with the media to incorporate financial education into their programs during the Week.
- n. Arrange for effective coverage of all the Week's events;
- o. Prepare a report on the publicity activities undertaken.

## **SUBMISSION OF EXPRESSION OF INTEREST**

The Ministry of Finance & Economic Planning now invites eligible Consultants to indicate their interest in providing the above services. Interested Consultants must provide information indicating that they are qualified to perform the service, proven experience in similar assignment.

Extensive knowledge to manage and coordinate Financial Literacy week (Publicity and Activities

Availability of appropriate skills among staff and proven ability to develop and execute the above assignment

Names and Curriculum Vitae of the firms permanent senior personnel who will work on the assignment including qualification and individual experience in handling similar assignment preferably in developing countries and its success.

The consultant will be selected in accordance with the procedure set out in the World Bank's Guidance for Selection and Employment of Consultants by the World Bank Borrowers May 2004

Interested Consultants may obtain further information at the address below from 10.00hrs to 1700hrs on Friday 16th May 2008.

Expression of Interest must be delivered in a sealed envelope clearly marked Expression of Interest to manage and coordinate Financial Literacy week (Publicity and Activities) and delivered not later than 29<sup>th</sup> May 2008

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