

**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRM SELECTION)**

GHANA

GHANA FINANCIAL SECTOR DEVELOPMENT PROJECT

Loan No./Credit No./ Grant No.: P161787

Assignment Title: Consulting Service to Design and Support Implementation of a Financial Education Campaign

Reference No.: MoF-FSD-CS-035/036

The Ministry of Finance has received financing from the World Bank toward the cost of the Ghana Financial Sector Development Project and intends to apply part of the proceeds for consulting services. The project objective is to promote financial sector soundness and access to financial services by individuals

The objective of the assignment is to design and support implementation of financial education campaign for the Ministry of Finance. The primary goal of the campaign is to equip consumers of financial services with the capacity to act in their own best financial interests, given their unique socioeconomic and environmental conditions. It will seek to empower these consumers with the requisite knowledge (literacy), attitudes, skills and behavior to manage their resources, and to assist them understand, select, and use financial services that fit their needs.

The detailed Terms of Reference (TOR) for the assignment *can be found at the following website:* <https://www.mofep.gov.gh>.

The Ministry of Finance now invites eligible consultancy 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 shortlisting criteria are:

The assignment will be delivered by a firm with the following qualifications:

- At least 8 years of proven experience in the development and implementation of strategic communications and outreach plans and campaigns or similar assignments;
- At least two similar assignments successfully completed in the last two years;
- Demonstrated balance of international and local experience and expertise (e.g., at least one reputable local consultant as part of the team) in media engagements.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 revised November 2017 and August 2018.

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.

A Consulting Firm will be selected in accordance with **Quality and Cost Based Selection Method** set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours between 0900 to 1600 hours, local time or through fsdp@mofep.gov.gh

Expressions of interest must be delivered in a written form to the address below (in person or by mail, or by e-mail) by **5:00pm GMT on January 15, 2020**.

**Ministry of Finance,
28th February Road,
Finance Drive,
P.O. Box MB 40
Accra-Ghana
New Block, Room 112
Attention: Project Coordinator,
Financial Sector Division (FSD)
Telephone Number +233(0)240-956-958
E-mail: fsdp@mofep.gov.gh**

