

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Arab Republic of Egypt Greater Cairo Air Pollution Management and Climate Change Project Project (P172548)

Assignment Title: Developing and implementing a comprehensive awareness raising campaign on Black Cloud.

Reference No. (as per Procurement Plan): EG-EEAA-391255-CS-FBS

The Greater Cairo Air Pollution Management and Climate Change Project (herein “the Project”) aims at reducing air emissions from critical sectors and increase resilience to air pollution in Greater Cairo. The Project aims more specifically at reducing air emissions which is a key step toward the reduction of pollution concentrations and improvement of air quality. The Project will focus on two of the primary sources of air pollution in the Greater Cairo (GC) region (i.e., Cairo, Giza and Qalyoubia Governorates): open burning of solid waste and vehicle emissions; and will include six main components aiming at: (i) enhancing the air quality management framework and decision support system in Egypt; (ii) improving Solid Waste Management services; (iii) reducing air and climate pollutants from vehicle emissions; (iv) furthering stakeholder engagement, awareness and communication; (v) project management and monitoring & evaluation (M&E); (vi) addressing the important issue of unintended emissions of POPs.

The Project is seeking to hire a Communication Consulting Firm “the Consultant” to design and implement a comprehensive awareness raising campaign for the population living in Greater Cairo on Black Cloud. The Consultant shall develop a comprehensive Black Cloud awareness campaign, which aims to mobilize and create awareness on air pollution issues among inhabitants in general and in GC in specific, and in particular the vulnerable groups and encourage them to take protective actions.

Through this campaign, people will be alerted in a timely manner, understand options and take protective measures for themselves and those they are caring for. The Consultant shall develop partnerships with media, institutions and relevant stakeholders to amplify the information.

The Consultant is requested to conduct the following tasks:

- 1) Develop the awareness raising campaign plan containing the campaign objectives, outputs, activities and detailed timeline for the period of September 2024 to February 2025.
- 2) Implement the plan.
- 3) Collect feedback from audience before the campaign and after the completion of activities and make recommendations for the next black cloud campaign based on monitoring and feedback.

The detailed Terms of Reference (ToR) for the assignment is found on the following link:
(<https://www.ecaa.gov.eg/Uploads/Notification/Files/20231224105801381.pdf>)

The Ministry of Environment (MoE) now invites eligible Consulting Firms to indicate their interest in providing the Services. Interested Consulting Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.

The shortlisting criteria are:

- Consulting firms are expected to have successfully completed at least three similar Communication Strategy Programs and Plans or at least five studies, which included communication and outreach for a large-scale development project.
- Consulting firm is expected to have a least 7 years of professional experience in the same field.

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 & August 2018 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment: Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interests of the Borrower. Without limitation on the generality of the foregoing,

A Consulting Firm will be selected in accordance with the "Fixed-budget Based Selection- FBS method" set out in the Procurement Regulations".

Further information can be obtained at the address below during office hours 09:00 to 17:00.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **22nd of January 2024 – 02:00 pm. (CLT)**

The Submission date is extended to 7th of February, 2024

Greater Cairo Air Pollution Management and Climate Change Project
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