

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTANT SERVICES)**

**ROMANIA**

**INTEGRATED NUTRIENT POLLUTION CONTROL PROJECT**

**CONSULTING SERVICES: PUBLIC AWARENESS AT WATER BASIN LEVEL**

Loan No.4873-RO TF No.058040-RO

Project ID No. P093775

This request for expressions of interest follows the General Procurement Notice for this Project that was published on May 8, 2008 in UN Development Business on line.

The Government of Romania has received financing from the World Bank toward the cost of the Integrated Nutrient Pollution Control Project. The overall development objective of the Project is to support the Government of Romania to meet the EU Nitrates Directive requirements by reducing nutrient discharges to water bodies, promoting behavioral change at the communal level and strengthening institutional and regulatory capacity.

Part of the proceeds of the Project will be allocated to finance consultancy services regarding the public awareness at local and water basin level. The services are aimed to increase understanding of key issues related to waste management, sanitation, wastewater management, and the environmentally sound agricultural practices and disseminate good agricultural practices for water and soil protection. The water basin public awareness campaign will include: river basins workshops, local seminars ( for the 86 comunas included in the project), training of trainers for the teachers and other stakeholders from the 86 comunas, training sessions for children, a project caravan, a wide media campaign ( press events, radio spots, TV shows, social networks, etc), design, printing and distribution of specific informative materials etc. The consultancy assignment is anticipated to be done over a period of 2 years.

The Ministry of Environment and Forests now invites eligible consultants to indicate their interest in providing the consultant services regarding the public awareness at water basin level with the Integrated Nutrient Pollution Control Project. Interested consultants must provide accurate information indicating that they are qualified to perform the services, respectively:

- general information: core business and years in business, address, contacts, number and country of registration; domains of expertise, presentation of services provided, references; documents indicating consultant profit and turnover for the last 3 years;
- specific information of the consulting firm experience in the field of the assignment (presentation of the designed and implemented large national public awareness campaigns ; presentation of the designed and implemented events (workshops, trainings, conferences targeting different groups: national and local public administration, mass media, NGOs etc); presentation of the designed and implemented national and local media campaigns (radio spots, TV shows at national and local level , press releases, press conferences, cover- stories and interviews, articles in national and local press etc)
- information regarding the availability of appropriate specialized staff for the assignment: description of the team proposed to carry out the assignment, qualifications, expertise and years of professional expertise of the team leader, of the communication and environmental experts, of the PR specialist and graphic designer etc.

Consultants may associate to enhance their qualifications. The “association” may take the form of a Joint Venture or a sub consultancy. In case of a Joint Venture (JV), all members of the JV will be evaluated jointly for the purpose of short listing and shall be jointly and severally liable for the assignment and shall sign the contract in case of award is made to that JV group. Interested consultants should clearly indicate the structure of their “association” and the duties of the partners and sub consultants in their application. Unclear expression of interests in terms of “in association with” and/or “in affiliation with” and etc. may not be considered for short listing. Keeping one expression of interest per firm as principle, a consultant firm may decide whether it wishes to participate as a sub consultant or as an individual consultant or as a partner in a joint venture. Please note that a firm shall submit only one EOI in the same selection process either individually as a consultant or as a partner in a joint venture. No firm can be a sub consultant while submitting an EOI individually or as a partner of a joint venture in the same selection process. A firm, if acting in the capacity of sub consultant in any consultant or JV, may participate in more than one consultant, but only in the capacity of a sub consultant.

The Consulting firm will be selected using FBS (Selection Under a Fixed Budget) method in accordance with the procedures set out in the World Bank’s [\*Guidelines: Selection and Employment of Consultants by World Bank Borrowers\*](#) (January 2011).

Interested consultants may obtain further information at the address below during office hours, from Monday to Thursday – 09:00 to 16:00 hours and Friday – 09:00 to 14:00 hours.

Consultant must submit **the original** and **two (2)** copies of the expression of interest to the address below by **June 03, 2011, 12:00 hours, and local time**. The expressions of interest sent by email will not be accepted.

Ministry of Environment and Sustainable Development  
Integrated Nutrient Pollution Control Project Management Unit  
Attn: **Mr. Naiana MILEA**, PMU Director  
**Mrs. Manuela UDROIU**, procurement specialist  
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