REQUEST FOR EXPRESSION OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

**Armenia “ELECTRONIC LABOUR EXCHANGE”**

**EFSD Grant**

**Assignment Title: Public awareness about “Electronic Labor Exchange”**

**Reference No.:** **EFSD - ELE-CS/3/2023**

The Republic of Armenia has received a grant from the Eurasian Fund for Stabilization and Development (EFSD) in the amount of 518,000 USD toward the cost of the “Electronic Labor Exchange” Project, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include:

* Development of a brand book of the platform, not less than 10 pages of A4 format, including the system of visual identification of the platform "Electronic Labor Exchange" (platform logo, corporate fonts and colors, descriptions of the platform interface, including illustrations and style-forming graphics) and its transfer to the Customer in electronic and print formats. The brand book must be agreed with the Customer at all stages of work (preparation of a draft, correction, approval of the final version) by sending it by e-mail and organizing discussions with the Customer's team.
* Planning, organizing and conducting an information event about the platform "Electronic Labor Exchange" in order to inform the public about the launch of the platform and its functionality.
* Management of social networks and promotion of the platform "Electronic Labor Exchange" in social networks (Facebook, Instagram, LinkedIn).
* Development and provision to the “Nork” Social Services Technology and Awareness Center” Fund of the content of future posts on the benefits and functionality of the platform for users required for publication in social networks (based on at least 2 publications per calendar week on each page of the platform on the information resources of Facebook, Instagram, LinkedIn within 3 calendar months after the end of the contract). The content of each page must be adapted to the requirements of the format of this resource.

**The overall duration of assignment:** 90 days

**Date of commencement of services: August, 2023.**

The detailed Terms of Reference (TOR) for the assignment are attachedto this Request for Expressions of Interest.

**“Nork” Social Services Technology and Awareness Center” Fund**, acting as project implementation group (“PIG”) now invites eligible firms (“Consultants”) to express their interest in providing the Services. Interested Consultants should provide documents and information demonstrating that they have the required qualifications and relevant experience to perform the Services.

Qualification requirements are:

* At least 3 years of work experience as a consultant or part of a consortium in the field of public relations,
* The experience of implementing at least two similar contracts during the previous 2 years (2021-2022), which are comparable to the scope of services to be carried out as a result of current tender.

The shortlisting criteria are:

* General qualifications and experience in the field of public relations – 40 points,
* Specific qualifications and experience in organization of PR campaigns for web platforms or similar products – 60 points.

Key Experts will not be evaluated at the shortlisting stage.

A Consultant will be selected in accordance with the Selection based on Quality and Cost based Selection method set out in the Procurement Policy for projects financed by the EFSD (last update in November 2018)[[1]](#endnote-2) and the Procurement procedures for projects financed by the EFSD (last update in November 2018)[[2]](#endnote-3) posted on the website of the EFSD.

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.

Further information can be obtained at the address below during office hours at 68 Karapet Ulneci, 0069, Yerevan, Armenia, + (374-11) 50-18-06 from 09:00 to 18:00.

Expressions of Interest in English, or Russian, or Armenian must be delivered in a written form (no specific template required) to the address below in person, or electronically by E-mail in pdf or doc format by **July 18, 2023.** The subject of the E-Mail shall be: **Expression of Interest for** **EFSD - ELE-CS/3/2023**

““Nork” Social Services Technology and Awareness Center” Fund

68 Karapet Ulneci, 0069, Yerevan, Republic of Armenia

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E-mail: [info@nork.am](mailto:info@nork.am)

Official web site of Receiver: [www.nork.am](http://www.nork.am), [www.nork.am/en/](http://www.nork.am/en/)

Official site of EFSD: <https://efsd.org/en/>

1. <https://efsd.org/upload/iblock/ba4/Procurement_policy_for_the_projects_financed_by_the_Eurasian_Fund_for_Stabilization_and_Development.pdf> [↑](#endnote-ref-2)
2. <https://efsd.org/upload/iblock/634/Procurement-procedures-Eurasian-Fund-for-Stabilization-and-Development.pdf>

   **TERM OF REFERENCES**

   **Сonsulting services for raising public awareness about “Electronic Labor Exchange”**

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   1. **General Information**

   The purpose of the “Electronic Labor Exchange” project (hereinafter referred to as the Project) is to ensure the creation of a unified state online platform for employers and job seekers in the Republic of Armenia, which will serve the purposes of balancing supply and demand in the labor market, facilitating the integration process and forming a single labor market within the framework of Eurasian Economic Union (EAEU).

   The Project is financed by the Eurasian Fund for Stabilization and Development (hereinafter referred to as the EFSD) and involves the implementation of measures to design, develop and implement the state platform of the Electronic Labor Exchange, available to employers and job seekers, its technical support, as well as to inform the public about the platform and provided to it employment opportunities for the population.

   This Terms of References provides for the provision of services to inform the public about the “Electronic Labor Exchange” platform.

   1. **Objectives of the terms of reference**

   The objective of this Terms of References is to provide detailed information on the list and content of consulting services to inform the public about the Electronic Labor Exchange.

   As a result of the services provided, at least 1,000,000 people should be informed about the Electronic Labor Exchange platform and its capabilities.

   1. **Scope of Work**

   The Consultant, based on discussions with the “Nork” Social Services Technology and Awareness Center” Fund (hereinafter referred to as the Customer) and in constant interaction with the Customer, should provide the following services:

   * Development of a brand book of the platform, of not less than 10 pages of A4 format, including the system of visual identification of the platform "Electronic Labor Exchange" (platform logo, corporate fonts and colors, descriptions of the platform interface, including illustrations and style-forming graphics) and its transfer to the Customer in electronic and print formats. The brand book should be agreed with the Customer at all stages of work (preparation of a draft, correction, approval of the final version) by sending it by e-mail and organizing discussions with the Customer's team.

   This activity should be completed within 60 days from the date of entry into force of the contract. Based on the results of the event, the Consultant prepares an Acceptance Certificate for the services rendered, which the parties sign within 2 (two) working days. The signing by the Parties of the Acceptance Certificate for the rendered services confirms the fact of their performance by the Consultant and acceptance by the Customer.

   * Planning, organizing and conducting an information event about the platform "Electronic Labor Exchange" in order to inform the public about the launch of the platform and its functionality. The target audience of the event is large (with a staff of at least 40 employees) employers (in the amount of at least 20 employers) and potential users of the platform - at least 10,000 people of working age. The venue of the event should be widely known to the public in the Republic of Armenia (for example, the Sports Complex after K. Demirchyan, the hall of the DVIN hotel or another similar facility), the capacity of the premises should be sufficient to comfortably accommodate all participants of the event (at least 10,000 people).

   The duration of the entire event should be at least 4 hours.

   The Consultant, as part of the provision of services, should:

   * develop and ensure the implementation of the event program, which includes at least 3 blocks:
   * presentation of the platform "Electronic Labor Exchange";
   * round table / seminar / other event of a discussion/training format with the participation of representatives of the Unified Social Service of the Republic of Armenia in order to inform potential users about the platform and provide an opportunity to discuss the platform in the “question-answer” format;
   * a labor fair or other similar program, within the framework of which applicants will be able to get acquainted with the vacancies of employers, be interviewed for vacancies, and also register on the “Electronic Labor Exchange” platform.
   * to ensure the holding of a photo session, which will be carried out during the event, and the provision of at least 100 photographs based on its results to the “Nork” Social Services Technology and Awareness Center” Fund in electronic format (.jpg, .png or other similar format of at least 300dpi).

   This activity should be completed within 90 days from the date of entry into force of the contract. Based on the results of the event, the Consultant prepares an Acceptance Certificate for the services rendered, which the parties sign within 2 (two) working days. The signing by the Parties of the Acceptance Certificate for the rendered services confirms the fact of their performance by the Consultant and acceptance by the Customer.

   * Social media management and promotion of the Electronic Labor Exchange platform in social networks, including:
   * creating pages within 2 weeks from the date of signing the contract on the following resources: Facebook, Instagram, LinkedIn, engagement of an audience (with at least 5,000 active followers on Facebook, at least 5,000 active followers on Instagram, at least 500 active followers on Linkedin following the completion of the contract);
   * creation and placement of the posts on the benefits and functionality of the platform for users - at least 2 publications per calendar week from the date of creation of pages on each page of the platform on the above resources during the term of the contract;
   * at the end of the contract - transfer of management of the created pages of the platform (on Facebook, Instagram, LinkedIn resources) to the “Nork” Social Services Technology and Awareness Center” Fund.

   This activity should be completed within 90 days from the date of entry into force of the contract. Based on the results of the event, the Consultant prepares an Acceptance Certificate for services rendered in accordance with Report 1, which the parties sign within 2 (two) working days. The signing by the Parties of the Acceptance Certificate for the rendered services confirms the fact of their performance by the Consultant and acceptance by the Customer.

   * Development and provision to the “Nork” Social Services Technology and Awareness Center” Fund of the content of future posts on the benefits and functionality of the platform for users required for publication in social networks (based on at least 2 publications per calendar week on each page of the platform on the information resources of Facebook, Instagram, LinkedIn within 3 calendar months after the end of the contract). The content of each page should be adapted to the requirements of the format of this resource.

   This activity should be completed within 90 days from the date of entry into force of the contract. Based on the results of the event, the Consultant prepares an Acceptance Certificate for the services rendered, which the parties sign within 2 (two) working days. The signing by the Parties of the Acceptance Certificate for the rendered services confirms the fact of their performance by the Consultant and acceptance by the Customer.

   As a result of the provision of these information and awareness services, at least 1,000,000 potential platform users in the territory of the Republic of Armenia should be informed about the Electronic Labor Exchange platform, its functionality and benefits.

   The Consultant should provide information on the results achieved based on the results of the implemented activities in each report, the list of which is presented in paragraph 6 of this Terms of Reference, to the “Nork” Social Services Technology and Awareness Center” Fund.

   In each report, the list of which is presented in paragraph 6 of this Terms of Reference, the Consultant should provide to the “Nork” Social Services Technology and Awareness Center” Fund information on the number of informed persons following the results of the implemented activities, as well as the calculation methodology and materials confirming the achievement of this result.

   1. **Qualification requirements for the** **staff of the Consultant**

   The Consultant's staff should include at least the following specialists:

   * 1 PR-specialist (at least 3 years of work as a PR-specialist, higher education in PR, marketing or in another similar field);
   * 2 SMM-specialists (at least 2 years of work as an SMM-specialist, higher education in IT, marketing or in another similar field);
   * 1 content writer (at least 2 years of work as a content developer, higher education in the field of philology, marketing or in another similar field);
   * 1 professional photographer (at least 3 years of work as a professional photographer, education in the field of photography or in another similar field).
   1. **Assistance from the Customer**

   The Customer will provide the following assistance to the Consultant in the course of his performance of this task:

   * Providing the Consultant with the necessary information about the RA employment sector, as well as about the characteristics of the "Electronic Labor Exchange" platform, capabilities, functionality, platform interface and platform benefits for all groups of potential users at all stages of the assignment;
   * Ensuring the involvement of representatives of the Unified Social Service of the Republic of Armenia to participate in the information event in accordance with clause 3 of this Terms of Reference;
   * Ensuring assistance from the Government of the Republic of Armenia in covering the information event organized by the Consultant in accordance with paragraph 3 of this Terms of Reference in the media of the Republic of Armenia (through the TV channels of the Republic of Armenia).
   1. **Deliverables**

   **Result 1:** Consultant’s Initial Report (hereinafter - Report 1)

   **Deadlines:** 15 calendar days from the date of entry into force of the contract.

   **Report 1** should include a PR plan for the state platform “Electronic Labor Exchange”. The report must be submitted in Armenian and English in paper form (two copies, one in each language) and electronically. The PR plan must contain at least the following information:

   * A brief description of the activities included in the PR-plan in accordance with the activities specified in paragraph 3 of this Terms of Reference;
   * The order of implementation of each activity;
   * Objectives of activities;
   * Target audience of each event;
   * Units of measurement and number of participants;
   * Schedule of each event;
   * Budget for each event.

   **Report 1** should also include information about pages created on social networks (Facebook, Instagram, LinkedIn).

   The report must be submitted in Armenian and English in paper form (one copy in each language) and electronically.

   Draft versions of the documents must be submitted to the Customer by the Consultant 10 calendar days before the deadline for submission of Report 1 by the Consultant. The Customer must provide his comments to the Consultant for revisions (if any) no later than 5 calendar days before the deadline for submission of Report 1 by the Consultant. After the completion of the improvements, the Consultant must, 2 calendar days before the deadline for the provision of Report 1 by the Consultant, provide the Customer with the final version of Report 1 for approval.

   **Result 2:** Consultant’s Interim Report (hereinafter - Report 2)

   **Deadlines:** 60 calendar days from the date of entry into force of the contract.

   **Report 2** should contain complete information on the implementation of the PR plan of the state platform "Electronic Labor Exchange", including the activities carried out in accordance with paragraph 3 of this Terms of Reference, the dates of their implementation, the steps taken and the results of these activities. In particular, **Report 2** should include at least information on the implementation of the following activities:

   * The brand book of the platform "Electronic Labor Exchange" was prepared and submitted to the Customer in electronic and printed formats;
   * 1 information event about the platform "Electronic Labor Exchange" with the participation of at least 20 employers and 10,000 potential users of the platform was organized and held;
   * 3 social media pages (Facebook, Instagram, LinkedIn) were created and at least 2,000 active followers on Facebook, at least 2,000 active followers on Instagram, at least 200 active followers on Linkedin were attracted;
   * Within 50 calendar days, at least 2 publications were developed and published per calendar week on each page on social networks Facebook, Instagram, LinkedIn;
   * 1 photo session was held as part of the information event dedicated to the state online platform "Electronic Labor Exchange".

   The report must be submitted in Armenian and English in paper form (one copy in each language) and electronically.

   Draft versions of the documents must be submitted to the Customer by the Consultant 10 calendar days before the deadline for submission of Report 2 by the Consultant. The Customer must provide his comments to the Consultant for revision (if any) no later than 5 calendar days before the deadline for submission of Report 2 by the Consultant. After completing the revision, the Consultant must, 2 calendar days before the deadline for the provision of the Report by the Consultant, provide the Customer with the final version of Report 2 for approval.

   **Result 3:** Consultant's final report (hereinafter - Report 3)

   **Deadlines:** 90 calendar days from the date of entry into force of the contract.

   **Report 3** should contain complete information on the actually implemented activities to inform the public of the state platform "Electronic Labor Exchange", including all the activities provided for by this Terms of Reference, the dates of their implementation, the steps taken and the results of these activities.

   The report must be submitted in Armenian and English in paper form (one copy in each language) and electronically.

   Draft versions of the documents must be submitted to the Customer by the Consultant 10 calendar days before the deadline for submission of Report 3 by the Consultant. The Customer must provide his comments to the Consultant for revisions (if any) no later than 5 calendar days before the deadline for submission of Report 3 by the Consultant. After completion of the improvements, the Consultant must, 2 calendar days before the deadline for the provision of the Report by the Consultant, provide the Customer with the final version of Report 3 for approval.

   As a result of this assignment, the Consultant should achieve the following results:

   * The brand book of the platform "Electronic Labor Exchange" was prepared and submitted to the Customer in electronic and printed formats;
   * The information event about the platform "Electronic Labor Exchange" with the participation of at least 20 employers and 10,000 job seekers was organized and held;
   * Within 2 weeks from the date of signing the contract, 3 pages on social networks (Facebook, Instagram, LinkedIn) were created and during the period of the contract at least 5,000 active followers on Facebook, at least 5,000 active followers on Instagram, at least 500 active followers on Linkedin were attracted;
   * During the term of the contract, after the creation of pages on social networks (Facebook, Instagram, LinkedIn), a minimum of 2 publications per calendar week were developed and published on each page on social networks Facebook, Instagram, LinkedIn;
   * The content of future posts on (based on at least 2 publications per calendar week on each page of the platform on the information resources of Facebook, Instagram, LinkedIn within 3 calendar months after the end of the contract) was developed and presented to the Customer. The content of each page must be adapted to the requirements of the format of this resource;
   * 1 photo session was held as part of an information event dedicated to the state online platform "Electronic Labor Exchange" and the Customer was provided with at least 100 photos in electronic format (.jpg, .png or other similar format of at least 300dpi);

   At least 1,000,000 potential users of the platform in the territory of the Republic of Armenia have been i [↑](#endnote-ref-3)