



REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)

Country	KENYA
Name of Project	NATIONAL YOUTH OPPORTUNITIES TOWARDS ADVANCEMENT (NYOTA)
Credit No./ Grant No:	IDA-7355-KE/ E210-KE
Assignment Title	Communication Consultancy Services

The Government of Kenya has received financing from the World Bank towards the cost of the National Youth Opportunities Towards Advancement (NYOTA) Project, and intends to apply part of the proceeds for consulting services. The NYOTA Project is expected to impact 820,000 vulnerable youth across all 47 counties of Kenya including refugees in the counties of Garissa and Turkana. The project beneficiaries are youth aged 18-29 and 35 years for Persons with Disabilities (PWDs), with form Four (4) level of education or below, who are unemployed, underemployed, or in low-tier employment with very low earnings. The project is anchored on a solid premise that better employment outcomes are realized when there are more jobs with better pay, better protection and better earnings, and more inclusive jobs for disadvantaged groups of youth.

Effective communication is essential for enhancing project visibility, digital engagement, strategic content dissemination, and crisis management. The Project seeks the services of a Communication Firm to develop and implement comprehensive communication protocols that ensure consistency across digital and traditional media. The Firm will be responsible for strategic content management, crafting clear and audience-targeted messaging to effectively communicate the Project's objectives. Additionally, the Firm will build and maintain the Project's digital brand and public relations, fostering credibility and trust while ensuring strong stakeholder engagement. A key focus will be on social media strategies that maximize audience interaction and public awareness, ensuring the Project remains visible and relevant in the digital space.

Beyond proactive outreach, the Firm will also be responsible for crisis communication and reputation management, ensuring swift and effective responses to safeguard the Project's credibility. To optimize communication strategies, the Firm will conduct impact assessments, identifying gaps and refining messaging approaches for greater effectiveness. By working closely with the Project and its key actors, the Firm will ensure seamless, data-driven communication that reaches beneficiaries, stakeholders, and the public efficiently. This collaboration will enhance the Project's digital footprint, media presence, and overall public perception, strengthening its visibility and long-term impact.

The Ministry of Youth Affairs, Creative Economy and Sports (State Department for Youth Affairs and Creative Economy) invites eligible consulting firms to submit Request for Expression of Interest (REOI) to provide the Services. Interested firms should provide information and proof demonstrating that they have the required qualifications and relevant experience to perform the Services.

The detailed Terms of Reference (TOR) for the assignment can be downloaded from <https://nyotaproject.go.ke/tenders> and <https://youth.go.ke/tenders-and-awards/>

The shortlisting criteria are:

1. Be a duly registered/incorporated consulting firm by relevant Government of Kenya institution(s) in the field of communication;
2. A minimum of 8 years' experience in successfully delivering similar tasks with Government MDAs and private sector organizations;
3. Provide evidence of experience in providing services (a minimum of 2) of similar nature, complexity, and magnitude within the last five (5) years. Detailed case studies or project reports that highlight the firm's experience in similar projects need to be provided. These should include project objectives, methodologies, outcomes, and client testimonials;
4. Demonstrated experience working in youth – related projects in Sub-Saharan countries; and
5. Demonstrated technical and managerial capacity to undertake the assignment in the submitted company profile(s).

Key Experts will not be evaluated at the shortlisting stage.

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" dated July 2016 and revised in September 2023 (5th Edition) ("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".*

Consultants may submit their REOI as an individual firm or in association in the form of a joint venture or sub-consultancy. All the members of the joint venture shall be jointly and severally liable for the entire assignment. However, the experience of sub-consultant will not be considered while short-listing.

A Consultant/firm will be selected in accordance with Quality Cost Based Selection (QCBS) method set out in the World Bank Regulations.

Interested firms may obtain further information from the Project Supply Chain Management Office at NYOTA offices, Bruce House, Standard Street, 3rd Floor Northern wing Room No. 321 during official working hours (8.00 a.m-5.00 p.m.) and days. Complete REOI document (paginated and stamped/signed on each page) and enclosed in plain sealed envelope marked with the tender reference number and addressed to the Principal Secretary, State Department of Youth Affairs and Creative Economy, P. O. Box 34303 – 00100, Nairobi, Kenya and should be deposited in the Tender Box at Bruce House 3rd Floor to be received on or before **Friday 28th February, 2025, at 10.00** hours.

The REOIs will be closed/opened immediately thereafter at the NYOTA Boardroom, Bruce House, 3rd Floor Standard Street Nairobi.