

IDB291-796/11

TRINIDAD AND TOBAGO  
SEAMLESS EDUCATION SYSTEM PROGRAMME  
HH (Education)  
DESIGN, DEVELOPMENT AND IMPLEMENTATION OF A COMMUNICATIONS STRATEGY  
Loan No. LO 2138 /OC-TT  
Request for Expressions of Interest  
14 April 2011

The Government of the Republic of Trinidad and Tobago (GORTT) has received financing from the Inter-American Development Bank (IDB), and it intends to apply part of the proceeds to payments under the project Support for a Seamless Education System Programme (SES). This is in keeping with the Government's official policy for development of the Education System and the nation's children through its transformation initiative.

In this regard, one of its point projects at this time is the designing, developing and implementing of a Communications Strategy aimed at attracting and reinforcing the relevant stakeholder and community understanding of and participation in the MOE's efforts at achieving its SES goals and transformation initiative value outcomes. The MOE has determined that the recruitment of technical assistance from a large firm will be necessary for the success of the project.

Accordingly, on behalf of the Ministry of Education, the Central Tenders Board (CTB) invites eligible consulting firms/institutions to indicate their interest in providing Technical Assistance to facilitate the design, development and implementation of a communications strategy to support the Ministry's Transformation Initiative through its Seamless Education System Programme.

Interested consulting firms/institutions must provide information establishing that they have the quality of staff and the managerial capacity to perform these services and should also indicate their experiences and expertise in the conduct of needs assessments, and in the formulation of communications strategies and implementation plans. They should also indicate that they have the financial capacity to execute the assignment as well as some prior experience in similar projects and environments.

The consulting firms/institutions will be selected in accordance with the procedure set out in the document GN-2350-7, IDB's <I>Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank</I> dated July 2006 (found at the website: <http://www.iadb.org/procurement>). Universities must demonstrate that they satisfy clause 1-11 (b) of the IDB policies for the selection and contracting of consultants which state that:

"Government owned enterprises or institutions in the Borrower's country may participate only if they can establish that they: (i) are legally and financially autonomous; (ii) operate under commercial law; and (iii) are not dependant agencies of the borrower or Sub-Borrower."

Local government-funded universities may be considered since they may provide special and unique services in view of their understanding of the cultural and social organization of the country.

The selection criteria will include the following:

- Demonstration of the capacity to design and implement projects/program in the subject area
- Similar experience in the required area of work in developing countries
- Current workload (to be demonstrated by the number of on-going assignments)
- Financial capability and commitment

The information requested will be used to prepare a short list of firms/institutions to be invited to submit detailed proposals.

Further information/clarification may be obtained from the first address below, Monday through Friday, during the hours of 08:30 to 16:00 (local time).

The original and three copies of the information must be placed in separately sealed envelopes, clearly marked on the outside “Expressions of Interest for Consulting Services for the Design, Development and Implementation of a Communications Strategy to support the Ministry’s Transformation Initiative through the Seamless Education System Programme, (GORTT) – Inter-American Development Bank (IDB) Loan # LO 2138/OC-TT”, and addressed to the Chairman, Central Tenders Board at the second address below.

Envelopes must be deposited in the Brown Tenders Box, located in the lobby of the Board’s Office not later than 13:00 hours (local time) on Thursday, 14 April 2011. Late applications will not be considered in any circumstances. (The dimensions of the slot of the Tenders Box are 37.5 cm x 5.5 cm.) Applications will be opened publicly shortly thereafter. Consultants or their representative may be present at the opening.

The Central Tenders Board reserves the right to cancel the present bidding process in its entirety or even partially, without defraying any cost incurred by any firm submitting its application.

(1) Ministry of Education  
Support for a Seamless Education Programme  
Attn: Mr. Maurice Chin Aleong, Programme Manager  
18 Alexandra Street  
Saint Clair, Trinidad and Tobago  
Tel: (1-868) 622-6585, 628-5262  
Fax: (1-868) 628-5461  
E-mail: moesespu@gmail.com

(2) Central Tenders Board  
Attn: Chairman  
116 Frederick Street  
Port of Spain, Trinidad and Tobago  
Tel: (1-868) 625-4330  
Fax: (1-868) 625-1809  
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