

JAMAICA
CITIZENS' SECURITY AND JUSTICE PROGRAMME
public/Consultants
SOCIAL MARKETING AND PUBLIC EDUCATION CAMPAIGN
Loan No. 1344/OC-JA

This request for expressions of interest follows the general procurement notice for this programme that appeared in <I>UN Development Business</I> No. 571 of 30 November 2001.

The Government of Jamaica (GOJ) has received a loan from the Inter-American Development Bank (IDB) toward the cost of the Citizens' Security and Justice Programme (CSJP) to be implemented by the Ministry of National Security (MNS). The programme seeks to reduce and prevent the incidence of crime and violence, improve delivery of judicial services and strengthen crime management capabilities. In order to achieve these objectives the programme will consist of the following components: development of a national strategy for combating crime; institutional strengthening of the Ministries of National Security and Justice; strengthening of the criminal justice system and the community action component, in which various violence reduction/prevention services will be delivered to selected communities. It is intended that part of this loan be applied to eligible payments under the contract for social marketing consulting services.

The Social Marketing component of the CSJP will be designed to foster positive attitudinal change, to reduce the social acceptance of violence and to promote peaceful co-existence. Implementation will cut across the basic components of the programme at the national and targeted community levels. It will also be used to disseminate information to the public regarding programme activities, available resources and how to access these resources.

In order to ensure the effective and efficient implementation of the Public Education and Social Marketing Campaign, the MNS intends to engage the services of a consulting firm to assist in the development and implementation of the campaign over a two-year period. Consultants will also need to develop and implement a detailed evaluation plan as part of the services under this consultancy.

Consulting firms from IDB's member countries that are interested in being considered for the above consulting services are hereby invited to submit expressions of interest with a view to being shortlisted by the GOJ. A shortlist of no less than three and no more than six firms will be invited to submit technical and financial proposals.

Interested firms/institutions should submit information regarding:

- *Firm's experience in fields relevant to the assignment
- *Experience in Jamaica and/or countries with similar conditions
- *Financial capability of the firm
- *Utilization of local firms
- *English language proficiency of the staff

Applicants may consider seeking association with other firms, foreign or local. However, firms are allowed to participate in only one such formal association. A foreign or local firm may be named as sub-consultant with more than one firm. Association with a local firm is highly recommended.

At the pre-selection stage, it is only required that firms that wish to participate as a joint venture should certify their intention of forming the consortium by submitting the appropriate letter of intent. However, to participate in the selection stage, proof is required that the consortium has been legally constituted. Moreover, each firm forming part of a consortium must comply individually with the pre-selection and selection requirements in accordance with the respective bidding conditions.

Expressions of interest shall be received no later than 1600 hours (Jamaica time) on Monday, 6 January 2003 at the following address:

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