



GOVERNMENT OF SIERRA LEONE
**REQUEST FOR EXPRESSIONS OF INTEREST
(CONSULTING SERVICES – FIRMS SELECTION)**

Issuing Date: 20th May 2025

Sierra Leone

NAME OF PROJECT: Sierra Leone Economic Diversification Project

Loan No.

Assignment Title: Hiring of a PR Firm for The Development of the Five-Year Video Documentary and Written Publications for the Sierra Leone Economic Diversification Project (SLEDP)

Reference No. SL-MOF-491458-CS-CQS

The Sierra Leone Economic Diversification Project (SLEDP) is World Bank funded Project being implemented by the Government of Sierra Leone to increase investment and growth of Small and Medium Enterprises (SMEs) in non-mining productive sectors. The Project seeks to strengthen the business enabling environment, facilitate strategic public investments to improve competitiveness, and build the capacity of public institutions and private sector operators.

The Project Coordination Unit (PCU) established the Communications Office to enhance awareness and understanding of project activities. A key initiative of this office includes producing multimedia and written content to disseminate updates, share success stories, and foster stakeholder engagement. To further these efforts, SLEDP seeks to engage a professional and experienced PR firm to document its achievements through high-quality video documentaries and written publications. This effort will ensure SLEDP's legacy is accessible for future reference while amplifying its impact.

RATIONALE

The culmination of SLEDP's five-year project calls for the development of a comprehensive record of its interventions, successes, and challenges. This documentation will serve multiple purposes:

- **Showcasing Impact:** Demonstrate the transformative impacts of SLEDP on businesses, tourism, and communities, including women-led enterprises and beneficiaries.
- **Knowledge Sharing:** Provide a learning tool for similar projects and initiatives in Sierra Leone and beyond.
- **Accountability and Transparency:** Highlight the prudent use of resources and the outcomes achieved.
- **Celebrating Achievements:** Present the stories of beneficiaries and stakeholders who have benefited from SLEDP interventions.

GOALS AND OBJECTIVES

To develop high-quality multimedia and written content showcasing SLEDP's achievements and impacts over the past five years, ensuring broad dissemination and sustained visibility of the project's legacy.

OBJECTIVES

- Create a compelling, high-quality five-year video documentary (approximately 15 minutes for archival purposes, 5 minutes for serial / social media purposes) highlighting SLEDP's interventions, achievements, and impact.
- Develop written publications (e.g., news magazines, reports) that provide a detailed narrative of the SLEDP journey.
- Capture and showcase human interest stories, particularly women beneficiaries and the transformation of communities.
- Demonstrate the project's role in improving the business and tourism sectors in Sierra Leone.
- Ensure the materials are widely disseminated and accessible to diverse audiences.

SCOPE OF SERVICES AND EXPECTED DELIVERABLES

SCOPE OF SERVICE

1. Concept Development:
 - Propose a creative concept and narrative structure for the video documentaries and written publications.
 - Develop a storyboard for the video documentaries
2. Content Collection:
 - Conduct interviews with the PCU, Technical Implementation Ministries and Agencies (TIMAs), beneficiaries, and other project stakeholders.
 - Collect relevant video footage and materials from Market Destination Representatives (MDRs) and other sources.
 - Document success stories, particularly from women beneficiaries and other stakeholders.
3. Production:
 - Produce high-quality video documentaries (approximately 15 minutes for archival purposes, 5 minutes for serial / social media purposes) showcasing SLEDP's five-year story.
 - Develop written publications, such as news magazines, reports, and other written content, capturing project interventions, impacts, and success stories.
4. Safeguards and Inclusivity:
 - Highlight safeguards, including compensation mechanisms and socio-economic improvements for beneficiaries.
 - Emphasize gender impacts, including stories of women beneficiaries and women's tourism.
5. Dissemination:

- Develop strategies to ensure the widest possible reach of the materials.

The detailed Terms of Reference (TOR) for the assignment can be requested for via email to **osmantommy@sledp.info** and copy **sleconomicdiversification@gmail.com**

The Project Fiduciary Management Unit now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The Consulting firm will be selected in accordance with Consultant’s Qualification-based Selection method set out in the World Bank’s Guidelines: “Procurement Regulations for IPF Borrowers- Procurement in Investment Projects Financing” Sixth Edition February 2025 (“Procurement Regulations”). The evaluation shall be based on the relevant qualification and experience of the firm for the assignment.

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” Sixth Edition February 2025 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.

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, if selected.

A Consultant will be selected in accordance with the Consultant Qualification Selection method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours *09:00 to 17:00 hours*].

Expressions of interest must be delivered by e-mail and addressed to:

The Team Lead

Project Fiduciary Management Unit (PFMU)

Ministry of Finance, 4th Floor

13 Howe Street Freetown

Tel: +23230203451, +23278585818, +23278235061

By E-mail application as attachment

to: sleconomicdiversification@gmail.com

copy procurement.pfmu@gmail.com

The Closing Date and time for receipt of applications is 3rd June 2025 at 16:00pm.