



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

**REOI FOR HIRING A FIRM TO CONDUCT CONSUMER PROTECTION AND
AWARENESS-RAISING CAMPAIGN – DIGIGoV- MRU**

Issue Date: 03rd November 2021
Sector: Digital Government Payment Services
Grant Number: **5900155016196**
Project ID No.: **PZ1-HB0-071**

The Government of Sierra Leone has received a grant of UA279,000/USD383,000 from the Transition Support Facility (TSF) Pillar III window of the AfDB to assist in the financing of the project for the digitization of government payments in Mano river Union (DIGIGoV-MRU). The Project Fiduciary Management Unit (PFMU) intends to apply part of the funding for eligible payments under the contracts for the Hiring of a firm to Conduct a Consumer Protection and Awareness-Raising Campaign.

- ✓ The Consulting Firm will play a key role in assisting and sensitizing target populations and institutions in terms of financial consumer protection and Awareness-Raising activities regarding potential challenges and opportunities they could face with digital financial services (DFS) access, provision and supervision. The expected duration of the assignment is six months (180 working days). The services to be undertaken include:
- ✓ Concise report on a critical analysis about the aspects relating to consumer protection and digital finance awareness raising in the 2017-2020 NFIS implementation
- ✓ Detailed work plan, including a comprehensive project outcome and impact monitoring and evaluation system
- ✓ Periodic progress reports providing a summary of results and achievements, issues encountered as well as the material developed during the reporting period
- ✓ Statistics on the outreach of awareness campaigns, training sessions of targeted institutions and advertising spots in the media
- ✓ Training modules development for BSL staff
- ✓ Webinar session to share the lessons learned and results achieved
- ✓ Awareness campaign final report
- ✓ Terms of Reference (ToR) for the establishment of secure electronic payments infrastructure or platform

Eligible consulting firms are invited to express/indicate their interest in providing the aforementioned services. Interested firms must provide adequate information about their general and specific experiences (main details about assignment, years of experience, areas of intervention, key staff, etc.) related to developing communication strategies, production communication materials and conducting awareness campaigns in link with the purposes of the aforementioned assignment. They should also demonstrate that they have the required staff with the requisite qualifications and relevant experience to perform the described services.

Establishment of the short-list and the selection procedure shall be in accordance with the “ Rules and procedures for the use of consultants” under the African Development Bank’s Procurement Policy dated October 2015, which is available on the Bank’s website at <http://www.afdb.org> .

Interested firms may obtain further information at the address below during the office hours (08:00-17:00 hours).

Expression of interest must be delivered in hard copy or submitted via email to the addresses below, by Monday November 22nd 2021 at 5:00 p.m. (Sierra Leone time) and must be specifically marked **“Consumer Protection and Awareness-Raising Campaign”**

Addressed To:

Project Fiduciary Management Unit - PFMU
Ministry of Finance
Attn: The Secretariat, PFMU
13A Howe Street Freetown,
Sierra Leone,
Tel: +232 76-672-186
E-mail: digigov2020@gmail.com