

Tel: (+232-76-672-186)

Email: sleconomicdiversification@gmail.com



Project Fiduciary
Management Unit –PFMU
13A Howe Street
Freetown
Sierra Leone

**GOVERNMENT OF SIERRA LEONE
CALL FOR PROPOSAL**

DATE OF ISSUE: 10TH FEBRUARY 2022

**A FIRM TO CONDUCT PUBLIC SENSITIZATION AND AWARENESS-RAISING CAMPAIGN
ON COLLATERAL REGISTRY**

Ref: PSARCCR/BSL/PFMU/SLEDP/01

The Sierra Leone Collateral Registry is an initiative of the Bank of Sierra Leone (BSL) with support from the World Bank Group and the Government of Sierra Leone to improve access to finance particularly for Micro, Small and Medium Enterprises (MSMEs). In the past few months, the Bank of Sierra Leone has gone live with the upgraded version of the Sierra Leone Collateral Registry System in line with the provisions of the Borrowers and Lenders Act, 2019 and international best practices. The upgrade enables the registration of immovable assets in addition to the movable assets (and operate as a one-stop shop where all registration is done). It also enables individuals and non-incorporated entity that are not licensed and supervised by the Bank of Sierra Leone to be able to register their security interests.

The BSL recognizes that to increase usage of the system and to increase access to finance it is important that a public sensitization campaign and awareness raising conducted. In this regard, BSL with support from the Sierra Leone Economic Diversification Project is looking to recruit a consulting firm to undertake an intense public awareness and sensitization campaign on the upgraded collateral registry.

Objective of the Assignment

The Consulting Firm will play a key role in sensitizing the targeted populations and institutions on the features on the Collateral Registry, its advantages and how it helps address the issue of access to finance.

Key Audiences and Messages

Based on the objectives of the campaign, the following core narrative and content pillars can be identified for PR, Content Marketing and Social Media content creation.

Financial Institutions

The importance and benefit of using the Collateral Registry including key provisions in the Borrowers and Lenders Act 2019

Businesses

What is collateral Registry its benefits and importance to businesses. State how businesses can use their inventories and other assets as collateral as well as register credit sales in the Collateral Registry as their collateral.

Public

What is Collateral Registry, its importance and benefit to banking and non-banking public.

Campaign Theme and Slogan

Since the core goals of the Collateral Registry is to increase access to finance through secure lending by accepting both movable and immovable assets. The campaign will be run under the banner of “Secure lending increases access to finance”.

The rationale behind the catch phrase is that the risk associated with credit that limits access to finance is minimized through secure lending.

The following campaign slogan will be used: “Collateral dae gee cold heart to all man nar di banking bizness”.

A suitable campaign slogan and accompanying mascot will be produced, to be used on all visual materials and promotions.

Campaign Execution

The “Collateral dae gee cold heart to all man nar di banking bizness” campaign will be executed across Paid, Earned, Social and Owned platforms, with the mutual goals of creating awareness of the benefits of Collateral Registry to Financial Institutions, businesses, public and the banking sector.

In preparing for the campaign the company will produce the following supportive materials and content:

- What is Collateral Registry, its importance and benefits to financial institutions, businesses and the public and promoted through social media, websites and media.
- Pop-up stands for prices for the various services and key information, deployed at different places nationwide,
- Design animation for TV and social media platform that will take people through the process of registering as users of the system and also how to register a collateral.
- Print collateral information, including a campaign flyer for distribution and outdoor billboards.
- Campaign promotional wear and special children’s give-aways.
- Digital media including Facebook and Instagram accounts.
- Radio and television advertisements and editorial materials.

Call for Proposals

BSL hereby invites proposals and price quotes from suitable national and international service providers for:

The contract is for a period of 1 year to provide strategy, media relations, communications, content creation, digital marketing, events coordination and media buying.

3. Scope of Deliverables

PR, Communications and Marketing Strategy Development

- a. Develop a compelling, practical, and implementable PR, Communications and awareness raising to popularize the use of the collateral registry by financial institutions and individuals as a means to improve access to finance.
- b. Develop a 1-year activity plan in line with the PR, Communications and awareness raising.
- c. Develop a 1-year social media and user engagement strategy and plan
- d. Bidders must show how they will add value to the services they are offering to the Collateral Registry through a value-add submission with their response to this tender

Media and Stakeholder Relations

- e. Develop guidelines for media liaison between BSL and the media.

- f. Develop monthly media activities, projects and events
- g. Coordinate media engagements with strategic media partners
- h. Source strategic media partnerships to promote the collateral registry.
- i. Identify news and media opportunities to promote the collateral.
- j. Draft and provide input to all content and messaging being disseminated to the public and stakeholders.
- k. Identify key domestic platforms for BSL to participate to the Collateral Registry.
- l. Provide media coverage reporting and trends.

Communication Services

- m. Generate compelling and visually engaging content for various electronic and print platforms, including:
 - i. Social Media
 - ii. BSL Website, which will include blogs
 - iii. Animations
 - iv. Newsletters
 - v. Brochures and flyers

Digital Marketing

- n. Developing high-quality, user-centric website content, including research, writing, and editing of content
- o. Development of digital content on Collateral Registry awareness and the campaigns and initiatives that form part of the campaign and placed on BSL websites
- p. Sourcing external written, video and photo content where required
- q. Development and maintenance of content for other digital channels, e.g., social media
- r. Generating digital content at events and around BSL activities
- s. Hosting BSL digital content in a digital library which can be accessed by staff and external stakeholders
- t. Categorizing and tagging of content according to requirements
- u. Moderation and optimal use of user-generated content on social media and website
- v. Ensure compliance with copyright and other relevant laws and policies
- w. Establish and follow editorial and messaging guidelines
- x. Implementation of the social media and user engagement strategy and plan
- y. Interaction with followers on various social media platforms, encouraging engagement, conversion, and word-of-mouth, and providing information with inspiration in a responsible manner
- z. Grow social media followers and various engagement indicators
- aa. Provide website analytics and social media reporting and trends Assignment

Assignment period

The period of producing the final deliverables shall not exceed 1 year.

Required qualifications and experience

Tenders are invited from national and international service providers.

It is expected that the service provider has excellent skills, track record and experience in developing and implementing an integrated PR, Communications and awareness raising campaigns for Financial Institutions or the Financial Sector. The company should possess the following demonstrated qualifications and experience:

- Proven experience in dealing with diversified entities, especially multi-lateral organizations

- Proven record of any previous work done in Sierra Leone in the past five years with the same project line with Financial Institutions or in the Financial Sector.
- At least seven years of working experience with the same project line.

Tender process

Technical proposal

Bidders must submit a comprehensive proposal that outlines the methodology and capacity they intend applying to meet the deliverables specified above and covering the following:

- A stepwise project implementation workplan with timelines and methodology, indicating how the bidder will undertake the project.
- A company/service provider profile including:
 - Overview of services offered by the service provider
 - Experience, track record and short description of similar or related projects implemented, a) in Sierra Leone and b) Elsewhere
 - Examples of previous work delivered
 - Contact details (Name, position, email and telephone) of at least two previous clients for similar projects conducted
 - A clearly articulated resourcing plan with roles and responsibilities, including:
 - An organisational structure indicating all persons involved in executing the assignment and their roles
 - Short CVs of each person involved in executing the assignment, indicating qualifications and experience in similar projects

Financial proposal as indicated below.

Price proposal and remuneration

The service provider should provide:

- A detailed budget for the project, which must be broken down according to the target and outputs, milestones and timings thereof.
- An associated schedule of costs and total price proposal. The price should be stated clearly as inclusive of VAT and any withholding taxes.
- Proposed payments schedule, which will be agreed and finalized upon contracting.
- Any additional services over and above those outlined in the scope above should be communicated to BSL in advance and quoted for separately. Neither BSL nor any organ of state will be held liable for any additional expenses incurred by the bidders.
- The price offered should include:
 - Any equipment needed to complete this assignment. No equipment will be purchased or provided by BSL.
 - All costs relating to service provider's accommodation, meals, and transport.
 - All costs pertaining to media buying.

Proposal evaluation

All proposals received will be evaluated by a panel on a basis of technical functionality (70 points) and will then have their bids scored for price (30 points).

Qualifying tender applications need to meet the following basic functionality evaluation criteria, which will be considered and applied during the adjudication process; the maximum weight of each criterion is indicated in brackets below:

- Clarity of proposal (10)
- Credentials and qualifications (15)
- Technical resources and capabilities (15)
- Previous track record and experience in providing similar services in the banking or financial sector (30)

A bidder that scores less than 50 points in respect of “functionality” will be regarded as submitting a

non-responsive proposal and will be disqualified.

Proposal submission

Proposals should be submitted in a sealed envelope and marked “CALL FOR PROPOSAL FOR HIRING A FIRM TO CONDUCT PUBLIC SENSITIZATION AND AWARENESS-RAISING CAMPAIGN ON COLLATERAL REGISTRY”.

Proposals should be hand-delivered or by email no later than 12:00 on 24th February 2022 to: sleconomicdiversification@gmail.com

ATT: Team Lead – PFMU

The Public Fiduciary Management Unit,

Ministry of Finance,

13 Howe Street,

Freetown,

Sierra Leone