

**REPUBLIC OF TURKEY**  
**MINISTRY OF NATIONAL EDUCATION**  
*(Department of Construction and Real Estate)*

**EDUCATION INFRASTRUCTURE FOR RESILIENCE PROJECT**

**REQUEST FOR EXPRESSIONS OF INTEREST**  
**(CONSULTING SERVICES – CQS)**

**CONSULTANCY SERVICES FOR**  
**VISUAL DESIGN AND SOCIAL MEDIA**

**Country: Republic of Turkey**

**Project No: P162004**

**Project Name: Education Infrastructure for Resilience Project**

**Duration: 24 Month**

**Reference No: FRIT1-WB-DH-07-03**

The Republic of Turkey has received a grant from EU to be administered by the World Bank toward the cost of the Education Infrastructure for Resilience Project, and it intends to apply part of the proceeds to payments for consulting services contract which will be implemented by the Ministry of National Education. The contract will be financed under the EU's FRIT Program for Turkey. Funds will be channeled to Turkey through a World Bank administrated trust fund.

The consulting services ("the Services") include:

- Concept development works for the Project Visual Identity Guideline and Visibility Tools
- Graphic Design and Implementation Services
- Social Media Management Services

The duration of the Services is envisaged as twentyfour (24) months.

Republic of Turkey Ministry of National Education, Construction and Real Estate Department 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 shortlisting criteria are:

- Minimum 5-year experience in the services indicated in TOR,
- Experience in the management of project-based or institutional social media accounts of institutions/organizations such as public institutions, chambers or NGOs,
- Experience in institutional visual identity, visual design, graphic implementation services for institutions/organizations such as public institutions, chambers or NGOs,
- Experience in services such as bulletin or magazines' content creation, design and publish of institutions/organizations such as public institutions, chambers or NGOs,
- Staffing capacity on the above,
- Preferably having the staff indicated in TOR already on board and employed as of the date of the REOI,

- Preferably experience in the fields such as promotion, press, communication etc. in a Project financed by the European Union.

The detailed Terms of Reference for the Services can be accessed from the following link:  
[www.iedb.meb.gov.tr](http://www.iedb.meb.gov.tr)

The attention of interested Consultants is drawn to paragraph 3.14 of the World Bank's Procurement Regulations for IPF Borrowers (July 2016) ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate to enhance their qualifications. The "association" may take the form of a Joint Venture or a sub consultancy. In case of a Joint Venture (JV), all members of the JV will be evaluated jointly for the purpose of short listing and shall be jointly and severally liable for the assignment and shall sign the contract in case of award is made to that JV group. Interested consultants should clearly indicate the structure of their "association" and the duties of the partners and sub consultants in their application. Unclear expression of interests in terms of "in association with" and/or "in affiliation with" and etc. may not be considered for short listing.

The Consulting Firm will be selected in accordance with the procedures of **Consultants' Qualification Based Selection Method (CQS)** set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours from 9:00 to 18:00 Turkey local time.

Consultants must submit all documents concerning their interests with their translation into Turkish case the original expression of interests are in a language other than Turkish.

Consultants' Expression of Interests will be valid for one (1) year from the date of submission deadline.

Expression of interests to be clearly marked "***Consultancy Services for Visual Design and Social Media (FRIT1-WB-DH-07-03)***." must be delivered in a written form to the address below **in person, or by mail, or by e-mail** by **11 December 2017** at 16:00.

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Department of Construction and Real Estate  
Project Implementation Unit  
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