The Government of Angola (Government) has received a loan from the African Development Bank (AfDB) to cover the cost of the Institutional Capacity Building for Private Sector Development Project (ICBPSDP) and intends to apply a portion of such loan for payments under the contract for the Preparation and Implementation of IFE’s Institutional Strategic Communication Plan.

The Institutional Capacity Building for Private Sector Development Project (ICBPSDP) overall goal is to build the capacity of the various public services which support private sector development. The project’s specific objectives are to: i) support enterprise competitiveness and entrepreneurship and ii) support the development of the cooperative movement.

The project is being implemented over a 5-year period (2014 -2019). It comprises the components and activities summarised in the following Table:

<table>
<thead>
<tr>
<th>Component</th>
<th>Description</th>
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<tr>
<td>1. Support to business competitiveness and entrepreneurship</td>
<td>This component aims to build the capacity of the Entrepreneurship Promotion Institute (IFE) by training its staff, building its capacity to support businesses in preparing their projects, developing and disseminating information on businesses, conducting 6 studies on potential for exports and internationalization. It also aims to support the strengthening of the training mechanisms of the National Institute for Support to Micro, Small and Medium-Sized Enterprises (INAPEM). With a view to training 42 500 entrepreneurs including 24 250 women, the project will support the establishment of an Entrepreneurship Academy by training its personnel, through the preparation of training modules and the design of training materials, the establishment of a regulatory framework to allow INAPEM to play a coordinating role regarding training courses on entrepreneurship, preparation of an entrepreneurial training map and database and, lastly, support for the establishment of partnership frameworks between INAPEM and the other stakeholders in the entrepreneurship training activities.</td>
</tr>
<tr>
<td>2. Support to the development of the cooperative movement</td>
<td>This component aims to contribute to (i) the preparation of regulations on cooperatives, (ii) the conduct of studies and dissemination of information on cooperatives, and (iii) exchanges of experiences concerning cooperatives.</td>
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<tr>
<td>3. Management, Monitoring and Evaluation</td>
<td>This component provides for the establishment of a monitoring and evaluation system for private sector development support programmes, mainstreaming gender issues. It also provides for the establishment of an adequate mechanism for the general coordination and monitoring of the project's implementation. This mechanism is described in §4.1.1 below and in Annex V. The main activities are: equipment, technical assistance, monitoring and evaluation, auditing, and operation of the project.</td>
</tr>
</tbody>
</table>
The objective of this assignment is to hire a consulting firm to Prepare and Implement an Institutional Strategic Communication Plan, to improve IFE’s visibility and disseminate information amongst its stakeholders, the current and planned activities oriented towards big Angolan firms and business groups, so they can better compete in the domestic and global markets.

The main tasks to be carried out under this assignment are the following:

(i) Design a comprehensive communication strategy for IFE (including media, and social media strategies);

(ii) Develop, maintain, and update on a periodic basis, IFE’s communication strategy, anchored in its strategic and operational work plans and budgets;

(iii) Establish, document, assess, and refine the communication processes, by ensuring media contacts, including conferences and press events, production and dissemination of media materials, etc.; create a media contacts database.

(iv) Develop media and social media strategies, as part of the communication plan;

(v) Ensure that information dissemination towards media, government entities, business associations, NGOs in the field, academia, higher education institutions, entrepreneurship groups and other appropriate target groups be carried out in a precise and quick manner;

(vi) Assess the adequacy of IFE’s specific communication strategy and propose measures to improve the quality of materials, activities, processes, and messages transmitted to press, partners, and public, at large;

(vii) Cooperate with mass communication media, by carrying out activities, such as organization of visits to project site, with photo and TV coverage, using web-based and traditional communication tools, as appropriate;

(viii) Develop a work plan for communication activities, monitor its progress, and provide support and guidance to ensure that the goals set forth are achieved;

(ix) Plan and monitor the use of budget resources for communication purposes.

The Institutional Capacity Building for Private Sector Development (ICBPSD) Project now invites eligible consultants to indicate their interest in providing these services. Interested consultants must provide information indicating that they are qualified to perform the services (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.). Consultants may constitute joint-ventures to enhance their chances of qualification. Only consultants from the African Development Bank member countries are eligible to submit their expression of interest (the list of member countries is available at http://www.afdb.org/en/about-us/corporate-information/members/).

Eligibility criteria, establishment of the short-list and the selection procedure shall be in accordance with the African Development Bank’s “Rules and Procedures for the use of Consultants” dated May 2008 and revised in July 2012, which is available on the Bank’s website at http://www.afdb.org.

Interested consultants should submit their requests for clarifications to capacity.proj@gmail.com and lourenco.filipe@minec.gov.ao and EOIs should not be more than 8-10 pages long.
Expressions of interest must be delivered to the address below by May 3, 2016, not after 15:00 and should mention ‘PREPARATION AND IMPLEMENTATION OF IFE’S STRATEGIC INSTITUTIONAL COMMUNICATION PLAN’

Attn: Lourenço Filipe
Project Coordinator
Institutional Capacity Building for Private Sector Development Project (ICBPSD)
Project Management Unit, Rua Rainha Jinga, nº 31, Edifício Torres Elysées 1º e 2º Andar, Luanda, Angola.