

**REQUEST FOR EXPRESSIONS OF INTEREST
CONSULTING SERVICES – FIRMS SELECTION**

Republic of Serbia

The Serbia Railway Sector Modernization Project (SRSM)

Project ID No. P170868

Assignment Title:

Strategic Communication Execution for Railway Level Crossing (RLC)

Reference No. SER-SRSM-CQS-CS-25-84

The Republic of Serbia has received a Loan from the International Bank for Reconstruction and Development (IBRD) in the amount of EURO 51 million and from the Agence Francaise de Développement (AFD) in the amount of EURO 51 million, toward the cost of the Serbia Railway Sector Modernization Project, Phase 1 of the Multiphase Programmatic Approach (MPA) and intends to apply part of the proceeds to payments for consulting services for Strategic Communication Execution for Railway Level Crossing (RLC).

The objective of the Services (“the Services”) is to engage a highly qualified firm to implement an informative and educational campaign aimed at raising public awareness about the new signaling at level crossings. The campaign is intended to inform, educate, and encourage safe behavior among road users, primarily drivers of motor vehicles, but also pedestrians.

The Consultant is expected to perform the following activities as a part of the Services:

- Research and Preparation Phase
- Campaign Identity
- Creative Materials Development
- Video Production
- Advertising and Media Plan
- Final Phase

The Services are expected to start in January 2026. The commencement date will be seven (7) days from the contract award date. The period of implementation of the contract will be 3 months starting from the commencement date.

The detailed Terms of Reference for the above referenced consulting services is posted on the website of the Ministry of Construction, Transport and Infrastructure (MoCTI)

<https://www.mgsi.gov.rs/cir/dokumenti/serbia-railway-sector-modernization-project-srsm-strategic-communication-execution-railway>

The Central Fiduciary Unit (CFU) of the Ministry of Finance 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 Consultant will be selected in accordance with Consultant Qualification Selection (CQS) method set out in the World Bank’s Procurement Regulations for IPF Borrowers (July 2016, revised November 2017, August 2018 and November 2020). The Consultant that obtains the highest score during evaluation of expressions of interest will be invited to submit technical and financial proposals.

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. Key Experts will not be evaluated at the expressions of interest stage.

Evaluation of EoIs will be based on the following criteria:

The Consulting firm must possess the following qualifications:

i. General experience:

1. Must be a reputable company with more than ten (10) years of experience in strategic communications and the creation of promotional campaigns.
2. Experience working with public institutions, state authorities, or public companies, during the last three (3) years is a strong plus
3. Must have experience in managing key specialized local media outlets and channels (television, radio, digital, and print), as well as in disseminating information through these key local media.

ii. Specific experience:

4. Have experience in assignments with at least three (3) contracts for three (3) different clients related to the implementation of an informative and educational campaign in the area of transport in the last five (5) years, of which at least one (1) for public authorities. .
5. Have experience in assignment with at least two (2) contracts in the area of creating an informative and educational campaign in the area of transport that have been broadcast on television in the last five (5) years

As proof of **experience**, the Consultant shall prepare reference forms, up to ten (10) references for each stated requirement, clearly stating the following:

- Reference #
- A start date and completion date (mm/yy)
- Brief description of consultancy (10 sentences each maximum)
- Country of assignment with client name and address and client reference contact
- Contract value
- Role in the project

Submitted expressions of interest should be no larger than 30 pages of text, including reference forms.

The Consulting firm will be evaluated applying the following evaluation criteria:

#	Criteria	Weight
i.	General Experience	40
ii.	Specific experience relevant to the assignment	60

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the World Bank's Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, Works, Non-Consulting and Consulting Services (July 2016, revised November 2017, August 2018 and November 2020) ("the Regulations") setting forth the World Bank's policy on conflict of interest.

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest in English language must be delivered in a written form to the email below, by **December 09, 2025, 12:00 hours, noon, local time**.

When submitting Expressions of interest please indicate assignment and reference number for which you are applying

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