



**REQUEST FOR EXPRESSION OF INTEREST  
(CONSULTING SERVICES – FIRMS SELECTION)  
UGANDA DIGITAL ACCELERATION PROJECT (UDAP)  
PROJECT ID: P171305**

**LOAN/CREDIT NO: 6898 UG**

**Procurement Reference No.: NITAU/UDAP/CONS/23-24/00037**

**ASSIGNMENT TITLE: CONSULTANCY SERVICES FOR THE UPSTREAM CHANGE  
MANAGEMENT, MARKETING, AND PUBLIC RELATIONS  
ACTIVITIES FOR THE UDAP.**

The Government of the Republic of Uganda represented by the National Information Technology Authority, Uganda (NITA-U) has received a loan of US\$ 200 Million from the World Bank towards the UGANDA DIGITAL ACCELERATION PROJECT (UDAP) Project, and intends to apply part of the proceeds to payment of Consulting Services to be procured under this project the **for-Consultancy Services for the Upstream Change Management, Marketing, and Public Relations Activities for the UDAP.**

The Consultant will have the overall responsibility of providing strategic guidance on Change Management, marketing, and public relations services for the UDAP as well as develop downstream Terms of Reference (ToRs) that will be used for implementation.

Conducting a change readiness assessment to ascertain the readiness of the activities under UDAP, Developing change management, marketing, and public relations strategies for UDAP, Developing a roadmap including action plans for implementation of change management, marketing, and public relations strategies, Providing cost estimates for implementation of the change management, marketing, and public relations activities, Providing Terms of References for implementation of the change management, marketing, and public relations roadmap, Providing Terms of References for a digital tool to be used to capture, monitor, analyze and report on change management, marketing, and public relations activities among others.

The assignment will focus on the following:

- i. Review of the UDAP PAD to identify all project activities, assess their readiness and requirements for change management, marketing and PR.
- ii. Provide a readiness assessment report for all project activities under UDAP.
- iii. Provide a costed needs assessment report for all project activities.
- iv. Conduct a diagnosis of the institutional arrangements, organizational structures and human resources, readiness for change, drivers for change, and constraints that could hinder the delivery of results;
- v. Providing recommendations for addressing institutional and organizational issues and approaches that need to be changed in order to achieve the specific reform objectives;
- vi. Conduct market research, analyze customer trends, competitor offerings, and demographic data, and propose innovative marketing initiatives to increase the uptake of the UDAP services;

Assess and evaluate the capacity and readiness of NITA-U to manage change in the course of and after implementing the UDAP. It is envisaged that change management will take place at three (3) levels; sponsorship level; User and Beneficiary level. The Consultant, based on their expertise and findings, may identify and recommend additional groups.

The detailed Terms of Reference (TOR) for the assignment can be accessed at [www.nita.go.ug](http://www.nita.go.ug).

The National (NITA-) now invites eligible Consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide sufficient information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria for the firm’s capability and experience are:

The Consultant is expected to have the following core competencies:

- a) The firm should have at least 5 years of experience in strategy development in the areas of Change Management, marketing, and PR on assignments of a similar type, scope, and nature.
- b) The Firm must provide evidence of at least two (2) similar assignments.

- c) Similar experience in Africa or other developing countries will be an added advantage.
- d) The consultant should assemble a team of relevant experts that shall include the following key personnel: Team Leader / Strategy development Expert, Change Management Expert(s), Marketing Expert(s), PR / Communications Expert(s), Monitoring and Evaluation Expert(s) and ICT Expert(s)

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" revised September 2023 (Procurement in Investment Project Financing: Goods, Works, Non-consulting and Consulting Services), setting forth the World Bank's policy on Conflict of Interest.

Consultants may associate with other firms to enhance their qualifications in the form of Joint Venture and/or Lead/Sub-consultancy. Consultants shall indicate whether the association is a Joint Venture and/or 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.

A Consultant will be selected in accordance with the **Consultant Qualification Selection (CQS)** method set out in the World Bank's Procurement Regulations for IPF Borrowers revised September 2023.

Further information can be obtained at the address below during office hours (Monday to Friday, 0800 hours to 1700hours, except on Public holidays).

Expressions of Interest in English (one Original plus two copies), must be delivered in a written form to the address below (in person or by email) on or by 15<sup>th</sup> March, 2024 at 11:00am clearly marked as below:

"Procurement Reference No. NITAU/UDAP/CONS/23-24/00037

**Expressions of Interest for Consultancy Services for the Upstream Change Management, Marketing, and Public Relations activities for the UDAP.**

**The Manager Procurement  
National Information Technology Authority-Uganda  
Palm Courts, Plot 7A Rotary Avenue (Lugogo Bypass)  
P.O. Box 33151, Kampala-Uganda,  
Telephone: +256-417-801049**

Email: [udap-govnet@nita.go.ug/richard,karamagi@nita.go.ug](mailto:udap-govnet@nita.go.ug/richard,karamagi@nita.go.ug) “

**The Procuring and Disposing Entity shall conduct an opening of Expressions of Interests on 15th March 2024 at 11:05am at address below:**

National Information Technology Authority-Uganda  
1<sup>st</sup> Floor, Palm Courts, Plot 7A Rotary Avenue (Lugogo Bypass).  
P.O. Box 33151, Kampala-Uganda

**Any form of canvassing or lobbying for the tender shall lead to automatic disqualification.**

**EXECUTIVE DIRECTOR**