



REQUEST FOR EXPRESSION OF INTEREST

(CONSULTING SERVICES – FIRMS SELECTION)

UGANDA DIGITAL ACCELERATION PROJECT – GOVERNMENT NETWORK (UDAP-GOVNET)

PROJECT ID: P171305

LOAN/CREDIT NO: 6898-UG

Procurement Reference No. NITAU/UDAP/CONS/23-24/00018

ASSIGNMENT TITLE: CONSULTANCY SERVICES FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE NATIONWIDE DIGITAL CYBERSECURITY AWARENESS CAMPAIGN

The Government of the Republic of Uganda represented by the National Information Technology Authority, Uganda (NITA-U) has received a loan of US\$ 200m from the World Bank towards the Uganda Digital Acceleration Project – Government Network (UDAP-GovNet) and intends to apply part of the proceeds to payment of Consulting Services to be procured under this project the **Consultancy services for the Development and Implementation of the Nationwide Digital Cybersecurity Awareness Campaign.**

The Consultant will have the overall responsibility of the development and implementation of a nationwide digital cybersecurity, data protection and privacy awareness strategy using a mix of multimedia and media communication channels. The duration of the assignment will be **24 (twenty-four) months** from the date of signing of the contract.

The detailed Terms of Reference (TOR) for the assignment can be accessed at <https://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:

1. The firm shall be required to provide a profile that includes a structure of the organization, general qualifications and number of overall key staffing available with the firm to undertake the tasks to demonstrate technical and managerial capacity.
2. Demonstration of a strong track record over the last three (3) years in the development and delivery of creative communications campaigns, public relations, strategic communications planning as well as execution and at least 4 (four) assignments of similar type, scope and nature. The firm must clearly show these four similar assignments including details of what was done, results achieved and signed reference letters/ supporting documentation (including start and finish dates).
3. The consulting firm must demonstrate ability to work on cybersecurity, data protection and privacy awareness content.
4. The consultants must demonstrate ability to field a team of experts with required qualifications and experience for the assignment; Team Leader, Cybersecurity Lead, Content Writer, Visual and Graphics Design Lead, Public Relations and Media buying lead, Data protection and privacy lead and Digital Campaign Lead. Key Experts will not be evaluated at the shortlisting stage (Please do not submit CVs and bio data of experts).
5. Consulting Firms may associate with other firms of a Joint Venture (JV) or a sub consultancy to enhance their qualifications.

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 15th March, 2024 at 11:00am clearly marked as below:

“Procurement Reference No. NITAU/UDAP/CONS/23-24/00018

REQUEST FOR EXPRESSIONS OF INTEREST FOR CONSULTANCY SERVICES FOR THE DEVELOPMENT AND IMPLEMENTATION OF THE NATIONWIDE DIGITAL CYBERSECURITY AWARENESS CAMPAIGN:

The Manager Procurement

National Information Technology Authority-Uganda

1st Floor, 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 “

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

1st 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