



REQUEST FOR EXPRESSIONS OF INTEREST

CONSULTING FIRM



Government Digital Transformation to Strengthen Competitiveness

Country: The Commonwealth of The Bahamas

Supporting Institution: Inter-American Development Bank

Programme: Government Digital Transformation to Strengthen Competitiveness

Project Number: BH-L1045

Loan Number: LO-4549 / OC-BH

Sector: Reform / Modernization of the State

Sub-Sector: E-Government

Abstract: We are seeking the services of a suitably qualified and adequately responsive consulting firm to provide promotion and campaign management services *inclusive of but not limited to: public relations and communications strategies, branding and promotional material, print, audio and video content development, media sourcing and engagement, and social media development and management.*

Submission Deadline: 28 April, 2025

The Ministry of Economic Affairs of the Commonwealth of The Bahamas has received financing from the Inter-American Development Bank (IDB) toward the cost of the Government Digital Transformation to Strengthen Competitiveness Programme, and intends to apply part of the proceeds for the above-referenced consulting services.

The consulting services ("the Services") include *the creation and development of brand style guide, campaign creatives and public messaging as required by the Digital Transformation Unit (DTU). These services will support the implementation of the strategic plan, provided to the Digital Transformation Unit. They will include but are not limited to: scripting (key messaging, long form content, speech writing, press releases, newsletters and feature stories), advertisement, photography, animation (videography), printing, graphic design, content creation, social and digital media management, videography and related technical support services.*

The scope of this assignment includes design, development and execution of public relations and communications initiatives in order to advance the relevant objectives of the Digital Transformation Project, DTU.

These objectives are:

1. Enhancing public awareness in support of digital transformation projects to advance economic growth and operational efficiency.
2. Fostering advocacy for digital transformation among public, private, and civil society sectors.
3. Strengthening capacity within the public sector to adopt a culture of continuous improvement.
4. Delivery of high quality communications assets within expected timelines.

Evaluation Criteria: Firms must demonstrate competency in the following categories including supporting documents

- Company Background & Strategic Vision (Business Plan, Client Testimonials, and Industry Recognition and Awards)
- Current Client Base (Diversity and Size) & Product/Service Line
- General & Specific Experience in Public Relations, Communications & Advertising
- Data Research & National Support (National Campaigns)
- Provision of a National Campaign sample and portfolio

Ministry of Economic Affairs now invites eligible consulting firms ("Consultants") to indicate their interest in providing the requested services. Interested Consultants should provide information demonstrating that they have the required qualifications, relevant experience and resources. Consultants will be selected in accordance with the procedures set out by the Inter-American Development Bank: [Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank GN-2350-15](#) and is open to all eligible bidders as defined in the policies.



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Consultants may associate with other firms in the form of a joint venture or a sub-consultancy to enhance their qualifications. For the purpose of establishing the short list, the nationality of a firm is that of the country in which it is legally incorporated or constituted and in the case of Joint Venture, the nationality of the firm appointed to represent it. A Consultant will be selected in accordance with the Consultants Qualification Selection (CQS) method set out in the Consultant Policies.

Further information, i.e. questions or clarifications may be obtained from The Procurement Specialist of the Digitization and Transformation Project Execution Unit at the Bahamas Government eProcurement Portal (<https://bahamas.bonfirehub.com/>) on or before the **22 April, 2025**.

Expressions of interest must be submitted in a written form via the Bahamas Government eProcurement Portal (<https://bahamas.bonfirehub.com/>) on or before **5:00pm on the 28 April, 2025**. **LATE SUBMISSIONS WILL NOT BE ACCEPTED.**

Submissions must be addressed as follows:

ATTENTION: The Permanent Secretary, Department of Transformation and Digitization, Ministry of Economic Affairs, Cecil Wallace-Whitfield Centre, West Bay Street, **MARKED FOR: PUBLIC RELATIONS, COMMUNICATION AND CREATIVE SERVICES**