



MONTENEGRO

MINISTRY OF SUSTAINABLE  
DEVELOPMENT AND TOURISM



Project-Consulting Ltd – National  
Project Implementation Unit in the  
field of communal services and

## CONTRACT NOTICE for Consultancy service

### “Implementation of Communication strategy under the Project “Housing Mortgage Scheme for low income Persons” (1000+ Housing) - 4<sup>th</sup> project

The Government of Montenegro - Ministry of Sustainable Development and Tourism implements Project of Housing Mortgage Scheme for low income Persons - Project 1000+ (hereinafter: Project).

The total value of the Project is 20 million Euros, of which:

- 50% of the amount is provided by the State by funds of a loan with the Council of Europe Development Bank,
- 50% of the amount is provided by commercial banks that apply to participate in the Project.

In order for citizens to become more familiar with the conditions of participation in the Project, it is necessary to conduct a media campaign. For these purposes, "Project-Consulting" Ltd - Podgorica (PROCON) as the Project Implementation Unit (hereinafter "Client"), on behalf of the Ministry of Sustainable Development and Tourism, announces a public call for a Consultant in accordance with the rules and procedures approved by the Council of Europe Development Bank, which will be responsible for establishing a communication strategy as well as development, management, coordination, implementation and monitoring of activities in the area of communication with a purpose of promoting the project.

**The expected date for the start of the contract implementation** is October 2020.

**The duration of the contract** is 182 days (26 weeks)

**Estimated contract value:** 48,000.00 EUR (forty eight thousand Euros) (including VAT)

**Qualification criteria** (Note: qualification criteria and submission of evidence are detailed in the tender documentation):

**The tenderer must fulfill the following obligatory requirements and submit the following documents:**





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- Evidence that it is registered for the performance of the activity that is the subject of public procurement, and which it performs as its main or dominant activity;
- Certificate or statement that it is authorized to perform the activities foreseen in the tender documentation;
- Evidence that it has not been bankrupt, and is not the subject of any bankruptcy proceedings;
- Evidence that, in the period of two years prior to the announcement of the invitation to tender, he was not convicted of a criminal offense, nor was he imposed a measure for the prohibition of further work in connection with the offense;
- Evidence that he has fulfilled his obligations with regard to social security taxes and contributions in accordance with the legal provisions in the country in which he was established.

#### **Technical and professional capacity of the bidders:**

a) The tenderer shall have the following general experience:

- At least 3 (three) years of professional experience in the field of marketing, advertising, communication and public relations;
- Experience in establishing media plans and media buying through various communication channels (TV spots, radio spots, billboards, etc.).
- Experience in working with governmental, non-governmental and international organizations and institutions will be an advantage.

b) The tenderer shall have the following particular experience:

- Experience in conducting at least 2 (two) marketing campaigns, out of which at least 1 (one) was implemented in the last 3 (three) years prior to the deadline for submission of bid;
- Experience in the development and application of visual identity through the preparation of graphic and video material (video, flyers, brochures, billboards, etc.) in at least 2 (two) media campaigns, out of which at least 1 (one) was implemented in the last 3 (three) years before the deadline for submission of bids.





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The tenderer must be a registered company or individual legally capable of performing the above mentioned tasks. At the moment of signing the contract, the Consultant must be accredited (authorized) and registered in accordance with the relevant laws of Montenegro.

### **Criteria for Contract award:**

The Client will award the contract to the tenderer whose bid has won the highest number of points using the method based on quality and price, if it is established that the bidder has the necessary qualifications for the execution of the contract.

The award criteria was established based on the ratio of the technical quality of the bid (estimated by the Client as technically acceptable) and the price in relation 70/30.

Tenderers should submit their proposals using the means specified in *Instruction to Consultants* of the tender dossier. Supporting documents could be submitted in Montenegrin language.

Interested eligible Tenderers may obtain additional information from:

“Project-Consulting” ltd - Podgorica (PROCON)

Attn.: Dragana Roganović

Vuka Karadžića 11, I floor

81000 Podgorica

Montenegro

Phone: +382 (0) 20 201-545

Fax: +382 (0) 20 246-024

E-mail: office@procon.me

Complete tender documents (instructions for downloading electronic version of tender documents will be available) could be purchased after submitting application at above mentioned address and after receiving proper evidence on o payment of a non-refundable fee in the amount of EUR 70.00 on the bank account of Crnogorska Komercijalna Bank: 510-23425-90.

All tenders must be submitted in closed envelopes on which it is indicated “*Implementation of Communication strategy under the Project “Housing Mortgage Scheme for low income Persons” (1000+ Housing) - 4<sup>th</sup> project” - Ref. No: 02-62/20-01/“Implementacija komunikacione strategije u okviru projekta “Projekat rješavanja stambenih potreba građana po povoljnim*





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*uslovima” (projekat 1000+) - četvrti projekat“ - Ref. Br. 02-62/20-01, not later than **7 October 2020 at 12:00** (Central European time - time in Podgorica) on the address:*

“Project-Consulting” ltd - Podgorica (PROCON)

Vuka Karadžića 11, I floor  
81000 Podgorica  
Crna Gora

The tenders will be opened **7 October 2020 at 12:30** in the premises of “Project-Consulting” ltd - Podgorica (PROCON), in the presence of representative of bidders who decide to attend.



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