

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – QCBS) TÜRKİYE**

**EU Instrument for Pre-Accession (IPA) Energy Sector Program Phase III Project**

**Grant No.:** TF0C3092

**Assignment Title:** “Capacity building in implementing and measuring the impact of energy efficiency awareness raising activities and strategies towards households, industry, agriculture, service and transport sectors and awareness raising campaign for energy in Türkiye”

**Reference No:** CS-02B

The Ministry of Energy and Natural Resources (MENR) has received a grant from the European Union toward the cost of the EU Instrument for Pre-Accession (IPA) 2018 Energy Sector Program Phase III Project which will be jointly implemented with the World Bank, and intends to apply part of the proceeds for Consulting Services.

The Consulting Services (“the Services”) include the production of any design and content required within the scope of the increasing energy efficiency through improvement in household behavior.

The studies include:

1. Design of The Campaign:

- identifying practical applications that will make it possible to increase energy efficiency in household behavior
- determining in detail the steps, tools and resources of the campaign that will implement information, education and incentive mechanisms that will enable the transfer of practices
- designing competitions to be held in schools and digital channels for campaign purposes.

2. Use of Visual Media & Materials:

- preparing videos to explain the energy efficiency potential, exemplary behaviors, good practice examples and different dimensions of efficiency for different target audiences and placing messages in TV series, among television programs that are widely watched by housewives and / or employees
- updating and actively using social media accounts to increase the number of people and views reached.
- preparing visuals to be distributed to the participants in seminars during/after the project.
- preparing ‘a computer-mobile device game’ and ‘a card game’ which inform the players regarding energy efficiency applications.

3. Re-Measuring the Energy Efficiency Consciousness Index:

- updating the existing questionnaire forms (*for the public and legal entities*) to measure the level of public awareness as a continuation of the ‘Energy Efficiency Awareness Index’ studies conducted by Department for Energy Efficiency and Environment of MENR.

Additionally, the contract aims to prepare the following studies as outputs:

- Preparation of Awareness Implementation Plan and M&E Plan
- Reporting for website activities once in four months
- Reporting for social media accounts once in four months
- Awareness index questions, survey and updated awareness report
- Preparation of visual materials/media, videos, a mobile game and a card game
- Face-to-face survey of 3000 people for the public
- Online survey for Industry, Service, Transport, Agricultural Enterprises
- Updated awareness index reports
- Draft Final Report
- Final Report

The detailed Terms of Reference for the assignment can be downloaded via following link:

<https://enerji.gov.tr/announcements-list>

The MENR 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 criteria which will be used to rank the Consultants at this stage are:

- o The Consultants should be in the consulting business for not less than the last 5 years prior to deadline for submission of interests;
- o The Consultants should have specific experience within the last 3 years prior to deadline for submission of interests in each of:
  - Experience in awareness raising projects in energy sector such as media campaigns (energy efficiency experience is preferable)
  - Experience in design/production of printed materials (booklets, brochures), visuals (including videos and/or spot films) content creation and design
  - Experience in social media campaigns
  - Experience in conducting surveys
  - Staff capacity in the above-mentioned areas

Key Experts will not be evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.15, 3.16, and 3.17 of the World Bank’s “*Procurement Regulations for IPF Borrowers*” November 2020 (“*Procurement Regulations*”), setting forth the World Bank’s policy on conflict of interest.

<https://pubdocs.worldbank.org/en/178331533065871195/Procurement-Regulations.pdf>

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. Experiences of the sub-consultants will not be considered during the evaluation phase.

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. Interested consultants should clearly indicate the structure of their "association" and the duties of the partners and sub consultants in their application. Unclear expression of interests in terms of "in association with" and/or "in affiliation with" and etc. may not be considered for short listing.

A Consultant will be selected in accordance with the Quality and Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours from 10:00 a.m. to 4:00 p.m. Türkiye time.

Expressions of interest must be delivered in a written form to the address below in person, or by mail, or by e-mail until **19<sup>th</sup> of the January 2024, at 2:00 p.m.** by local time.

**Address:**

Ministry of Energy and Natural Resources

General Directorate of Foreign Relations

Foreign Investment Coordination Department (Project Implementation Unit)

**Attn:** Engin Bostancı

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