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**Country:** Belize

**Institution:** Inter-American Development Bank

**Sector:** Information and Communications, Information and Communications Technology, Marketing, Communications, Media and Design, General - Information and Communications, Printed Materials/Publishing

**Deadline:** 2021-05-28T00:00:00.00-04:00

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**Loan N°./Financing:** 4839/OC-BL

**Project:** Strengthening of Tax Administration (STA)

**Title:** UPDATE - Consultancy Service to Design, Implement and Execute a Countrywide Public Awareness and Marketing Campaign

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**Borrower/Bid No:**

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## **STRENGTHENING OF TAX ADMINISTRATION PROJECT**

### **REQUEST FOR EXPRESSIONS OF INTEREST**

#### **Consulting Firm to Design, Implement and Execute a Countrywide Public Awareness and Marketing Campaign**

**Institution:** The Ministry of Finance (MOF)

**Country:** Belize

**Project:** Strengthening of Tax Administration (STA)

**Abstract:** Consulting Services – Consulting Firm to Design, Implement and Execute a comprehensive Public Awareness and Marketing Campaign before, during and after the implementation of the NEW procured Integrated Tax Administration System (ITAS).

**Loan No.:** 4839/OC-BL

**Deadline:** May 28, 2021, Belize Local Time

The Government of Belize (GOB) has received financing from the Inter-American Development Bank (IDB) for the

execution of a five-year tax modernization project entitled “Strengthening of Tax Administration” (BL-L1031). The main beneficiaries of the Project are: (a) the Government, which will have more revenues to implement its public policies; (b) taxpayers, who will have more support and a digital environment to fulfil their tax obligations; and (c) the population, from the government policies implemented. Through this project, the Belize Tax Service (BTS) Department has procured a Modern Integrated Tax Administration System (the Revenue Management System (RMS)) and is presently in the implementation process. This new system will be used in the management of the Belize Tax Administration.

The consulting services (“the services”) includes the contracting of a consulting firm for a period of twelve (12) months to Design, Implement and Execute a comprehensive Public Awareness and Marketing Campaign for the promotion of the new procured ITAS system. Informing the public that this new system is intended to allow for the BTSD to accomplish its future Business Model Principles which aims to be a fully automated process with seamless integration with other entities, data driven and taxpayer centric. The new ITAS system focuses on improving services which will allow for a 360 view of a taxpayer tax account to be both face to face and online, improve compliance and increase revenue collection. The New ITAS system will be taxpayer centric which will allow taxpayer to access and manage their tax account online. The main activities of the consultancy includes:

1. Develop, and Map out the communication strategy and action plan for the Pre, During and Post ITAS implementation
2. Design and Develop various communication materials targeting internal and external stakeholders, using different and relevant modes of communication in a continuous and progressive phased-out approach consistent with the Pre, During and Post ITAS Implementation.
3. Production, Broadcasting and Dissemination of various communication materials targeting internal and external stakeholders in a continuous and progressive phased-out approach consistent with the Pre, During and Post ITAS Implementation.
4. Evaluation of the effectiveness of the public awareness communication campaign

The Consulting firm should have a minimum of five (5) years’ experience in the following areas below (\* are a must):

**\*Development of change management campaigns**

**\*Advertisement campaigns**

**\*Audio-visual production**

**\*Graphic design**

Educational campaigns

Communication planning

Strategic communication

Communications marketing

Digital content creation.

**The firm** should prove its expertise in conducting large communication activities, at national and local level, and conducted at least two PR campaigns of similar type in the last 5 years in Belize or in the Caribbean, the firm should have specific experience in at least one similar assignment in Belize for citizen engagement and outreach activities in the past five (5) years, and experience in organizing events (workshops, trainings, conferences targeting different groups: citizens, national and local public administration, mass media, NGOs etc.).

The Ministry of Finance now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the services. Interested eligible Consultants must submit an Expression of Interest providing information demonstrating that they have the required qualifications and relevant experience to perform the services (brochures, description of similar assignments specifying start and end dates of assignments, experience in similar conditions, availability of appropriate skills, etc.). *The term “consultant” means a legally-established professional consulting firm or an entity that may provide the services.*

**Expression of Interest package should contain:**

- i. Document explaining interest, experience, and competence of the consulting firm.
- ii. Firms experience in the assignment of similar consultancy services during the past five years. Description of similar assignments specifying start and end dates of assignments.
- iii. Firms evidence of past jobs.
- iv. Two references
- v. Proof of nationality: Copy of certificate of incorporation and information of shareholders of company specifying the shares owned by each respective shareholder of the company.

**Additional documentation required for National Consultants:**

- vi. Copy of Certificate of Good Standing from Belize Company Registry
- vii. Copy of Certificate of Good Standing from the Social Security Board
- viii. Copy of Certificate of Good Standing from the Belize Tax Service
- ix. Current Trade License

Consultants will be selected in accordance with the procedures set out in the Inter-American Development Bank: [Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank](#) (GN-2350-15, May 2019 edition) and is open to all eligible consultants as defined in the IDB policies.

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 Selection based on the Consultants' Qualification method set out in the IDB Consultant Policies. The selected consulting firm will be selected based on its experience and competence relevant to the assignment and most appropriate qualifications and references. **Only the highest ranked consulting firm from the short-listed firms will be notified and will be asked to submit a technical and price proposal.**

**Further information** can be obtained at the address below during office hours Monday to Friday 8:30 a.m. to 4:30 p.m. Expressions of interest must be delivered via direct mail or e-mail at the address indicated below by 4:00 p.m. on Friday May 28, 2021 Belize Local Time.

Interested consulting firms are asked to submit their expression of interest via e-mail to [Michelle.Longsworth@bts.gov.bz](mailto:Michelle.Longsworth@bts.gov.bz) marked STAP- Consulting Firm to Design, Implement and Execute a Countrywide Public Awareness and Marketing Campaign in the subject header, or submit on or before Friday May 28, 2021 Belize Local Time to the following address:

**Director General**

**Belize Tax Service**

**Strengthening of Tax Administration Project**

**Charles Bartlett Hyde Building**

**Mahogany Street, Belize City**

**Tel: 501-222-5114**

For clarifications kindly contact:

**Project Coordinator**

**Project Executing Unit**

**Strengthening of Tax Administration Project**

**Charles Bartlett Hyde Building**

**Mahogany Street, Belize City**

**Tel: 501-222-5114/E-mail: [gisel.correa@mof.gov.bz](mailto:gisel.correa@mof.gov.bz)**