



Republic Geodetic Authority

REQUEST FOR EXPRESSIONS OF INTEREST CONSULTANCY SERVICES

Republic of Serbia
Real Estate Management Project (REMP)
Project ID No. P147050

Assignment Title: RGA web site conceptual solution

Reference No. SRB-REMPAF-9020YF-CQS-CS-22-220

The Republic of Serbia / Republic Geodetic Authority have received financing from the World Bank toward the cost of the Real Estate Management Project, and intend to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include services for development of the RGA web site conceptual solution. The main objective of this procedure is to obtain proposals for the original draft solution of the website visual identity that provides a clear depiction of the RGA including its business and to create Graphical solution for future development of the new RGA's website, while its development is outside the scope of this service. The objective of creating the new web presentation is to upgrade communication, facilitate searching and using services for the website users and attract more visitors and users.

Method of implementation and specific objectives

In order to perform all tasks, they will be divided into two segments:

1. Draft solution proposals - 2(two) - Qualification part

The Qualification solution consists of 2(two) following documents as a separately comprehended wholes with the same value with examples of proposal applicability (visual solutions) on the future RGA's website should be produced, so that said proposals may serve as the visual foundation and thematic framework for further development of variations for new pages and services of the RGA.

A. Draft solution proposals - 2(two) visual identities of the RGA's website (document 1).

Baseline of the concept should be provided through:

- presentation of elements **2(two) visual identities** and
- written justification (motif, symbolism, draft solution application) up to 1500 characters.

B. Text – creating the Republic Geodetic Authority's web presentation contents (document 2).

Describe one of the services (as example), web services or applications to be available at the new RGA's website. Maximum text length up to 1500 characters.

2. The Graphical solution - Final phase

Subject matter of this part which takes place after the signing of the contract, is production of the RGA's website design and contents. Production of design, organization, architecture, website structure elements and web pages, book of standards and contents for the purpose of creating of future new RGA's website (development of new RGA's website is not part of this procurement). For the RGA to initiate the new website development, the idea of the website elements needs to be presented with regards to web pages' type and structure, interior website architecture and website concept.

Deliverables:

The selected Consultant shall deliver the complete design of the RGA's web portal.

The Consultant will be responsible to deliver the following:

- website structure created
- website architecture created
- book of standards created
- designed: Tagline; Favicon; Breadcrumb; Maintenance page; Error page – „404”; Captcha; Pop-up; Tables; FAQ; hidden page; header and footer design; Home page; online chat.
- management page designed
- web pages presenting Local Real Estate Cadastre Offices designed
- web pages with applications and services designed

- contact page designed - containing all addresses and phone numbers and form for direct query sending
- web address book designed - containing web addresses of relevant institutions
- search designed
- design of other applications and communication with other applications (AGROS, surveys, questionnaire, pricelist, eCadastre, eFrontDesk, geoSrbija, etc.)
- design of social networks section
- division per visitors' needs (citizens, professional users, etc.) presented
- selection of texts for the new website
- preparation of texts: About us; Scope of work; History; Mission; Vision; Philosophy
- customizing and adjusting the existing texts (news excluded)
- preparing texts on all services, web services and applications
- translation of all texts to English
- Bilingual: Serbian (Cyrillic and Latin) and English

Period of Performance

The Graphical solution – 4(four) weeks

The assignment is expected to start immediately after the contract signing.

The detailed Terms of Reference for the above referenced consulting services is posted on the RGA's website: <http://www.rgz.gov.rs>

The Project Implementation Unit (PIU) of the Republic Geodetic Authority 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:

- Experience and description of similar assignments;
- Availability of skilled staff;
- CVs of key personnel, Key Expert – Team Leader and Key Expert that would be contracted for the assignment including licenses.

The Consultant shall furnish documentary evidence that meets following qualification criteria:

- **Producing draft solution proposals** - The Qualification solution consists of 2(two) documents as a separately comprehended wholes with the same value with examples of proposal applicability (visual solutions) on the future RGA's website should be produced, so that said proposals may serve as the visual foundation and thematic framework for further development of variations for new pages and services of the RGA.

A. Draft solution proposals 2(two) - visual identity of the RGA's website (document 1).

B. Text – creating the Republic Geodetic Authority's web presentation contents (document 2).

- A reputable Firm with at least 5(five) years' experience designing innovative, visually appealing and/or navigation friendly web sites or experience in production, media campaigns, public relations and communications and design creative solutions.
- Experience in visual identity development project management activities.
- Has deep knowledge of current design tools in the field, and new software.
- Has experienced in-house graphic designers to create the RGA visual identity and assets.
- The Consultant must have sufficient expert staff on board with availability from the time of signing the contract.
- The Consultant should demonstrate proven experience in developing visual identity, producing draft solutions for web portals, design and development of promotional material, etc.

Evaluation and method for submitting draft solution proposals

Draft solution proposals shall be evaluated per their visual appeal and design quality, and pursuant to the criteria below:

- Identification (original idea, recognizable, authentic, durable, striking).
- Meaning (link to the scope of work of the Republic Geodetic Authority, understandable, resistance to misuse).

- Aesthetic (attractiveness, measure of abstraction and uniqueness, selection of colors and accompanying elements).
 - Technology (applicability, detail execution).
- Additionally, references submitted will be a part of the evaluation.

Web presentation contents – copywriting will be evaluated pursuant to the criteria below:

- Writing form.
- Text quality.
- Appeal for readers.
- Understandability of service, web service and application for the citizens.

The Consultant shall submit only one proposal, either individually or as a Joint Venture partner in another proposal. If a Consultant, including a Joint Venture partner, submits or participates in more than one proposal, all such proposals shall be disqualified. This does not, however, preclude a consulting firm to participate as a sub-consultant, or an individual to participate as a team member, in more than one proposal.

The following selection criteria with corresponding points will be used for the above positions in the evaluation procedure:

Specific experience relevant to the assignment50 pts
Qualifications for the assignment30 pts
Competence for the assignment20 pts

The attention of interested Consultants is drawn to paragraphs 3.14, 3.16 and 3.17 of the World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services (July 2016, revised November 2017, August 2018 and November 2020) (“the Regulations”) setting forth the World Bank’s policy on conflict of interest.

The Consultant will be selected in accordance with the Consultant’s Qualifications Based Selection (CQS) method as set out in the World Bank’s Procurement Regulations for IPF Borrowers – Procurement in Investment Project Financing Goods, World, Non-Consulting and Consulting Services (July 2016, revised November 2017, August 2018 and November 2020) (“the Regulations”).

Further information can be obtained at the address below during office hours 09:00 to 15:00 hours.

Expressions of interest must be delivered in a written form to the address below or via e-mail by **April 27th, 2022, 12:00 AM.**

When submitting Expressions of interest please indicate assignment and reference number for which you are applying.

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