

# REQUEST FOR EXPRESSIONS OF INTEREST

## Consulting Services – firms selection

Russian Federation  
Small Historic Cities Development Project  
Loan No. 18RU02

### **Assignment Title:**

Provision of services for development of marketing strategies for the Projects' Participating Cities

**Reference No:** MS(c)

Date: May 26, 2022

The Russian Federation has received financing from the New Development Bank (NDB) toward the cost of the Small Historic Cities Development Project. Saint Petersburg Foundation for Investment projects (FISP), acting on behalf of the Ministry of Culture of the Russian Federation, intends to apply a portion of the proceeds of this Loan to eligible payments for the consulting services mentioned above.

The consulting services (hereinafter "the Services") include development of marketing strategies for the Projects' Participating Cities (cities of Vyborg, Torzhok, Staraya Russa, Gorokhovets, Suzdal, Rostov Velikiy, Chistopol, Arzamas and Tutayev) and consist of the following:

- Data collecting and conducting all required marketing research, aimed at preparation of framework proposals on viable local development strategies for the Participating Cities;
- development of marketing strategies for the image, attractiveness, infrastructure and population of the Participating Cities;
- preparation of terms of reference for development of brand and communication strategy of the Participating Cities, and the key activities of the marketing strategies.

Development and further implementation of marketing strategies shall improve Participating Cities' attractiveness for visitors and local population.

The Services shall be provided within a period of 12 months after commencement of the Services.

Saint Petersburg Foundation for Investment projects (FISP) acting on behalf of the Ministry of Culture of the Russian Federation now invites eligible consultants (legal entities) from the NDB member-countries 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 shortlisting criteria are:

1. Availability of experience in fulfilling assignments similar to those specified in the TOR in the sphere of territorial marketing/regional development, confirmed by at least two contracts completed within the last 5 years.
2. Availability of staff with confirmation of appropriate qualification and skills to be proposed for the assignment.

Interested Consultants should pay attention to paragraphs 3.16 and 3.17 of the World Bank Procurement Regulations for IPF Borrowers (Procurement in Investment Project Financing. Goods, Works, Non-Consulting and Consulting Services. Fourth Edition November 2020)<sup>1</sup> used by the NDB to determine the concept of conflict of interest.

Consultants may associate in the form of a joint venture (JV)<sup>2</sup> with no more than two (2) partners having experience in developing marketing strategies/territorial marketing/regional development, or with subconsultants, in order to enhance their qualifications.

A Consultant submitting an expression of interest as a JV shall submit a copy of the JV agreement as well. The expression of interest in such case shall contain information on the required experience of each JV partner.

A consultant shall be selected in accordance with the Quality- and Cost-Based Selection (QCBS) procedures similar to those of the World Bank, adjusted to the NDB's Procurement Policy requirements.

Consultants may obtain further information from FISP (address below) on working days from 10.00 to 17.00 Moscow time. Draft Terms of Reference for the assignment can be downloaded upon registration at the FISP website at the following link: <http://www.fisp.spb.ru/projects/istoricheskie-poseleniya/provedenie-konkursov/tekushchie-konkursy/>

Expressions of interest in any format shall be signed by an authorized officer of a Consultant and delivered to the address below not later than June 16, 2022. FISP reserves the right not to consider Expressions of Interest received later than June 16, 2022.

Saint Petersburg Foundation for Investment Projects (FISP)

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Copy to the addresses: [fedorov@fisp.spb.ru](mailto:fedorov@fisp.spb.ru), [milyavskaya@fisp.spb.ru](mailto:milyavskaya@fisp.spb.ru)

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<sup>1</sup> The full version of the document can be found on the World Bank website: <https://thedocs.worldbank.org/en/doc/178331533065871195-0290022020/original/ProcurementRegulations.pdf>

<sup>2</sup> Joint Venture (JV) means an association with or without a legal personality distinct from that of its members, of more than one Consultant where one member has the authority to conduct all business for and on behalf of any and all the members of the JV, and where the members of the JV are jointly and severally liable.