



REPUBLIC OF LIBERIA

CENTRAL BANK OF LIBERIA

Lynch & Ashmun Streets

1000 Monrovia 10 Liberia



REQUEST FOR PROPOSAL TO PROVIDE

**CONSULTING SERVICES IN LEADING LIBERIA'S
FINANCIAL EDUCATION/LITERACY PROGRAM
(2024/2025) FOR THE GOVERNMENT OF LIBERIA**

RFP#: CBL/RFP/05/2024

ISSUANCE DATE: October 4, 2024

SUBMISSION DATE: October 18, 2024



CENTRAL BANK OF LIBERIA

Lynch & Ashmun Streets
1000 Monrovia 10, Liberia

REQUEST FOR PROPOSAL

Re: PROVISION OF CONSULTING SERVICES TO LEAD LIBERIA'S FINANCIAL EDUCATION/LITERACY PROGRAM (2024/2025) FOR THE GOVERNMENT OF LIBERIA

Dear Sir/Madam:

The Central Bank of Liberia (CBL) intends to apply funds from the Financial Sector towards the hiring of a firm for **PROVISION OF CONSULTING SERVICES TO LEAD LIBERIA'S FINANCIAL EDUCATION/LITERACY PROGRAM (2024/2025) FOR THE GOVERNMENT OF LIBERIA (RFP No.: CBL/RFP/05/2024)**.

Accordingly, the CBL invites interested entities to pick up the solicitation document from the Bank's head office on the corner of Ashmun and Lynch Streets beginning Friday, October 4, 2024. The document will be available at the Procurement Section.

Sealed Proposal may be delivered to the Procurement section on the 7th floor of the CBL Head Office no later than **2:30 PM on Tuesday, October 15, 2024, in hard copies or electronically to procurement@cbl.org.lr**. Electronic submission should be password protected. Late submission of proposal will not be accepted.

Signed: _____

A handwritten signature in black ink, appearing to read "Francis Leo Yancy Sr.", written over a horizontal line.

Francis Leo Yancy Sr. (Cllr.)

DIRECTOR

General Support Services Department
Central Bank of Liberia

Instructions to Bidders (ITB)

A. Introduction

- 1. Scope of Bid**
 - 1.1 The **Central Bank of Liberia** (hereinafter referred to as the Purchaser) wishes to receive bids for the PROVISION OF CONSULTING SERVICES TO LEAD LIBERIA'S FINANCIAL EDUCATION/LITERACY PROGRAM (2024/2025) FOR THE GOVERNMENT OF LIBERIA (hereinafter referred to as the Service).
 - 1.2 All bids are to be completed and returned to the Purchaser in accordance with these Instructions to Bidder.
- 2. Source of Funds**
 - 2.1 The Purchaser shall fund this procurement from funding from the Financial Sector to pay for the contract (hereinafter referred to as the "**Contract**") for which this Invitation for bid is issued toward the realization of the PROVISION OF CONSULTING SERVICES TO LEAD LIBERIA'S FINANCIAL EDUCATION/LITERACY PROGRAM (2024/2025) FOR THE GOVERNMENT OF LIBERIA.
 - 2.2 Payments will be made only at the request of the Purchaser and upon approval by a designated official of the Central Bank of Liberia in accordance with terms and conditions of the contract agreement between the Purchaser and the Service provider (hereinafter referred to as the "**Contract**") and will be subject in all respects to the Financial Administration of the Republic of Liberia. No party other than the Service provider shall derive any rights from the Contract or have any claims to the funds.
- 3. Eligible Bidders**
 - 3.1 This Invitation for Bid is open to all eligible Suppliers/ Service providers.
 - 3.2 State owned enterprises may participate only if they are legally and financially autonomous, operate under commercial law, and are not a dependent agency of the Purchaser.
- 4. Cost of Tender**
 - 4.1 The Bidder shall bear all costs associated with the preparation and submission of its bid, and the Purchaser will, in no case, be responsible or liable for those cost, regardless of the conduct or outcome of the Biding process.

B. THE BID DOCUMENTS

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| 5. Content of Tender Documents | <p>5.1 The service required, bid procedures and contract terms are prescribed in this Bid Documents. In addition to the Invitation for Bid, this Bid Documents include:</p> <ul style="list-style-type: none"> a. Instruction to Bidders (ITB). b. Bid Data Sheet. <p>5.2 The Bidder is expected to examine all instructions, forms, terms and specifications in the Bid Documents. Failure to furnish all information required by the Bid Documents or submission of a Bid not substantially responsive to the Bid Documents in every respect will be at the Bidder's risk and may result in the rejection of its Bid.</p> |
| 6. Clarification of Bid Documents | <p>6.1 A prospective Bidder requiring any clarification of the bid Documents may request the Purchaser in writing at the Purchaser's address indicated in Bid Data Sheet. The Purchaser will respond in writing or by email to any request for clarification of the bid documents which it receives no later than five (5) days prior to the deadline for the submission of Bid. The Purchaser's response (including an explanation of query without identifying the source of inquiry) will be sent in writing or email to all prospective bid, who have the bid Documents.</p> |
| 7. Amendment of Bid Documents | <p>7.1 At any time prior to the deadline for submission of Bid, the Purchaser may, for any reason, modify the Bid Documents by issuing Addenda.</p> <p>7.2 Any Addendum will be notified in writing to all prospective Bidders who have the bid Documents and shall be a part of the bid document.</p> <p>7.3 Where the Purchaser issues the Addendum very close to deadline for submission of bid, the Purchaser may extend the deadline for submission of bid in order to afford prospective Bidders a reasonable time to take the Addendum into account in preparing their Bid.</p> |

C. PREPARATION OF BID

- 8. Language of Bid** 8.1 The Bid prepared by the Bidder and all correspondence and supporting documents relating to the bid exchanged by the bid and the Purchaser, shall be written in the English language.
- 9. Bid Price** 9.1 The Bidder shall indicate on the appropriate Price Schedule the unit prices (where applicable) and total bid price of the services it proposes to deliver under the contract.
- 10. Currency of Bid** 10.1 Prices shall be quoted in United States Dollars.
- 11. Document Establishing Bidder's Eligibility and Qualifications** 11.1 The Bidder shall furnish, as part of its Bid, documents establishing the Bidder's eligibility to bid and its qualifications to perform the contract if its Bid is accepted.
- 11.2 The documentary evidence of the Bidder's qualifications to perform the contract if its Bid is accepted shall establish to the Purchaser's satisfaction:
- a. that the Bidder has the financial and technical capability necessary to perform the contract.
 - b. that the Bidder meets the Qualification requirement as specified in BID DATA SHEET.
- 12. Bid Security** 12.1 In order to encourage greater competition by limiting the barriers to bidders participation, bid security submission is

hereby waived. Thus, bid security IS NOT required for this tendering process.

- 13. Period of Validity of Bids**
- 13.1 Bids shall remain valid for the period as specified in the *bid Data Sheet* after the date of Tender opening prescribed by the Purchaser. A bid valid for a shorter period shall be rejected by the Purchaser as non-responsive.
- 13.2 In exceptional circumstances, the Purchaser may solicit the Bidders' consent to an extension of the period of bid validity. The request and the responses thereto shall be in writing or by email. The validity of Bid Security period shall also be suitably extended. A Bidder may refuse the request without forfeiting its Bid Security. A Bidder granting the request will not be required nor permitted to modify its bids.
- 14. Format and signing of Bids**
- 14.1 The Bidder shall prepare one original document comprising the bid and clearly marked "**ORIGINAL**". In addition, the Bidder shall submit Four (4) copies of the bid and clearly marked as "**COPIES**". In the event of discrepancy between them, the original shall prevail.
- 14.2 The original and copy of the bid shall be typed written and shall be signed by the Bidder or a person or persons duly authorised to sign on behalf of the Bidder. The letter of authorization shall be indicated by written power-of-attorney accompanying the bid. All pages of the bid, where entries or amendments have been made, shall be initialed by the person or persons signing the Tender.

D. SUBMISSION OF BIDS

- 15. Sealing and marking of bids**
- 15.1 The Bidder shall seal the original and the copy of the bids in two inner envelopes and an outer envelope, duly marking the inner envelopes as "Original" and "Copy".
- 15.2 The inner and outer envelopes shall:
- a. Be addressed to the Purchaser at the address given in the *Bid Data Sheet*:

- b. Provide a warning “**Not to Open Before**” the time and date for bid opening as specified in the *Bid Data Sheet*.

15.3 If the outer envelope is not sealed and marked as required the Purchaser will assume no responsibility for the bid misplacement or premature opening.

16. Deadline for Submission of Bids

16.1 Bid must be received by the Purchaser at the address and no later than the time and date specified in the *Bid Data Sheet*.

16.2 The Purchaser may, at their discretion, extend the deadline for the submission of bids by issuing an amendment, in which case, all rights and obligations of the Purchaser and Bidders previously subject to the original deadline will thereafter be subject to the deadline as extended.

17. Late Bids

17.1 Any Bid not received within the date and time specified in Bid Data Sheet will not be accepted and will be returned unopened.

18. Process to be Confidential

18.1 Information relating to the examination, clarification, evaluation, and comparison of bids and recommendations for the Award of Contract shall not be disclosed to Bidder or any other persons not officially concerned with such process until the Award to the successful Bidder has been announced.

19. Clarification of bids

19.1 To assist in the examination, evaluation, and comparison of Bids, the Purchaser may, at its discretion, ask any Bidder for clarification of its bids, including breakdowns of unit rates. The request for clarification and the response shall be in writing and no change in the price or substance of the Tender shall be sought, offered or permitted, except as required to confirm the correction of arithmetic errors discovered by the Purchaser in the evaluation of the bids.

20. Examination of Bids and Determination of Responsiveness

20.1 The Purchaser will determine whether each Bid:

- a. meets the eligibility criteria
- b. has been properly signed.

- c. is accompanied by the required securities.
- d. is substantially responsive to the requirements of the Tender documents.

20.2 Arithmetical errors will be rectified on the following basis:

- i. If there is a discrepancy between the unit price and the total price that is obtained by multiplying the unit price and quantity, the unit price shall prevail and the total price shall be corrected. If the Bidder does not accept the correction of the errors, its bids will be rejected, and its Bid Security may be forfeited,
- ii. If there is a discrepancy between words and figures, the amount in words may prevail.

20.3 Prior to the detailed evaluation, the Purchaser will determine the substantial responsiveness of each Bid to the bid Documents. A substantially responsive Bid is one, which conforms to all the terms and conditions of the bid Documents without material deviations. The Purchaser's determination of a Bidder's responsiveness is to be based on the contents of the bid itself. A material deviation or reservation is one:

- a. which affects in any substantial way the Scope, Quality, or Performance of the Contract.
- b. which limits in any substantial way, inconsistent with the bid documents, the Purchaser's rights, or the Bidder's obligations under the contract; or
- c. whose rectification would affect unfairly the competitive position of other Bidders presenting substantially responsive bids.

20.4 A bid determined as not substantially responsive will be rejected by the Purchaser and may not subsequently be made responsive by the Bidder by correction.

21. Evaluation and Comparison of Bids

- 21.1 The Purchaser will evaluate and compare only the Tenders determined to be substantially responsive.

- 21.2 The Purchaser's evaluation of a bids will be on the basis of bid Price.
- 21.3 The Purchaser's evaluation of a bids will consider, in addition to the bid Price, all criteria as specified in the *Bid Data Sheet*:

22. Contacting the Purchaser

- 22.1 No Bidder shall contact the Purchaser on any matter relating to its bid, from the time of the bid opening to the time the Contract is awarded. If the bidder wishes to bring additional information to the notice of the Purchaser, it should do so in writing.
- 22.2 Any effort by a Bidder to influence the Purchaser in the Purchaser's bid evaluation, bid comparison or contract award decisions may result in the rejection of the Bidder's bid

F. AWARD OF CONTRACT

23. Post qualification

- 23.1 In the absence of prequalification, the Purchaser will determine to its satisfaction whether the Bidder selected as having submitted the lowest evaluated responsive bid is qualified to satisfactorily perform the Contract.
- 23.2 The determination will consider the Bidder's financial, technical¹ capabilities/ resources. It will be based upon an examination of the documentary evidence of the Bidder's qualifications submitted by the Bidder, as well as such other information as the Purchaser deems necessary and appropriate.
- 23.3 An affirmative determination will be a prerequisite for award of the Contract to the Bidder. A negative determination will result in rejection of the Bidder's bid, in which event the Purchaser will proceed to the next lowest evaluated bidder to make a similar determination of that Bidder's capabilities to perform satisfactorily.
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| 24. Award Criteria | 24.1 | The Purchaser will award the Contract to the successful Bidder whose bid has been determined to be substantially responsive and has been determined as the lowest-evaluated bidder, provided further that the Bidder is determined to be qualified to perform the Contract satisfactorily. |
| 25. Purchaser's Right to Vary Quantities at Time of Award | 25.1 | The Purchaser reserves the right at the time of award of Contract to increase or decrease by the percentage as specified in the <i>Bid Data Sheet</i> , the quantity of goods and services originally specified in the Scope of Service without any change in unit prices or other terms and conditions. |
| 26. Purchaser's Right to Accept Any Bid and to Reject Any or All bid | 26.1 | The Purchaser reserves the right to accept or reject any bid, and at any time prior to award of Contract, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the Purchaser's action. |
| 27. Notification of Award | 27.1 | The Bidder whose bid has been accepted will be notified of the award by the Purchaser prior to expiration of the bid validity period by a letter, that its bid has been accepted. |
| | 27.2 | The notification of award will constitute the formation of the Contract |
| | 27.3 | Upon the successful Bidder's furnishing of performance security, the Purchaser will promptly notify each unsuccessful Bidder and will discharge its Bid Security. |
| | 27.4 | The contract will incorporate all Agreements between the Purchaser and the successful Bidder. |
| 28. Signing of Contract | 28.1 | At the same time as the Purchaser notifies the successful Bidder that its bid has been accepted, the Purchaser will call the successful Bidder to sign the Contract through Notification of Award. |
| | 28.2 | Within Seven (7) days of receipt of the Notification of Award, the successful Bidder shall sign the Contract. |
| 29. Performance Security | 29.1 | Within 7 days of receipt of notification of award from the Purchaser, the successful Bidder shall furnish the performance security in accordance with the Conditions of Contract, in the Performance Security Form provided in the |

Tender Documents; denominated in the type and proportion of amount as specified in the Notification of award.

29.2 Failure of the successful Bidder to comply with the above requirement shall constitute sufficient grounds for the annulment of the award and forfeiture of the bid security in which event the Purchaser may make the award to the next lowest evaluated Tender or call for new bid.

29.3 The Performance Security provided by the successful bidder in the form of a Bank Guarantee, shall be issued by a Bank in Liberia acceptable to the Purchaser.

30. Corrupt or Fraudulent Practices

30.1 The Government of the Republic of Liberia requires that Bidders under the contracts financed from public funds, observe the highest standard of ethics during the procurement and execution of Such contracts. In pursuance of this policy, the following terms shall be interpreted as indicated:

- a. “corrupt practice” means the offering, giving, receiving, or soliciting of any thing of value to influence the action of a public official in the procurement process or in contract execution; and
- b. “fraudulent practice” means a misrepresentation of facts in order to influence a procurement process or the execution of a contract and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the benefits of free and open competition.

30.2 The Purchaser will reject a proposal for award if the purchaser determines that the Bidder recommended for award has engaged in corrupt or fraudulent practices in competing for the contract in question as indicated in clause 30.1 above.

Bid Data Sheet

Introduction
Name of Purchaser: Central Bank of Liberia
The Source of Findings: 2024 Budget
Name of Contract: PROVISION OF CONSULTING SERVICES TO LEAD LIBERIA'S FINANCIAL EDUCATION/LITERACY PROGRAM (2024/2025) FOR THE GOVERNMENT OF LIBERIA RFP: CBL/RFP/05/2024
Invitation for Bids is open to all eligible Suppliers/ Service providers who can provide: <ol style="list-style-type: none"> a. Article of Incorporation b. Valid Business Registration c. Valid Tax Clearance d. Past performance records previous and current customers, telephone numbers and email addresses e. Audited financial statements for the last THREE (3) years (2020, 2021 & 2022)
For Clarification of Bid purposes only, the Purchaser's Address is Attention: Francis Leo Yancy Sr. (Cllr.) Director General Support Services Department (GSSD) 7 th floor Central Bank of Liberia Lynch & Ashmun Streets 1000 Monrovia 10 Liberia Email: procurement@cbl.org.lr
Purchaser can modify Bid documents before the Deadline for Submission of Bids by issuing Addenda.
Language of the Bid: ENGLISH
BID PRICE AND CURRENCY
The price quoted shall in: United States Dollars (USD)
CHECK LIST OF EVALUATION AND QUALIFICATION REQUIREMENTS.
<ol style="list-style-type: none"> i. Full Compliance with the Scope of Service. ii. Compliance as per specifications provided in bid documents submitted by bidder iii. It is not permissible to transfer this Bidding Document (BD) to any other company or vendor

- iv. **Article of Incorporation**
- v. **Valid Business Registration**
- vi. **Valid Tax Clearance**
- vii. **Past performance records previous and current customers, telephone number and email address**
- viii. **Audited financial statements for the last THREE (3) years (2020, 2021 & 2022)**
- ix. **Bid Validity Period: Thirty (30) days**
- x. **Number of copies: One (1) Original and four (4) Duplicate Copies**
- xi. **Meeting the delivery terms and period as per schedule of requirements.**
- xii. **Strong financial Liquidity.**
- xiii. **Capacity to deliver and provide reference and contacts numbers for previous customers supplied with the same services for the past five (5) years.**
- xiv. **Post-qualification exercise by Evaluation Panel members to ascertain the accuracy, authenticity, and verification of information and capacity of Bidder**

Deadline for Bid submission:

Date: **Friday, October 18, 2024**

Time: **2:30 PM**

Place: **Central Bank of Liberia**

Bid Opening Schedule

Date of Bid Opening: **Friday, October 18, 2024**

Venue for Bid Opening: **Bidders should gather on the 7th Floor, Procurement Section**

Bid Opening Time: **At least 5 minutes after the deadline for submission**

CONTRACT AWARD

Notification of Award shall be sent to the successful Bidder at any time Prior to expiration of Bid Validity.

SCOPE OF SERVICE

PROVISION OF CONSULTING SERVICES TO LEAD LIBERIA'S FINANCIAL EDUCATION/LITERACY PROGRAM (2024/2025) FOR THE GOVERNMENT OF LIBERIA

1. Background

1.1 General

This National Financial Education Strategy for Liberia (NFES) sets out the measures which will be taken to provide financial education to people throughout Liberia. The development of this Strategy has been led by the Central Bank of Liberia (CBL), with support from the World Bank Group which was financed by the Financial Institutions Reform and Strengthening Trust (FIRST) Fund Initiative. Many organizations – from the public, private and NGO sectors – have contributed to the development of the Strategy and these organizations and others will be actively involved in its implementation. Currently the Office of Technical Assistance (OTA) of the United States Treasury Department has been providing TA to the CBL on its financial inclusion and financial education initiatives.

It is important that everyone is able to manage their finances well. However, a Financial Inclusion Survey conducted in Liberia in 2013 found that many Liberians lack the knowledge, skills and confidence to do so. This represents a challenge that needs to be tackled. Moreover, while various recent innovations (for example, the spread of mobile money) provide increased opportunities for people to access financial products and services, they also give rise to risks: financial education can help people to take advantage of these opportunities, while managing the risks, and thus improve their and their family's financial well-being.

Snapshot of Survey findings:

- Only 28 percent of survey respondents said that they had an account in a formal registered financial institution. This included 18 per cent with an account in a commercial bank, 3 percent with an account in a microfinance bank, 1 percent with an account in a microfinance institution, and 9 percent with an account in another type of formal financial institution, such as a credit union or village savings and loan association (VSLA). Notwithstanding this the World Bank 2022 Findex report shows that 52% of the adult population of Liberia had accounts with formal financial institutions including banks and mobile money operators;
- 43 percent of respondents were not aware of non-bank financial institutions;
- Only 3 percent of respondents always had sufficient funds to cover their expenses;

- Only 21 percent of respondents said that their planning of expenses was always effective;
- Only 20% of respondents always had the ability to pay for unforeseen expenses (which were deemed, for the purposes of the survey, to be the equivalent of one month's income) without borrowing;
- Only 2 percent of respondents said that they would consider not paying, or reducing, other expenses in order to pay for an unforeseen expense;
- 24 percent of respondents said that they never set aside some money as savings;
- Only 38 percent of respondents said that they had knowledge of insurance and its benefits;
- Only 38 percent of respondents said that they had knowledge about pensions and their benefits; and
- While Liberians have significantly increased their use of mobile money in recent years, only 55 percent of respondents said that they had knowledge of mobile money.

These findings compel policy actions to deepen public understanding of the importance of financial education and literacy in Liberia. The CBL as the lead on the financial education/literacy program on behalf of the Government of Liberia has set up a working Group of government ministries and agencies to work together, plan and deliver financial education/literacy to the people of Liberia. Achieving financial literacy and education is not only important for empowering the population to effectively manage their financial assets, but it is also important for inclusive and sustainable economic growth and development.

2.1 SCOPE OF WORK

2.2.1 General Duties

The consulting firm will work in close collaboration with the Financial Education/Literacy Working Group led by the CBL as well as the OTA Advisor. The Consulting firm will provide technical guidance and lead the development and implementation of an education and literacy campaign across the 15 counties of Liberia based on an approved financial literacy and education strategy and plan.

2.2.2 Description of tasks

The consulting firm's core tasks will be to lead technical support to assist the Financial Education and Literacy Working Group in developing, refining and implementing messaging around financial education/literacy and to engage target groups and stakeholders across the country. The firm will also identify financial education/literacy challenges and opportunities. More specifically the firm shall ensure the full implementation of the various activities covered in the Annual Work Program of the Financial Education and Literacy Working Group as shown in the below table:

Activities	Narrative	Timeline (to be agreed with the Firm)
6.1.1: Stakeholders' Engagement Current Financial Education Messaging and gaps	Host five engagement sessions	
6.1.1 Conduct financial Education gap analysis survey	conduct a nationwide survey of select sample size to get a baseline ahead of the public education	
6.1.2 Development of targeted financial education messages	Develop/ review targeted messages for financial education	
6.1.2 Workshop on validation of Fin-Ed messages	Host a one-day workshop to validate the messages. Representatives from CBL and other government institutions, the business community, the private sector, and the media will attend the one-day session.	
6.2.1 Develop a Financial Education Guide with key public and private stakeholders	This will require no cost. This process will cover the working hours of staff from various government institutions.	
6.2.1 Produce a Financial Education Guide to contain guidance on messaging, channels, frequency, calendar of events, reporting requirements, and other related CBL financial education policies and directives.	Work with the CBL and other stakeholders including the OTA advisor to develop same.	
6.2.1 Production of radio jingles	Produce radio skits in 16 Liberian languages and one simple English.	
6.2.1 Disseminate financial inclusion messaging to the Public – Radio Skits Airings	Purchase of spots for 3 times airing per day on 35 radio stations for 30 days.	
6.2.1 Disseminate financial inclusion messaging to the Public – Social Media promotion & Campaign	boosting content on CBL's Facebook page and payment of social media blogs to post important Fin-Ed messages for 30 days.	
6.2.1 Disseminate Financial Education messages through billboards	Print 6 billboards, erect and maintain them at strategic locations in 6 counties.	
6.2.1 Disseminate Financial Education messages through flyers	Produce the approved designed flyers of fin-ed messages	
6.2.2 Impact Analysis Workshop	Conduct a day workshop to do a review of the impact of messaging activities and adjust the Financial Education Guide where necessary. The workshop should bring together about 25 stakeholders.	

6.3.1 Develop directives for public and private stakeholders that aim to raise consumer financial education and capabilities	Work with the CBL and OTA Advisor in drafting the directive taking into consideration the feedback from stakeholders.	
6.3.2 Review and revise National Financial Education Strategy (NFES)	Work with the CBL, and other stakeholders including OTA advisor in developing a new NFES for 2025-2029.	
6.3.2 Host validation workshop for NFES	host a one-day workshop to validate the NFES. Fifty (50) persons from CBL and other government institutions, the business community, the private sector, and the media will attend the one-day session.	
6.3.2 Produce the final Revised strategy & publicize	Production of Revised strategy copies: 100 copies Publicity: Press release Press conference Radio interviews/talk shows Social media campaign	
6.3.2 Conduct Focus Group Discussions	Work with the CBL and other stakeholders including the OTA advisor in conducting several FGDs across the country on FE.	
6.3.3 Develop a Financial Education Policy with key public and private stakeholders that aims to raise consumer financial education and capabilities	Work with the CBL, MOE, Gender, OTA Advisor and other stakeholders in developing a National Financial Education Policy.	
6.4.1 Develop a set of financial Education indicators to measure the impact of financial education initiatives	Work with the CBL and OTA advisors in developing the indicators as well as defining a process for data collection and monitoring overtime.	
6.4.2 Train CBL employees on financial education data analysis and reporting	Arrange training for CBL staff on financial education data analyses and reporting.	
6.4.2 Training of CBL Staff	Arrange capacity building programs for CBL staff whether in country or out of country.	

In pursuance of these objectives, the firm shall implement the following tasks:

- Task 1 - Kickoff Meeting
- Task 2 - Draft work plan, and pre and post financial education/literacy campaign surveys
- Task 3 – Conduct pre financial education/literacy survey
- Task 4 - Develop financial education/literacy outreach activities and materials
- Task 5 – Lead implementation of education/literacy campaign
- Task 6 – Conduct post financial education/literacy campaign survey

The Consulting firm will advise the Working Group of the most adequate schedule to complete the scope of work described in its workplan above and shall provide the proposed Technical Approach, including a brief narrative of the methodology for completing the tasks within each activity.

The following represents the specific tasks required:

2.2.2.1 Task 1: Kickoff Meeting

Within five working (5) days of the contract's Effective Date, the Consultant shall organize a kickoff meeting with the Working Group and other key stakeholders to review, discuss, and refine the scope, objectives, and deliverables; clarify the roles and responsibilities of the Consultant, and Working Group. The Consultant shall prepare the agenda, a draft work plan, list of proposed participants (stakeholders), a list of inputs or contacts, and other materials that will facilitate discussions and identification of needs, points of contact, or other information. The Consultant will draft the meeting minutes and submit to the Working group through the CBL.

Within five working (5) days of the Kick-off Meeting(s), the Consultant shall submit a draft Inception Report. The draft Inception Report should describe any support required from the Working Group or other key stakeholders.

The Working Group shall review the draft Inception Report for a maximum of five (5) working days and provide its comments to the Consultant. Within two working days of receipt of written comments from the Working Group, the Consultant shall submit a final Inception Report.

Task 1 Deliverables

- Inception Report
- List of stakeholders
- Meeting minutes

2.2.2.2 Task 2: Draft work plan, and pre and post financial education/literacy surveys

Within fifteen working (15) days of the contract effective date, the Consultant shall provide draft pre and post communications campaign survey. Financial Education/Literacy Working Group will review the draft surveys within working 10 days and send feedback to the Consultant, who shall be required to revise based on the feedback and resubmit within working 5 working days.

The Consultant will also be required to submit a final work plan (as discussed in the Kick-off Meeting) for the duration of the consultancy describing activities, tasks and deliverables, review periods, a schedule for submissions of deliverables and for other project milestones.

Task 2 Deliverables

- Final work plan
- Final pre and post surveys

2.2.2.3 Task 3: Conduct pre financial education/literacy campaign survey

Within thirty (30) working days of the contract effective date, the Consultant will work with the Financial Education/Literacy Working Group to conduct the pre-education/literacy survey. The Consultant will analyze the data and make a presentation to the Working Group. The information from the survey will be used to inform the education/literacy campaign strategy.

Task 3 Deliverables

- Survey report

2.2.2.4 Task 4: Develop financial education/literacy outreach activities and materials

Within sixty (60) working days of the effective date of the contract, the Consultant shall develop financial education/literacy outreach activities and materials on the key areas under this assignment: definition of financial education/literacy, setting financial goal, budgeting, saving, opening bank account, borrowing loan, managing debt, investing, consumer protection. To complete this task, the Consultant shall carry out the following sub-tasks:

- Review the draft messaging/work plan developed by the working group.
- Incorporate findings from the pre-education campaign survey.
- Work with the Working Group to craft or revise messages on the basis of (formal or informal) data collection and learning, e.g. dipstick surveys, focus groups, stakeholder consultation, etc.
- Work with the Working Group to identify channels to amplify messages, including various forms of media: radio, newspapers, social media, SMS, billboard, t-shirts, calendar, flyers, posters, stakeholder groups and membership organizations, community groups churches, market groups, schools, trade union organizations, neighborhood groups and tailored messages and approaches for each identified channel, and place messages in those channels.
- Where messaging is to be visual – e.g., t.v. ads, pamphlets, billboards – work with Working Group to produce visually appealing contents.
- Consult with Working group, as appropriate or upon request of Working Group to develop clarity on technical issues related to campaign content.
- Work with local experts, institutions or projects to use existing interactive platforms to reach out to communities and disseminate important information for the public across all

sectors.

The Working Group will review the draft of all materials/activities within 10 days and send feedback to the Consulting firm, which shall be required to revise based on the feedback and resubmit within 5 days.

Task 4 Deliverable

- Final education/literacy campaign plan/materials

2.2.2.5 Task 5: Lead the financial education/literacy campaign.

Within hundred (100) working days of the contract effective date, the Consultant will work with the Working Group to implement the education/literacy campaign. The Consultant shall focus mainly on the most feasible education/literacy community outreach activities and use materials per the approved campaign plan and materials. To complete this task, the Consultant shall carry out the following sub-tasks:

- Lead the implementation of the best practices in IEC and behavior change communication.
- Work with Working Group to air and or share messages through the most effective channels taking into account the context and engage stakeholder groups to deepen their understanding on the financial education/ literacy.
- Track implementation progress and or challenges, detailing the lessons in the implementation of a nationwide financial education/literacy campaign.
- Prepare a detailed report on the assignment with recommendations to improve on future implementation.

Task 5 Deliverable

- Implementation report

2.2.2.6 Task 6: Conduct post communications campaign survey

Within two hundred and ten working (240) days of the contract effective date, the Consultant will work with the Working Group to conduct the post financial education/literacy survey. The Consultant will analyze the data and make a presentation to the Working Group. The information from the survey will be used to update education/literacy campaign.

Task 6 Deliverables

- Post survey report
- Final report with revised financial education/literacy campaign

2.2 Deliverables

Below is a table of promotional materials to be produced and/or delivered.

Table 1: Communications Campaign Materials and Activities

Item	Description	Unit/Frequency
Development of materials and dissemination of financial education/literacy	Pre communications campaign survey	1 time
	Production and dissemination of promotional flyers	90,000 pcs
	Production/airing of promotional simple Liberian English and 16 vernacular jingles on 5 national and 30 community radio stations	Two months
	Stakeholders engagements, financial sector player, MACS, Community, social groups, student consultations (town hall meetings)	Up to 90 consultations
	Monthly talk-shows on 35 major radio and community radio stations	Up to 2 shows/call-ins for three months
	Erection of 15 billboards in multiple locations	Up to 15 billboards
	Development and printing of promotional and informational stickers	Up to 90,000 pcs
	Development and printing of promotional and informational posters	Up to 90,000 pcs
	Printing of promotional t-shirts	15,000 pcs
	Compilation and publication of financial education/literacy toolkit	Up to 100 notebooks
	Campaign survey	Up to 2 surveys

2.3 Submittals

The following general conditions apply to the development of the work plan, implementation schedule and cost estimates:

- Submit electronic copies of monthly progress reports throughout the term of the contract, to be issued not later than the end of the first full week of each month, detailing the previous month's activities.
- Assume a two-week internal Working Group review period for each report submittal.
- Draft Reports (to be submitted electronically using MS Word, MS Project and Adobe PDF)
- The Consultant shall ensure that the Working Group has the opportunity to review and

provide comments at least once before submittal of final reports.

- All deliverables shall be submitted in English for review and approval.
- Digital photos files should be submitted in JPG format.
- Presentations should be submitted in MS PowerPoint.
- Cost estimates will be furnished using MS Excel.

2.4 Period of Performance and Place of Performance

It is expected that all tasks and deliverables will be completed within 8 months or 240(Two hundred and forty) days from contract Effective Date. The work will be performed across the 15 counties of Liberia under the supervision of the Working Group.

2. QUALIFICATIONS

3.1 Required

- The consulting firm must be a media/communications group or other related firms with at least 5(five) years vast experience at implementing a focused public education/literacy campaign in Liberia with a deep understanding of the context of the country or in one or two countries in sub-Saharan Africa.
- The firm must have nationwide spread, either with sub offices or stakeholder partners who are already positioned and ready to mobilize communities to push through a focused and well-organized education/literacy campaign.
- 5-7 years developing and implementing information, education and communications (IEC) campaigns in low-income countries, with a preference for experience in behavior-change communication.
- Minimum of 5 years of experience (preferably in IEC) working in Sub-Saharan Africa, with a preference for experience in Anglophone West Africa.
- Minimum 5 years of experience in some form of community outreach or stakeholder engagement.

3. FACILITIES, EQUIPMENT AND DATA

4.1 To be provided by the Consulting firm:

- The Consulting firm shall provide its /own work station, equipment/materials including computer(s) and all other tools needed to successfully undertake the assignment.

4. CONTRACT ADMINISTRATION AND SUPERVISION

The Working Group is responsible for the overall management of the assignment.

Throughout the assignment, the Consulting firm will work under the overall guidance and will report to the Working Group which shall review and approve all reports, deliverables, and invoices from the Consultant before payment is made.