



REPUBLIC OF ALBANIA
MINISTRY OF ENVIRONMENT, FORESTRY
AND WATER ADMINISTRATION



MONTENEGRO
MINISTRY OF SUSTAINABLE
DEVELOPMENT AND TOURISM

LAKE SKADAR-SHKODRA INTEGRATED ECOSYSTEM MANAGEMENT PROJECT

REQUEST FOR EXPRESSION OF INTEREST
CONSULTING SERVICES: SECOND PUBLIC AWARENESS CAMPAIGN

This request for expressions of interest follows the general procurement notice for this project that appeared in *Development Business* in October 24, 2008 and dgMarket online in October 23, 2008.

Lake Skodra/Skadar Integrated Ecosystem Management Project (LSIEMP) is financed through a Global Environment Facility (GEF) Specific Investment Grant and government budget contributions. The key project development objective is: To maintain and enhance the long-term economic value and environmental services of Lake Skadar-Shkodra/Skadar and its natural resources.

The project has three components: 1. Capacity Building For Improved Understanding And Joint Management of The Lake which aims to establish and operationalize the Skadar-Shkodra Lake Commission, its Secretariat and the Bilateral Working Groups; 2. Promoting sustainable use of the lake which will promote adoption of sustainable approaches to economic development of the lake (and its natural resources) by focusing on tourism and fisheries; 3. Catalyze water pollution investments which will support selected investments to stimulate pollution reduction activities.

Due to its importance, national and local strategies and plans in Montenegro and Albania have identified the Lake Skadar-Shkoder area as a priority for environmental protection, sustainable natural resource management, and nature/culture-based tourism development.

A first joint public awareness campaign was conducted by Transboundary Forum Skadar Lake. The objectives of this Public Awareness Campaign were to inform the public on the Project planned activities and outcomes, promote the activities of the Joint Secretariat and Joint Technical Working Groups, to organize and promote joint events, to produce and disseminate information to the public on the importance of Lake Skadar-Shkodra ecosystem and its resources and by raising the awareness of lakeside communities and relevant stakeholders to understand the values of Lake Skadar-Shkodra and use of its resources in a sustainable way, to inform the

public/stakeholders regarding their rights and obligations towards the lake protection and rational use of its resources, to promote joint management and preservation of Lake Skadar-Shkodra resources and to improve communication between all resource users and lakeside communities in both countries. This campaign involved stakeholder from both countries in joint events, cleaning activities with school children, eco-camping, production of promotional materials and environmental kit.

Despite the impacts of the first PAC, there is need for more information on the positive impacts of Lake Skadar-Shkodra Integrated Ecosystem Management Project in the management of Lake Skadar-Shkodra especially among local communities, for increased promotion of the Lake as a nature and cultural tourist attraction including gastronomy and handicraft, joint leisure and sports activities, for reduced number of illegal fishing and more sustainable fisheries, reduced pollution activities. Therefore a second PAC is needed to strengthen the results of the first PAC and extend the scope of activities and stakeholders involved resources.

The objectives of the second Public Awareness Campaign (PAC), which will be carried out on both sides of the lake in Albania and Montenegro are: (i) to inform the public on the Project contribution related to joint institutional structures and joint management of the lake; (ii) promote awareness on wetland values, management and protection, (iii) promote sustainable economic alternatives between all resource users and handicraft producers; etc.

The scope of work includes organization of various events, preparation and distribution of promotional materials focusing on:

- Awareness on LSIEMP relevant contribution to joint management of Lake Skadar-Shkodra, focusing on joint sustainable management of the lake and its resources by referring to joint institutional structures and joint documents and tools established and produced in the framework of the LSIEMP.
- Promotion of Lake Shkadar-Shkodra area as a unique nature and cultural tourist attraction, by referring to natural and cultural heritage objects as listed by the Inventory of Tourist Facilities in Lake Skadar-Shkodra Area in both countries including cultural heritage sites rehabilitated by the project.
- Promotion of sustainable use of fisheries, connecting it with the findings of Fisheries Assessment as an important activity under LSIEMP
- Promotion of pollution reduction activities, referring to the activities conducted in both countries, including feasibility study and waste inventory of KAP, wastewater treatment in Karuc, stream rehabilitation and reforestation activities in Albania
- Organization of joint activities and celebration of international events etc, aiming to promote Lake Skadar-Shkodra as a unique rich area in gastronomy and traditional handicraft, as Ramsar Site of international importance, as a place for leisure activities such as hiking, bicycle tours, celebrating events, artistic shows, poetry, etc

Expected period for duration of services related to the second Public Awareness Campaign is from February 1, 2012-August 31, 2012.

The Project Implementing Unit in Albania now invites eligible qualified consultant companies to present their applications in providing the services. Joint ventures of two or more consulting firms from Albania and Montenegro with at least five years of experience on matters related to design and implementation of the public awareness campaign, documented experience in media dissemination of public information, experienced key staff including a qualified media expert, cultural heritage expert and biodiversity expert with at least five years experience in their respective fields, regional experience and cooperation in relevant issues and necessary logistic to respond to the assignment are invited to provide information indicating that they are qualified to perform the services.

A consultant company will be selected in accordance with the procedures set out in the World Bank's [*Guidelines: Selection and Employment of Consultants by World Bank Borrowers*](#), (May 2004) Section III point 3.7 (Selection Bases on the Consultants' Qualifications).

Evaluation criteria and sub criteria will be as follows:

- Overall experience on matters related to design and implementation of the public awareness campaign 30 points
- experience in similar assignments in the field of public awareness 20points
- experience in media dissemination of public information 20 points
- Experienced key staff including qualified media, cultural heritage and a biodiversity expert 20 points
- Regional experience 10 points

Interested consultants may obtain further information at the address below during office hours starting at 8.00 to 16.00 Monday through Friday.

Lake Skadar-Shkodra Integrated Ecosystem Management Project

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Deadline for submission of Expressions of Interest is January 16, 2012, at 16:00.

Expressions of interest must be delivered at the up mentioned address.