



REQUEST FOR EXPRESSIONS OF INTEREST FOR SERVICE PROVIDER TO DEVELOP INFORMATION, EDUCATION AND COMMUNICATION MATERIALS (IEC) FOR EnABLE PROJECT

**Lao PDR Enhancing Access to Benefits while Lowering Carbon Emission (EnABLE Project)
Grant No.: TF-C7564**

Assignment Title: Hiring service provider to develop information, education and communication materials (IEC) for the EnABLE Project

Reference No. (as per Procurement Plan): CS-05

The Regional Community Forestry Training Center for Asia and the Pacific (RECOFTC) in Lao PDR has received financing from the World Bank toward the cost of the EnABLE project, and intends to apply part of the proceeds for hiring service provider to develop information, education and communication materials (IEC).

The consulting services (“the service”) covers four components: (1) planning; (2) content development and message adaptation; (3) design and production; (4) quality assurance, validation, coordination and reporting.

The detailed [Terms of Reference \(TOR\)](#) for the assignment are attached to this request for expressions of interest.

RECOFTC now invites eligible service providers to indicate their interest in providing the services. Interested service providers should provide information demonstrating that they have the required qualifications and relevant experience to perform the services. The shortlisting criteria are:

Corporate experience

- At least five years' experience in strategic communication, behaviour change communication, social marketing, IEC material development, media production and public awareness campaigns.
- Demonstrated experience developing communication products in the development, forestry, climate change, agriculture, natural resource management, community development or GESI sectors.

Similar assignments

- At least three comparable assignments in the past five years involving the design and production of communication materials or campaigns for donor-funded projects, government agencies, NGOs or international organizations.

Experience producing multilingual communication products, including print, audiovisual, training and digital media



Technical capacity

- Proven capacity in content development and technical writing, graphic design and illustration, translation and localization, audio and video production, digital and social media content development and production quality assurance.

Contextual experience

- Experience working with rural communities, ethnic groups, women and vulnerable populations.
- Experience in Lao PDR or in similar socio-cultural and linguistic contexts (highly desirable).
- Familiarity with REDD+, carbon markets, forest governance, climate change, sustainable forest management, community development and GESI (an advantage).

State-owned enterprises (SOEs) or institutions of the Borrower's country may be eligible to compete for and be awarded contracts in the Borrower's country only if they can establish, in a manner acceptable to RECOFTC, that they: (i) are legally and financially autonomous; and (ii) operate under commercial law.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" September 2023 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A consulting firm will be selected in accordance with the Consultants Qualifications - based Selection (CQS) method set out in the Procurement Regulations.

The submission of documents should including:

- Brief profile of the company or consortium with certification of organization (business license and tax registration for company or social enterprise, and the operation permit for CSO/NGO/INGO) listing proposed team members, roles and key qualifications, with CVs and contact details.
- Portfolio with at least three examples of similar assignments, provided as online links to IEC materials, graphics, infographics, audio or video products.
- Brief explanation (1 page) of the proposed approach, methodology for this assignment
- Expression of interest

Further information can be obtained at the address below during office hours from 8:30-16:30, Monday – Friday. Expressions of interest must be delivered in a written form to the address below by



16:30 pm (Local time of Vientiane Capital, Lao PRd, GMT+7) of 11 September 2026 (electronic submission is also acceptable).

Regional Community Forestry Training Center for Asia and the Pacific (RECOFTC).

Phonetongsavath Village, Chanthaboury District, Vientiane Capital, Lao PDR.

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