

Specific Procurement Notice- Local Public Information Campaigns

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FGU
Federalna uprava za geodetske i imovinsko-pravne poslove

Specific Procurement Notice (SPN)

Request for Bids

Framework Agreement(s) for Non-Consulting

(Primary Procurement, Two-Envelope Bidding Process)

Procuring Agency: Federal Administration for Geodetic and Real Property Affairs

Country: Bosnia and Herzegovina

Name of Project: Geospatial Infrastructure and Valuation Enhancement Project (GIVE)

Framework Agreement Title: Local Public Information Campaigns

RFB Reference No.: A.4.3.3

Loan No.: 96760-BA

1. Bosnia and Herzegovina has received financing from the World Bank toward the cost of the Geospatial Infrastructure and Valuation Enhancement Project (GIVE) and intends to apply part of the proceeds toward payments under Call-off Contracts that may be awarded under the Framework Agreement (FA) for Local Public Information Campaigns concluded through this RFB Primary Procurement process.

2. The Procuring Agency is undertaking this Primary Procurement with the objective of concluding a Framework Agreement (FA). The Federal Administration for Geodetic and Real Property Affairs acts as the sole Employer under this Framework Agreement. Through this process, the Procuring Agency now invites sealed bids from eligible and qualified Bidders for the provision of non-consulting services for the design, production, and delivery of local public information campaigns aimed at raising awareness among citizens, property owners, and relevant stakeholders about ongoing land administration reform activities under the GIVE Project, including cadastral harmonization, land book replacement, building register development, and real estate valuation modernization.
3. The Framework Agreement to be concluded will be Single-User. The Single-User entitled to purchase under the Framework Agreement is Federal Administration for Geodetic and Real Property Affairs.
4. The Framework Agreement to be concluded will be Single-Service Provider. This activity represents a key component of the GIVE Project aimed at ensuring transparent and effective public communication regarding land administration changes affecting citizens and communities throughout the Federation of Bosnia and Herzegovina.

The procurement under this RFB is designed as a Framework Agreement covering estimated service needs over the indicated implementation period. The activities and tasks expected to be performed under this Framework Agreement may include, but are not limited to, the following:

- Design and development of public information campaign concepts, messages, and materials tailored to the target audiences and geographical areas of the GIVE Project activities;
 - Production of campaign materials including printed materials (brochures, leaflets, posters, banners), digital content (web materials, social media content), and audiovisual materials (radio and/or TV spots, video content);
 - Media planning, booking, and coordination of campaign delivery across appropriate local and regional media channels, including print, broadcast, online, and social media platforms;
 - Organization and execution of public events, information sessions, and outreach activities at local government level in targeted municipalities;
 - Monitoring and reporting on campaign reach, audience engagement, and effectiveness, including preparation of campaign performance reports;
 - Coordination with the Federal Administration for Geodetic and Real Property Affairs and other relevant project stakeholders on campaign content, scheduling, and territorial coverage.
5. The selection of a FA Service Provider to be awarded a Call-off Contract will be done through a Secondary Procurement process as defined in the Framework Agreement. However, the conclusion of a Framework Agreement shall not impose any obligation on the Procuring Agency, including participating Employers, to purchase Non-Consulting services under a Call-off Contract. The conclusion of a Framework Agreement does not guarantee that a FA Service Provider will be awarded a Call-off Contract.
 6. Bidding will be conducted through National Competitive Procurement using a Request for Bids (RFB) as specified in the World Bank's Procurement Regulations for IPF Borrowers, September 2023, revised February 2025 (Procurement Regulations) and is open to all eligible Bidders as defined in the Procurement Regulations.
 7. The Framework Agreement shall be concluded for a Term of 3 years from the commencement date stated in the Framework Agreement. The initial term may be extended by a maximum of two

additional years.

8. The Primary Procurement shall establish a Closed Framework Agreement.
9. Bids will be evaluated in accordance with the evaluation process set out in the bidding documents. The following weightings shall apply for Rated Criteria (including technical and non-price factors): 60%, and for Bid cost: 40%.
10. Interested eligible Bidders may obtain further information from Federal Administration for Geodetic and Real Property Affairs, GIVE Project, Att. Denis Tabučić, Head of PIU and e-mail: give_procurement@fgu.com.ba and inspect the Bidding document during office hours 08:00 - 16:00 hours at the address given below.
11. The Bidding document in English may be obtained by interested Bidders upon the submission of a written application to the email address below. The document will be sent by email after processed application.
12. Bids must be delivered to the address below on or before **May 20th, 2026, 10:00 a.m. CET**. Electronic Bidding will **not** be permitted. Late Bids will be rejected. The outer Bid envelopes marked "Original Bid", and the inner envelopes marked "Technical Part" will be publicly opened in the presence of the Bidders' designated representatives and anyone who chooses to attend, at the address below on **May 20th, 2026, 10:10 a.m. CET**. All envelopes marked "Second Envelope: Financial Part" shall remain unopened and will be held in safe custody of the Procuring Agency until the second public opening.
13. Attention is drawn to the Procurement Regulations requiring the Borrower to disclose information on the successful bidder's beneficial ownership, as part of the publication of the conclusion of framework agreement notice, using the Beneficial Ownership Disclosure Form included in the bidding document.
14. The address(es) referred to above is (are):

Federal Administration for Geodetic and Real Property Affairs

Geospatial Infrastructure and Valuation Enhancement Project (GIVE)

Attn. Denis Tabučić, Head of PIU

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