

JAVNI POZIV ZA IZRAŽAVANJE INTERESA-Vizualni identitet projekta GIVE

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REQUEST FOR EXPRESSIONS OF INTEREST

Bosnia And Herzegovina

Federation of Bosnia And Herzegovina

Federal Administration for Geodetic and Real Property Affairs

Geospatial Infrastructure and Valuation Enhancement Project (GIVE)

Loan No.: 96760-BA

Issue date: 25.09.2025.

Assignment Title: GIVE Project visual identity

Reference No: D.2.5-1

The 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 for consulting services.

The consulting services (“the Services”) include all activities to ensure recognition and visibility of the

GIVE Project's importance through the development of a visual identity and associated standards, covering several aspects of visual recognition outlined below. In addition to this primary objective, the project also aims to achieve the following:

- Information and Education
- Raise awareness about the significance of the GIVE Project
- Establish clear recognition of the GIVE Project
- Disseminate information about the project and its achievements
- Marketing and Promotion
- Engagement and Participation in the GIVE Project

The purpose of procuring these services is to support public visibility and recognition of the GIVE Project's significance, as well as to ensure the visibility of related informational and promotional activities.

The detailed **Terms of Reference (TOR)** for the assignment can be found at the following website: **www.fgu.com.ba**

The Federal Administration for Geodetic and Real Property Affairs now invites eligible consulting firms ("Consultants") 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 evaluation of Expressions of Interest will be based solely on the qualifications and experience of the Consulting Firm (individual firm or joint venture). Key Experts' CV are not required and will not be evaluated at the shortlisting stage. The maximum score that can be awarded to the firm is 100 points, based on the cumulative evaluation of all criteria.

Qualification requirements of the Consultant:

- **General Experience — up to 10 points**
 - o Assessment of the firm's overall business continuity and sectoral relevance:
 - Years in business providing consulting services relevant to the assignment's domain (e.g., graphic design, visual communications/branding, corporate identity, production and printing of promotional materials) — up to 5 points.
 - Core business relevance and portfolio: demonstrated track record of assignments for public authorities and/or international organizations comparable in scope and complexity — up to 5 points.
 - **Specific Experience — up to 65 points**
 - o Assessment of project references directly comparable to this assignment (as defined in the ToR), with clear description of the firm's role and delivered outputs:
 - Design and development of visual identity/brand systems (e.g., logo, typography, color palette, iconography, templates) including preparation and adoption of Brand/Visual Identity Guidelines for public institutions, international organizations, or donor-funded projects — up to 20 points.
 - Design and production of promotional, educational, and informational materials across print and digital channels (e.g., brochures, roll-ups, infographics, presentation templates, social media assets), including prepress/print-ready preparation and print vendor coordination — up to 20 points.
 - Corporate/institutional branding roll-out and multi-channel application (e.g., signage and event branding, environmental graphics, stationery sets, web/e-services alignment) ensuring consistency

with approved guidelines — up to 15 points.

- Communication campaign alignment and content adaptation to the approved visual identity (e.g., campaign concepts, channel-specific messaging, basic reach/engagement evidence) — up to 10 points.

- **Additional Preferential Criteria — up to 25 points**

o These criteria are not eligibility conditions but award additional points:

- Experience in Bosnia and Herzegovina and/or in countries with a comparable legal/institutional framework, including cooperation with government institutions and projects financed by IFIs or bilateral partners — up to 10 points.
- Relevance to IPP/SDI and/or Land Administration, particularly work conducted in the Federation of Bosnia and Herzegovina / BiH (e.g., awareness/outreach for SDI, geoportal promotion, public registries, cadastral/land registration, e-services) — up to 10 points.
- Local capacity and language: ability to perform services in the official languages of the Federation of BiH (Bosnian/Croatian/Serbian) and familiarity with the domestic legal/institutional context — up to 5 points.

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, revised February 2025 ("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 Consultant will be selected in accordance with the Consultants Qualification-based Selection (CQS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 08:00 till 16:00 local time.

Expressions of interest must be delivered in a written form to the address below (in person, or by e-mail) by **10.10.2025.:**

Federal Administration For Geodetic And Real Property Affairs

Geospatial Infrastructure And Valuation Enhancement Project (Give)

Attn: Iva Vidović, Procurement Specialist

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 [20250922_ToR_D.2.5_GIVE_project_visual_identity_v2.pdf \(379.5 kB\)](#)