



REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

Country: Ethiopia
Program: Rural Financial Intermediation Program III
Assignment:: Broadcast Media Services for Strategic Communication and Visibility
Selection Method: Least Cost Selection (LCS)
IFAD Grant No. 2000003210
Reference No. IFAD/RUFIP III/DBE/CS/LCS/03/2026/27

1. The Federal Democratic Republic of Ethiopia has received financing from the International Fund for Agricultural Development (IFAD) for the Rural Financial Intermediation Program III (RUFIP III), under which a portion of the financing will be utilized for qualified payments under the Broadcast Media Services for Strategic Communication and Visibility assignment.
2. The Development Bank of Ethiopia (DBE) is one of the state-owned financial institutions engaged in providing project finance for projects and lease financing for small and medium enterprises (SMEs) to support the overall economic development of the country. DBE has received finance from International Fund for Agriculture Development (IFAD) towards the cost of RUFIP III and intends to apply part of the proceeds for the requirement of **Broadcast Media Services for Strategic Communication and Visibility**, for which this **Request For Expressions of Interest /REOI /** is issued.
3. DBE invites Expressions of Interest (EOIs) from legally established and appropriately licensed media agencies with demonstrated capacity to provide television, radio and related digital media production and broadcasting services for RUFIP III communication and visibility.
4. The objective is to communicate RUFIP III objectives, implementation activities, achievements, development impacts and beneficiary results through professional television, radio and digital media services. The assignment will also communicate DBE information only where such information is directly necessary to explain RUFIP III implementation, access to RUFIP-supported services, beneficiary opportunities or program results.
5. Before preparing its EOIs, the Media Agencies are advised to review the preliminary terms of reference which describe the assignment and details the evaluation of the technical qualifications which is summarized hereunder:

No.	Evaluation Criteria	Maximum Points
1	Legal eligibility, media licensing and verified nationwide coverage – Valid business registration and renewed trade license; relevant media/broadcasting authorization; documented evidence of nationwide transmission coverage and reach.	25
2	Television and Radio Service Capacity – Demonstrated capacity to provide both television and radio production and broadcasting services, supported by evidence of facilities, transmission arrangements and prior delivery.	25
3	Relevant Media Experience – Proven experience in assignments substantially similar to this requirement, including TV/radio programs, documentaries, advertisements, promotional productions and development/financial inclusion communication. Experience shall be supported by contracts, completion certificates or client references.	25
4	Technical and Production Capacity – Demonstrated availability/access to appropriate studio, field production, editing, graphics, sound and related production facilities and equipment.	15
5	Professional Human Resources and Digital Media Capacity – Demonstrated availability of relevant professional staff and capacity to produce/disseminate content through digital platforms such as YouTube, Facebook, Telegram and TikTok.	10
	Total	100

6. The Media Agencies shall not have any actual, potential or reasonably perceived conflict of interest. All consultants are required to comply with the Revised IFAD Policy on Preventing Fraud and Corruption in its Activities and Operations (hereinafter, “IFAD’s Anticorruption Policy”) in competing for, or in executing, the contract. (Refer <https://www.ifad.org/en/w/corporate-documents/policies/policy-on-preventing-fraud-and-corruption-in-its-activities-and-operations> for IFAD’s Fraud and Corruption including Conflict of Interest matters and <https://www.ifad.org/en/document-detail/asset/40738506> for IFAD’s Policy to Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse
7. The Fund requires that all beneficiaries of IFAD funding or funds administered by IFAD, including the client, any consultants, implementing partners, service providers and suppliers, observe the highest standards of integrity during the procurement and execution of such contracts, and commit to combat money laundering and terrorism financing consistent with IFAD’s Anti-Money Laundering and Countering the Financing of Terrorism Policy. (Refer <https://www.ifad.org/en/document-detail/asset/41942012>).
8. Applicants will be shortlisted in accordance with the evaluation criteria stipulated under Section 5. A minimum of three (3) and a maximum of seven (7) applicants will be shortlisted. Following the shortlisting process, the Request for Proposal (RFP) will be issued to the shortlisted applicants. The procurement will be

conducted using the Least Cost Selection (LCS) method, in accordance with the procedures set out in the IFAD Procurement Handbook that can be accessed via the IFAD website at www.ifad.org/project-procurement.

9. A Media Agency may associate with other firms to enhance its qualifications, provided that the form of association (joint venture or sub-consultancy) is clearly stated and supported by the required documentation. In the case of a joint venture, all partners shall be jointly and severally liable for the entire contract, if selected.
10. Media Agencies shall submit the required documents for EOI consideration, including business registration certificate, renewed trade license, applicable media/broadcasting license, tax clearance certificate, VAT registration certificate, and evidence of relevant past experience such as contracts, completion certificates or client references.
11. Interested applicants may obtain further information from DBE Head Office, Procurement Directorate, in front of DBE head office (Kiyamed Building 1st floor), Tel. +251 11 5578088, ext. 364; Fax +251 11 553 7982.
12. The Expression of Interest/ EoIs shall be submitted in English, one original and one copy, EoIs shall be submitted into the tender box prepared for the purpose on or before **October 20 ,2026 at 4:00 P.M** (in the afternoon) at the Development bank of Ethiopia, in front of front of DBE head office (Kiyamed Building 1st floor).

The applicants shall submit EOIs as per the formats. The applicants can obtain these forms from DBE website. dbe.com.et

**DBE reserves the right to accept or reject a part/all of the entire bid.
Development Bank of Ethiopia**

Form EOI-1

EOI Submission Form

Addis Ababa, Ethiopia

Broadcast Media Services for Strategic Communication and Visibility

Reference No: IFAD/RUFIP III/DBE/CS/LCS/03/2026/27

We, the undersigned, declare that:

1. We are expressing our interest in providing the consulting services for the above-mentioned assignment and have no reservations to the REOI, the instructions to the consultants and any addenda thereto.
2. Our expression of interest is open for acceptance for a period of ninety (90) days.
3. Our firm, its associates, including any subcontractors or suppliers for any part of the contract, have not been declared ineligible by the Fund and have not been subject to sanctions or debarments under the laws or official regulations of the client's country or not been subject to a debarment recognized under the Agreement for Mutual Enforcement of Debarment Decisions (the "Cross-Debarment Agreement")¹, beyond those declared in paragraph 9 of this EOI submission form.
4. We acknowledge and accept the IFAD Revised Policy on Preventing Fraud and Corruption in its Activities and Operations. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any prohibited practices. Further, we acknowledge and understand our obligation to report to anticorruption@ifad.org any allegation of prohibited practice that comes to our attention during the selection process or the contract execution.
5. No attempt has been made or will be made by us to induce any other consultant to submit or not to submit an EOI for the purpose of restricting competition.
6. We acknowledge and accept the IFAD Policy on Preventing and Responding to Sexual Harassment, Sexual Exploitation and Abuse. We certify that neither our firm nor any person acting for us or on our behalf has engaged in any sexual harassment, sexual exploitation or abuse. Further, we acknowledge and understand our obligation to report to ethicsoffice@ifad.org any allegation of sexual harassment, sexual exploitation and abuse that comes to our attention during the selection process or the contract execution.

¹ The Cross-Debarment Agreement was entered into by the World Bank Group, the Inter-American Development Bank, the African Development Bank, the Asian Development Bank and the European Bank for Reconstruction and Development, additional information may be located at: <http://crossdebarment.org/>.

7. The following commissions, gratuities, or fees have been paid or are to be paid with respect to the selection process: *[Insert complete name of each recipient, its full address, the reason for which each commission or gratuity was paid and the amount and currency of each such commission or gratuity.]*

Name of Recipient	Address	Reason	Amount	Currency

(If none has been paid or is to be paid, indicate “none.”)

8. We declare that neither our consulting firm nor any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners have any actual, potential or perceived conflict of interest. Regarding this selection process or the execution of the contract. *[insert if needed: “other than the following:” and provide a detailed account of the actual, potential or perceived conflict]*. We understand that we have an ongoing disclosure obligation on such actual, potential or perceived conflicts of interest and shall promptly inform the client and the Fund, should any such actual, potential or perceived conflicts of interest arise at any stage of the procurement process or contract execution.
9. The following criminal convictions, administrative sanctions (including debarments) and/or temporary suspensions have been imposed on our consulting firm and/or any of its directors, partners, proprietors, key personnel, agents, sub-consultants, sub-contractors, consortium and joint venture partners:

Nature of the measure (i.e., criminal conviction, administrative sanction or temporary suspension)	Imposed by	Name of party convicted, sanctioned or suspended (and relationship to the consultant)	Grounds for the measure (i.e., fraud in procurement or corruption in contract execution)	Date and time (duration) of measure

If no criminal convictions, administrative sanctions or temporary suspensions have been imposed, indicate “none”.

10. We acknowledge and understand that we shall promptly inform the client about any material change regarding the information provided in this EOI submission form.

11. We further understand that the failure to properly disclose any of information in connection with this EOI submission form may lead to appropriate actions, including our disqualification as consultant, the termination of the contract and any other as appropriate under the IFAD Policy on Preventing Fraud and Corruption in its Projects and Operations.
12. We understand that you are not bound to accept any EOI that you may receive.
[Authorized signatory]
[Name and title of signatory]
[Name and address of firm]

Form EOI-2 Organization of the Consultant

Broadcast Media Services for Strategic Communication and Visibility

Reference No: IFAD/RUFIP III/DBE/CS/LCS/03/2026/27

[Provide a brief description of the background and organization of your firm/entity and of each associated firm for this assignment. Include the organization chart of your firm/entity. The EOI must demonstrate that the consultant has the organizational capability and to carry out the assignment. The qualifications document shall further demonstrate that the consultant has the capacity to field and provide experienced replacement personnel on short notice. Key staff CVs are not required at the shortlisting stage.]

Name of the firm	
Date of establishment	
Country of registration	
Full address of the firm	
Focal point: name, position, contact information (telephone, email):	Name:
	Tel:
	Email:
Number of branches in the country	
Country(ies) of operations with number of branches in each country	
Number of full-time employees	
Names of employees with hands-on experience	Name:
	Years with consultant:
	Brief experience:
Number of part-time employees	
Field(s) of expertise of the firm	

Number of professional staff with experience related directly to the assignment	
Subsidiary and associated companies (<i>wherever applicable</i>): (details in the following format to be provided for all associates) – (i) Name of the company (ii) Nature of business (iii) Address of the company (iv) Website of the company (v) Brief description of company (maximum of 120 words)	
Any other information that the consultant would like to add:	

Maximum

10

pages

Form EOI-3

Experience of the Consultant

Broadcast Media Services for Strategic Communication and Visibility

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[Using the format below, provide information on each relevant assignment for which your firm, and each associate for this assignment, was legally contracted either individually as a corporate entity or as one of the major companies within an association, for carrying out consulting services similar to the ones requested under the preliminary terms of reference included in this EOI. The EOI must demonstrate that the consultant has a proven track record of successful experience in executing projects similar in substance, complexity, value, duration, and volume of services sought in this procurement.]

Maximum 20 pages]

Assignment name:	Approx. value of the contract (in current US\$):
Country: Location within country:	Duration of assignment (months):
Name of client:	Total No. of staff-months of the assignment:
Address, and contact details (including email address(es)):	Approx. value of the services provided by your firm under the contract (in current US\$):
Start date (month/year): Completion date (month/year):	No. of professional staff-months provided by associated consultants:
Name of associated consultants, if any:	Name of proposed senior professional staff of your firm involved and functions performed (indicate most significant profiles such as project director/coordinator, team leader):
Narrative description of project:	
Description of actual services provided by your staff within the assignment:	

Name of Firm: _____