

Request for Expression of Interest

Country: Kosovo

Project ID: P164555

World Bank Credit Name: Real Estate Cadaster & Geospatial Infrastructure Project

Ref. No.: XK-KCA-543475-CS-CQS

Kosovo Property Comparison and Verification Agency (KPCVA)

Development of a Comprehensive Communications Strategy and Targeted Public Information Campaign

Background

The Kosovo Property Comparison and Verification Agency (KPCVA) is the institution responsible for verifying and formalizing property rights in Kosovo, including the recognition of informal property holdings. One of the main challenges facing the agency is the high level of informality in property records, which impedes the development of a stable and reliable property registration system.

In addition to receiving applications and informing citizens about the legal opportunities available to them, the Agency must also process these applications by publishing them, notifying citizens and parties with a legitimate legal interest about the submission of claims, as well as informing the relevant institutions about the process of legal recognition and formalization of property rights.

To address these challenges, the KPCVA requires the development of an Informality Campaign Strategy aimed at raising public awareness about the importance of formalizing property rights. This strategy will encourage citizens and institutions to follow the correct procedures for property registration, thereby contributing to a transparent, accountable, and trustworthy property registration system.

This assignment is financed under a World Bank–supported project and shall be implemented in accordance with applicable procurement regulations.

Purpose of the Assignment

The purpose of this assignment is to contract a qualified service provider to develop and support the initial implementation of a comprehensive Informality Communications Strategy that ensures clear, timely, and consistent public information throughout all phases of the “application to formalisation and registration” of the property process. The strategy will aim to improve public and institutional awareness about the importance of formalizing and registering property ownership, resulting in reducing the level of informal property ownership.

Scope of Services

The Service Provider shall undertake the following components:

Component 1: Situational Analysis and Communication Assessment

Component 2: Development of Communications Strategy

Component 3: Action Plan and Institutional Communication Framework

Component 4: Targeted Implementation Support

Component 5: Monitoring and Evaluation

Duration of Engagement

The assignment shall be implemented from the date of contract signature and shall be completed no later than 30 November 2026.

Qualifications of the Service Provider

The Service Provider shall demonstrate:

- At least three (3) years of relevant professional experience in communications strategy development, public information campaigns, and institutional communication initiatives;
- Experience designing and/or implementing communication strategies and targeted outreach activities;
- Experience working with public institutions or regulatory agencies.
- Organizational and managerial capacity to deliver strategic, multi-stakeholder assignments of similar scope and complexity;
- Knowledge of Kosovo's institutional and legal context related to property formalisation and public communication is an asset.

Key Personnel

The Service Provider shall demonstrate availability of qualified personnel to implement this assignment. The core team should include, at minimum: Team Leader / Communications Strategist.

Additional personnel may be proposed where necessary to ensure the effective implementation of the assignment. Such personnel may include, inter alia, Communications Advisor, Workshop Facilitator, or other personnel with relevant qualifications and experience.

Other specific tasks, scope of services, expected outputs/deliverables, time frames, availability of qualified personnel etc. are indicated under TOR for this assignment.

Selection Method

Consultants will be selected in accordance with the World Bank's Procurement Regulations for Investment Project Financing (IPF) Borrowers (July 2016, revised November 2017, August 2018, and November 2020), using Consultant Qualification Selection (CQS) method.

The Expression of Interest (EOI) shall be evaluated using a weighted scoring system based on the following criteria:

- (i) Relevant Experience of the Applicant (40%)
- (ii) Availability and suitability of proposed key personnel (10%)
- (iii) Quality of Methodology and Work Plan (50%)

Expression of Interest (EOI) Submission

Interested and eligible consulting firms are invited to submit an Expression of Interest (EOI) demonstrating their qualifications to perform the services.

The EOI shall include the following documents:

- (i) Cover Letter
- (ii) The Consultant Profile
- (ii) Relevant Experience
- (iv) Availability of the Key Personnel (Short CVs)
- (v) Conflict of Interest Declaration

Expressions of Interest shall be submitted in electronic form to the email address provided below or in physical form to the address indicated below, **not later than 14 April 2026.**

Kosovo Cadastral Agency

Attn.: Procurement Specialist, REGIP

Address: Str. "Arbënor e Astrit Dehari" No. 25, Archive Building 2nd floor

10 000, Pristine Republic of Kosova

Email: prokurimi.regip@rks-gov.net