

UNIDADE DE GESTÃO DE PROJECTOS ESPECIAIS

DIGITAL CABO VERDE PROJECT

Av. Amílcar Cabral – Ex. Edifício do BCV, 4º andar,
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REPUBLIC OF CABO VERDE

MINISTÉRIO DAS FINANÇAS

UNIDADE DE GESTÃO DE PROJETOS ESPECIAIS

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRM SELECTION)

Country: Cabo Verde

Project: Digital Cabo Verde

Project ID No. P171099

Date: February 25, 2026

Notice Number: EOI - 116/DCVP/UGPE/2025

Assignment Title: Single Portal Communication and Marketing Strategy and Implementation plan

1. The Government of the Republic of Cabo Verde has received from the International Development Association (hereafter named “World Bank”), the Credit ref. 7797-CV to fund the Digital Cabo Verde Project, aiming to contribute to transforming the country into a regional digital hub for accelerating its digital economy through enhanced digital infrastructure and strengthened demand for digital services and skills. Part of the project proceeds will be applied to the development of a Single Portal Communication and Marketing Strategy and its Implementation Plan.
2. The overall objective of this consultancy is to design and implement an integrated, multi-channel Communication and Marketing Strategy that effectively increases awareness, trust, adoption, and sustained usage of digital public services and Digital Public Infrastructure (DPI) platforms delivered through the national Single Portal (gov.cv).
3. The assignment is expected to take about 32 (thirty-two) weeks from the date of signing the contract.
4. The detailed Terms of Reference (TOR) for the assignment shall be requested at the address e-mail given below, from 8 a.m. until 4 p.m. (local time), during the working day or can be found at the following website <https://ugpe.gov.cv/concursos?page=1>; www.mf.gov.cv.
5. The implementing agency, Unidade de Gestão de Projectos Especiais – UGPE, now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the services.

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Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. (Relevant material must not exceed 30 pages overall).

6. The shortlisting criteria are:
 - Core business and years in the related business;
 - Relevant experience for this assignment;
 - Specific experience in countries with similar conditions or context of Cabo Verde.
7. Key Experts will not be evaluated at the shortlisting stage.
8. 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”, dated July 2016 and revised in September 2025 (“Procurement Regulations”), setting forth the World Bank’s policy on conflict of interest.
9. 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.
10. A consultant will be selected under the **Consultants’ Qualifications Selection (CQS)** method set out in the World Bank’s “Procurement Regulations for IPF Borrowers”, dated July 2016 and revised in September 2025.
11. Interested Consultants may obtain further information at the emails address below from 8 a.m. until 4 p.m. (local time), during working days.
E-mail: debora.vieira@mf.gov.cv; karine.tavares@mf.gov.cv; adilma.silva@mf.gov.cv
C/c: guevara.cruz@mf.gov.cv; nuno.gomes@mf.gov.cv
12. Expressions of interest must be delivered, in English, to the address below, or by e-mail indicating the **“Ref. 116/DCVP/UGPE/2025 – EOI for Single Portal Communication and Marketing Strategy and Implementation plan, by March 16, 2026.**
E-mail: debora.vieira@mf.gov.cv; karine.tavares@mf.gov.cv; adilma.silva@mf.gov.cv
C/c: guevara.cruz@mf.gov.cv ; nuno.gomes@mf.gov.cv

Unidade de Gestão de Projetos Especiais | Ministério das Finanças

Attn: Nuno Gomes – UGPE Coordinator
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