



REQUEST FOR EXPRESSIONS OF INTEREST CONSULTING SERVICES

Country: Belize

Project: Strengthening of Tax Administration Project (STAP)

Loan No.: 4839/OC-BL

Institution: Ministry of Finance

Abstract: Consulting Services

Deadline: April 28, 2025, at 4 p.m. (Belize local time)

The Government of Belize has received financing from the Inter-American Development Bank (IDB), toward the cost of the Strengthening of Tax Administration Project (STAP) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) for a Consulting Firm to Design, Implement, and Execute a Countrywide Public Awareness and Marketing Campaign for Electronic Tax Document (ETD) before, during and after the rollout of the ETD. Specific objectives include the following:

1. *Design and implement a Public Awareness and Marketing Campaign*
2. *Increase Progressive Public Awareness of the ETD System*
3. *Encourage Voluntary Taxpayer Compliance*
4. *Foster Adoption and Usage of E-Invoicing services*
5. *Collaborating with ETD Consultant*

The Belize Tax Department under the Ministry of Finance now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide the following information demonstrating that they have the required qualifications and relevant experience in conducting large communication activities at a national and local level:

- i. The firm must have a minimum of five (5) years experiences in any of the following areas: ***Development of change management campaigns, *Advertisement campaigns, *Graphic Design**, Educational campaigns, Communication planning, Strategic communication, Communications marketing, Digital content creation.
- ii. Conducted at least two PR campaigns of similar type in the last 5 years (name of the assignment, description, duration, reference).
- iii. Experience in organizing events (workshops, training, conferences targeting different groups: citizens, national and local public administration, mass media NGOs etc).

From the expressions of interest received, the Executing Agency will prepare a short list comprising not fewer than five (5) and not more than eight (8) eligible firms.

Consultants will be selected in accordance with the procedures set out in the Inter-American Development Bank: Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank GN-2350-15 and is open to all eligible bidders as defined in the policies.

Consultants may associate with other firms in the form of a joint venture to enhance their qualifications. For the purpose of establishing the short list, the nationality of a firm is that of the country in which it is legally incorporated or constituted and in the case of Joint Venture, the nationality of the firm appointed to represent it.

A Consultant will be selected in accordance with the Selection based on the Consultant's Qualification (QCS) method set out in the Consultant Policies.

Further information can be obtained at the address below during office hours 8:00 to 5:00 (Monday – Thursday), and 8:00 to 4:30 (Friday).

Expressions of interest must be delivered in a written form before or on Monday, April 28, 2025 at 4: p.m. by email address to Michelle.Longsworth@bts.gov.bz, and david.duncan@mof.gov.bz marked **STAP-Public Awareness Campaign (ETD)** in the subject header, or submit hardcopy to the following address:

**Director General
Belize Tax Service Department
Strengthening of Tax Administration Project
Eleanor Hall Building
Chetumal Boulevard, Belize City
Tel: 501-222-4956**

For clarifications kindly contact:

**Acting Project Coordinator
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