

Terms of reference (ToRs) for the procurement of services below the EU threshold

Entrepreneurship Social Media Campaign (DASTPEK 2023)

Project number/
cost centre:

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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2020
BMZ	The German Federal Ministry for Economic Cooperation and Development
EU	European Union
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH
DASTPEK	Business idea competition for university students in KRI
MSMEs	Micro, Small & Medium Enterprises
MoHESR	Ministry of Higher Education and Scientific Research
PSD	Private Sector Development & Employment Promotion Project
ToRs	Terms of Reference
ToT	Training of Trainers
BDM	Business Development Manual
CDCs	Career Development Centers
WP	Work Package
KRI	Kurdistan Region of Iraq
FAQs	Frequent Asked Questions
CTR	Click-Through-Rate

1. Context

The Private Sector Development & Employment Promotion (PSD) Project in Iraq is a multi-donor action commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), co-funded by the European Union (EU), and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The PSD Project supports governmental efforts of creating conditions for a growth-oriented business and investment climate in central and south Iraq as well as the Kurdistan Region of Iraq. It provides advisory services for economic reforms to government partners and supports fact-based policymaking through promoting the inclusion of private sector representations, academic institutions, and civil society organizations in policy-making processes.

In addition, the PSD Project supports the creation of employment prospects in the private sector for young Iraqis, especially women and returnees, following an integrated approach that combines labor market-driven skills development and job placement measures as well as entrepreneurship development, and advisory services for MSMEs.

Overall, this multi-donor action emphasizes developing the long-term abilities of its partners such as the Ministry of Higher Education and Scientific Research, Ministry of Labour and Social Affairs, chambers, and business associations. Special attention is given to sectors with a strong potential for growth such as agribusiness, solar energy, waste management, and tourism, with a regional focus on Baghdad, Basra, Diwaniyah, Diyala, Erbil, and Mosul.

Brief Background

The PSD project in cooperation with the Ministry of Higher Education and Scientific Research (MoHESR) in the Kurdistan Region of Iraq (KRI) is planning to start a business idea competition for university students called DASTPEK in 2023. The initiative was developed by the PSD project in close collaboration with MoHESR in KRI. DASTPEK will be implemented in partnership with universities across KRI, selected by the MoHESR in KRI, and with support from private sector companies from and also operating in Iraq.

The DASTPEK competition aims to change the perspective of Iraq's young people, especially future graduate students, by equipping them with knowledge about the basics of entrepreneurship, and a set of soft skills and motivating them to think entrepreneurially, thus increasing their chances to enter the labor market and work in the private sector.

The PSD Project with its partners plans to implement the first round of the DASTPEK competition in 2023 for 7 public universities distributed across KRI.

The journey of DASTPEK in 2023 consists of the following phases/steps:

- First Phase: Conducting the 2-day Basic Workshop for 7 universities across KRI (Erbil, Zakho, Sulaimani, Kalar, Chamchamal, and Duhok). The 2-day training will cover the first three chapters of the BDM, introduction to Entrepreneurship, Design Thinking, and Business Model Canvas. The students will be encouraged to create their business ideas, which they can submit as teams (the quota for the number of qualifying ideas/teams for each university will be determined later).

- Second Phase: Advanced Workshops where the qualified teams/ideas will be trained online for up to 4 weeks on the other chapters of the BDM (Lean Startup Methodology, Costs and Revenues, Financial Planning and Record Keeping, Project Management and Team Building, Marketing and Sales, and Financing), and recap what they covered in the Basic Workshops.
- Third Phase: Demo Day where the qualified teams/ideas after working on their ideas, pitch in front of a judging panel to select up to 3 winners.

The social media campaign will be built around a start-up competition for young university students, which is called DASTPEK. The contractor is expected to create and run the DASTPEK accounts at the social media platforms (Facebook, Instagram, Twitter, LinkedIn, and YouTube) to promote entrepreneurship, DASTPEK competition, and motivate students in KRI to think entrepreneurial.

The overall goal of the assignment is to provide planning, create, organize, run, and manage the social media campaign to promote entrepreneurship and DASTPEK in KRI.

2 Tasks to be performed by the contractor

The tasks shall be performed under the guidance of the assigned PSD Project Coordinator in charge of the respective assignment and overall supervision of the Head of Field of Action of Entrepreneurship Promotion and Market Innovation.

The contractor, in close coordination with the PSD Project, MoHESR, and its partners from the private sector, will conduct a social media campaign to introduce DASTPEK as a business idea competition and the topic of entrepreneurship to young Iraqis.

More precisely, the contractor is responsible for providing the following services, clearly identified as specific work packages (WPs), as listed below.

WP1: DASTPEK's Preparation

The contractor would be responsible for and not be limited to:

- Design and develop a detailed operation plan including timeline, roles and responsibilities, and milestones to implement the social media for the DASTPEK competition, and a presentation that will showcase how the implementation of the social media campaign will be conducted.
- Develop social media strategy plan which includes but is not limited to: target audience characteristics, social media platforms that will be used, content languages, content types and topics, social media campaign stages, hashtags, comment control and message answering, FAQs and answers, advertising strategy and budgeting, general distribution calendar, designs and captions (Kurdish/English), social media branding guidelines, evaluation, and handover.
- Develop a creative and attractive social media campaign.
- Develop key metrics to measure the success of the campaign, which includes page likes, post reach, engagements, CTR, etc. The service provider is accountable for setting

benchmark metrics and achieving these benchmarks or developing solutions to achieve these metrics.

- Develop samples of educational, motivational, and engaging content in Kurdish and English languages for each phase of DASTPEK.
- In all the meetings, during all the phases, there should be two members from the contractor side that attend to make sure in case of any emergency one of the members, there is another one to cover.
- In all the meetings, during all the phases, the contractor is responsible for drafting the Meeting of Minutes, and in any meeting with the MoHESR, the Meeting of Minutes must be in English and Kurdish. These Meeting Minutes must be shared with GIZ and approved by GIZ to consider the task is done. The deadline for sharing the Meeting of Minutes is the end of business on the same day of the meeting.
- Full coordination with the other consultants contracted by GIZ PSD (like the company in charge of the management of the DASTPEK competition), which includes but is not limited to the exchange of relevant information/data for all the phases of the coordination to be used during the social media campaign. GIZ focal points should be actively involved in all types of coordination.
- All the generated outputs (For example, excel sheets, designs, captions/contents, reports, presentations, etc.) are mandatorily subjected to the approval of GIZ (which might require several loops of feedback, minimum 3 feedback loops) to consider a successful delivery from the contractor's side.
- Coordinate with the MoHESR's media department, and the university representatives for the collecting and usage of their respective university logos, information, and branding.

WP2: DASTPEK's Implementation

The contractor would be responsible for and not limited to:

- Participate at the weekly meetings to update GIZ PSD Project on the implementation progress.
- Regular coordination with DASTPEK partners and stakeholders.
- Support PSD in DASTPEK stakeholder management to ensure the success of the social media campaign. This includes but is not limited to the organization of briefing sessions and one-on-one counseling with university representatives, MoHESR, and Partners.
- Regularly adapt the timeline and monitor the progress of the milestones to successfully implement the DASTPEK social media campaign successfully.
- Regularly adjust and develop implementation processes and mechanisms.
- Full and constant coordination with the management service provider to exchange relevant information/data/dates, and access to universities for all the phases of the implementation.
- Design and develop a detailed plan that showcases every step of the journey, the roles and responsibilities of each stakeholder in terms of communications and DASTPEK's visibility, follow-up procedures, and topics to be covered.
- For each phase of DASTPEK, a detailed operational and communication plan must be submitted with the relevant content and designs to GIZ within three weeks at the latest before the start of the phase, and a detailed report that showcases how things were implemented, statistics, proof of evidence, graphs, diagrams, narrative, and executive

report after the phase is completed in no more than one week from completing the phase. Reports must be in English and Kurdish.

- Develop and deliver educational, motivational, and engaging content in Kurdish and English languages with all the relevant designs before the start of each phase of DASTPEK by three weeks, at the latest. Post a minimum of 4 posts per week during the campaign.
- Reply to comments, and messages and interact with the audience/followers daily on the social media channels.
- Promote DASTPEK's partners (MoHESR and partners from the private sector companies) on DASTPEK's social media platforms.
- Coordinate with all the university representatives to gain full access for all the relevant staff that needs access to conduct the Basic Workshops. A full list of all the relevant stakeholders (vehicles, equipment, staff, vendors, and any other information needed is to be provided to the university representative 14 days in advance of the starting date of the Basic Workshops.
- Full responsibility for the coordination with all the relevant stakeholders (GIZ, university representatives, facilitators, qualified students to the Basic Workshops, the management service provider, partners, vendors, and other service providers) to facilitate implementation of the social media campaign of the basic and advanced workshops in all the universities within the approved schedule and dates.
- For each workshop, there must be at least one person from the contractor's side on the ground to take photos, videos, and testimonials during the workshops, and post stories on DASTPEK's social media platforms.
- Coordinate with the service provider in charge of management support to DASTPEK, to exchange the relevant information to the qualified ideas for the Advanced Workshops (For example, name of ideas, description, university, team members' names, team members' pictures, etc.).
- Develop a narrative that will be used for communication-related to the announcement of qualifying ideas on the WhatsApp groups (the narrative must be approved by GIZ before sharing).
- Develop a 1:00 minute length video, with an English subtitle for each workshop (7 videos) that includes testimonials from university representatives and students, teamwork, and snaps of the workshop. The video must be published on the following day of the recording. Allow not less than three control loops to ensure the result matches the expectations of the project team.
- Provide 15 pictures that are edited and enhanced using the necessary software for each workshop. Allow not less than two control loops to ensure the result matches the expectations of the project team.

WP3: Demo Day

The Demo Day is the closing ceremony and the final event of the DASTPEK competition. The ideas after completing the Advanced Workshops through which they developed their ideas more, on the Demo Day, will compete against each other to select the 3 winners. They will pitch their ideas in front of a judging panel and the judges will select the 3 best ideas. The contractor would be responsible and not limited to:

- Produce a 1:30 to 2:00 minute length video with an English subtitle that summarizes the journey of DASTPEK from the beginning to the day of the Demo Day to be shown on the day of the Demo Day. Allow not less than three control loops to ensure the result matches the expectations of the project team.
- Do all the necessary coordination and communication with the relevant stakeholders to ensure the success of the social media campaign and the coverage of the event.
- Presence of a minimum of 3 personnel from the contractor team during the event who will be responsible for taking photos, videos, and testimonials during the whole event from start to finish. The roles and responsibilities will be agreed on between the contractor and GIZ.
- Live streaming of the Demo Day on the different social media platforms of DASTPEK.
- Produce a 1:30 to 2:00 minute length video, with an English subtitle that summarizes the Demo Day, including snapshots of the speakers, pitches, winners, etc. Allow not less than three control loops to ensure the result matches the expectations of the project team.

General Notes

- In the context of the COVID-19 pandemic all performances of the contractor and involved relevant partners and stakeholders shall include information, guidelines, and application of rules, procedures, and measures for the protection of health and prevention of the spread of COVID-19 in line with the existing regulations.
- All the documents created by the contractor, including, plans, captions, designs, and presentations are mandatorily subjected to GIZ PSD reviews, feedback, and approval to be considered as a done task from the contractor's side (that include at least three feedback loops).
- All the presentations created by the contractor should be in English and Kurdish, and branded with DASTPEK's colors and logo which will be shared by GIZ.
- The competition (Basic Workshops) will be implemented mainly at the respective universities on the ground (face-to-face), if possible. Due to Covid 19 and the related restrictions, the PSD Project expects the service provider to be flexible during the implementation and to be able to also conduct it online whenever necessary.
- The contractor is responsible for managing and supervising all the phases of DASTPEK's social media campaign.
- Every phase in DASTPEK requires reporting before, during, and after the phase. Before the phase a detailed plan that showcases the steps, procedures, communications methods, stakeholders' management, roles, responsibilities, etc. During the phase, a progress report, statistics, etc. After the phase, a report that highlights the steps followed for implementation, statistics, graphs, diagrams, narratives, executive summary, etc. All these reports should be approved by GIZ to be considered complete reports (that include at least three feedback loops).
- Submit all other documents related to the implementation of the DASTPEK competition (hard and soft copies), after the completion of each phase.
- Keep accurate monthly timesheets for the entire team and share them with the project coordinator for approval.
- There will be no visibility for any service provider on templates, presentations, designs, or any sort of document. Also, no visibility on media and social media platforms.

- Allocation and assigning of tasks and responsibilities among the team are completely the responsibility of the Team Leader.
- All designs and videos should follow GIZ production rules and be approved first before publishing.
- All raw materials of the photos and videos must be handed to the GIZ after the completion of each phase.
- Conduct weekly meetings to update GIZ PSD on the implementation progress.
- Boost and manage the DASTPEK social media platform actively to reach a bigger audience, which includes replying to messages and communicating with other online communities.
- Prepare a monthly report to provide insights about DASTPEK social media platforms (interactive, comments, an increase of followers, etc.).
- Plans and dates might be changed based on different factors, hence flexibility is expected from the service provider.
- **Submit a detailed and comprehensive final report consisting of DASTPEK's implementation, evaluation results, findings, conclusions, recommendations, and lessons learned.**

Certain milestones, as laid out in the table below, are to be achieved by certain dates during the contract term, and at particular locations:

Milestone	Deadline/place/person responsible
Kick-off Meeting with GIZ, PSD, MoHESR, and partners.	The first week after signing the contract
Create and run all DASTPEK's social media platforms.	Starts in the second week after signing the contract until the end of the contract.
Develop, set, and follow up the metrics for the social media campaign.	Starts in the second week after signing the contract until the end of the contract.
Collect all the relevant information from all the stakeholders to be used during the social media campaign.	Starts in the second week after signing the contract until the end of the contract.
Detailed operational plan with a clearly defined timeline, milestones, roles and responsibilities of the team, coordination mechanism, stakeholder identification, and management to be presented to PSD for review, feedback, and approval.	No later than 20 days after signing the contract, and updating it accordingly until the end of the contract.
Develop the social media strategy	No later than 25 days after signing the contract and to be updated accordingly until the end of the contract.
Prepare monthly reports to provide insights about DASTPEK social media platforms (interactive, comments, an increase of followers, etc.).	Every month from signing the contract, till the end of the contract.

Prepare timesheets and submit them regularly to GIZ PSD.	The first week of the previous month.
Submit a detailed and final plan for conducting the Basic Workshops. All the captions/contents, designs, hashtags, dates, times, etc. must be included in the final plan. Additionally, the distribution of photographers/videographers.	Two weeks before the start of the Basic Workshops.
Publish the videos for each university/workshop (7 videos).	On the following day of the recording of each workshop/university
Submit a report that summarizes the Basic Workshops phase to provide insights about DASTPEK social media platforms (interactive, comments, an increase of followers, etc.).	No later than 7 days from the end of the Basic Workshops phase.
Submit a detailed and final plan for the Advanced Workshops.	Two weeks before the start of the Advanced Workshops.
Submit a report that summarizes the Advanced Workshops phase to provide insights about DASTPEK social media platforms (interactive, comments, increase of followers, etc.).	No later than 7 days from the end of the Advanced Workshops phase.
Submit a detailed and final plan of the implementation of the Demo Day. Additionally the roles of the videographers/photographers.	Two weeks before the start of the Demo Day.
Organize and implement the Demo Day. Additionally, videography and live streaming on DASTPEK's social media platforms.	After the completion of the Advanced Workshops.
Produce and publish a 1:30 – 2:00 minute length video for the Demo Day.	On the following day of the Demo Day
Produce and publish a 1:30 – 2:00 minute video that showcases the full journey of DASTPEK from the start till the end.	No later than 5 days from the Demo Day
Submit a final report for GIZ PSD review and approval.	No later than 14 days from the Demo Day

Period of assignment: From **01.02.2023** until **15.11.2023**.

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter **Error! Reference source not found.** are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept). In addition, the bidder must describe the project management system for service provision.

Technical-methodological concept

Strategy: The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which it intends to provide the services for which it is responsible (see Chapter **Error! Reference source not found.**).

The bidder is required to present the actors relevant to the services for which it is responsible and describe the **cooperation** with them (see Chapter **Error! Reference source not found.**).

The bidder is required to present and explain its approach to **steering** the measures with the project partners.

The bidder is required to describe the key **processes** for the services for which it is responsible and create a schedule that describes how the services according to Chapter **Error! Reference source not found.** are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter **Error! Reference source not found.**.

Other specific requirements

The bidder is expected to ensure that the cross-cutting issues are taken into consideration during planning and implementation of a project as well as in their overall operation.

The bidder shall concisely explain how the following principles are integrated throughout the work - gender equality, equal opportunities, antidiscrimination and inclusion of minorities and vulnerable groups.

Project management of the contractor

The bidder is required to explain its approach to coordination with the GIZ project.

- The contractor is responsible for selecting, preparing, and steering the experts (national - both short, and long-term) assigned to perform the advisory tasks.
- The contractor manages costs and expenditures, accounting processes, and invoicing in line with the requirements of GIZ.
- The contractor reports regularly to GIZ in accordance with the AVB of the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH from 2020.

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that list all the experts proposed in the bid; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

Details about backstopping

The bidder is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the bid in accordance with the AVB:

- Service-delivery control
- Managing adaptations to changing conditions

- Ensuring the flow of information between GIZ and DASTPEK partners
- Process-oriented technical-conceptual steering of the consultancy inputs
- Securing the administrative conclusion of the project
- Ensuring compliance with reporting requirements
- Sharing the lessons learned by the contractor and leveraging the value of lessons learned on-site.

4. Personnel concept

The contractor should be a legal entity specialized in Social Media with relevant references for previous experience and performance of similar services, registered in Iraq (Federal Iraq or Kurdistan Region).

The bidder is required to provide personnel who are suited to filling the positions described, based on their CVs (see Chapter 7), the range of tasks involved, and the required qualifications.

The below-specified qualifications represent the requirements to reach the maximum number of points.

Team Leader

Tasks of the Team Leader

- Overall responsibility for the advisory packages of the contractor, both in terms of quality and deadlines
- Coordinate and ensure communication with GIZ, PSD partners, and other involved stakeholders.
- Develop the social media strategy for 2023 (Announcements of the competition, Basic Workshops, Advanced Workshops, Demo Day, etc.). This will be done in close coordination with GIZ, and PSD.
- Develop a social media campaign in close coordination with GIZ, and PSD to promote entrepreneurship along with partners from the private sector and influencers on social media.
- Run and manage the DASTPEK social media team.
- Personnel management, in particular, identifies the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local short-term experts. Additionally, guide and assign tasks among the team members.
- Full responsibility for the online content shared by the PR and social media team.
- Regular reporting in accordance with deadlines.
- Full responsibility for submitting the time sheets every month for all the staff.
- Full responsibility for ensuring all the invoices are correct and archived to be submitted.
- Full responsibility for the online content shared by the PR and social media team.

Qualifications of the Team Leader

- Education/training (2.1.1): University qualification bachelor's in business administration, project management, or any other discipline relevant to the assignment.
- Language (2.1.2): Fluent in English, written and oral (C1), and native Kurdish speaker.
- General professional experience (2.1.3): Five years of professional experience in business development/entrepreneurship/management/marketing.

- Specific professional experience (2.1.4): Five years of experience in planning and implementing workshop training for young people in the field of entrepreneurship/business development, or other relevant professional experience.
- Leadership/management experience (2.1.5): Five years of management/leadership experience as a project team leader or manager in a company. Previous experience in similar engagements financed by different international development agencies or holding a Project Management Professional (PMP) certificate.

Expert 1: Deputy Team Leader

Tasks of the Deputy Team Leader

- Assist the Team Leader and deputize when needed in developing the social media strategy for 2023 (Announcements of the competition, Basic Workshops, Advanced Workshops, Demo Day, etc.). This will be done in close coordination with GIZ, PSD.
- Assist in developing a social media campaign in close coordination with GIZ, PSD to promote entrepreneurship along with partners from the private sector and influencers on social media.
- Assist in the run and management of DASTPEK's social media team. Distribute roles and tasks among the team members.
- Full responsibility for the online content shared by the PR and social media team.
- Regular reporting in accordance with deadlines.
- Ensure that all the photographers/videographers follow the same approach for all the videos to ensure consistency of the videos.
- Follow-up with the photographers/videographers to ensure the delivery in a timely manner.
- Collect all the raw files (all designs, videos, records, interviews, etc.), and upload them on an online drive (for example Google Drive).
- Develop, in close coordination with GIZ, PSD, a filing structure to systematically save all the materials used for the social media pictures, designs, and videos, and allow easy access to them. The filing system should cover a basic folder structure, rules to name pictures, and include a set of tags to be part of the pictures' names. The structure is subjected to GIZ's review, feedback, and approval.
- Promote, in close coordination with PSD focal point, agreed-on posts during the campaign (For example, the announcement of the competition, partners, educational content, etc.).
- Full responsibility for ensuring that the videographers are collecting the consensus from the interviewees before taking testimonials, based on GIZ's regulations.

Qualifications of the Deputy Team Leader

- Education/training (2.2.1): University qualification bachelor's in business administration, project management, or any other discipline relevant to the assignment.
- Language (2.2.2): Fluent in English, written and oral (C1), and native Kurdish speaker.
- General professional experience (2.2.3): Three years of professional experience in business development/entrepreneurship/management.
- Specific professional experience (2.2.4): Three years of experience in planning and implementing workshop training for young people in the field of entrepreneurship/business development, or other relevant professional experience.
- Leadership/management experience (2.2.5): Three years of management/leadership experience as a project team leader or manager in a company. Previous experience in

similar engagements financed by different international development agencies or holding a Project Management Professional (PMP) certificate

Expert 2: Designer

Tasks of Expert 2: Designer

The expert will support the social media team to provide all materials within the social media campaign that need to be designed as well as designing the promotional materials.

- Design frames for all the photos from the DASTPEK competition
- Design all materials (photos, frames, promotion materials, certificates, invitation letters, Announcements, etc.) related to the media campaign.
- Provide a minimum of three design samples for all the materials to be reviewed, feedback, and approved by GIZ.
- Close coordination with the social media team, and DASTPEK's team to provide all design materials needed on time.
- Provide all the raw materials for each phase.

Qualifications of Expert 2

- Education/training (2.3.1): Bachelor's degree in any discipline.
- Language (2.3.2): Good business English, written and oral (B2), and native Kurdish speaker.
- General professional experience (2.3.3): Three years of experience using design software like Photoshop, Adobe Illustrator, InDesign, or other relevant programs to implement the required tasks mentioned above.
- Specific professional experience (2.3.4): Two years of experience in designing designs that target youth.

Expert 3: Social Media Specialist

Tasks of Expert 3: Social Media Specialist

The expert will be responsible for running, promoting, and managing all of DASTPEK's social media platforms:

- Assist the Team Leader in developing the social media strategy for 2023 (Announcements, Demo Day, etc.). This will be done in close coordination with GIZ, PSD.
- Assist the Team Leader in developing the social media campaign in close coordination with GIZ, PSD to promote entrepreneurship along with partners from the private sector and influencers on social media.
- Assist, in close coordination with PSD focal point, the Deputy Team Leader in promoting the agreed-on posts during the campaign (For example, announcements, partners, educational content, etc.).
- Develop a monthly calendar that contains the posts, content, designs, date, and timing. Minimum 4 posts per week.
- Full responsibility for the online content shared by the social media team.
- Full responsibility for replying to comments and messages on all social media platforms.

- Develop frequently asked questions and answers subject to the approval of the PSD focal point before use.

Qualifications of Expert 3:

- Education/training (2.4.1): Bachelor's degree in public relations, journalism, or any other discipline relevant to the assignment.
- Language (2.4.2): Fluent in English, written and oral (C1), and native Kurdish speaker.
- General professional experience (2.4.3): Two years of experience in running and managing social media platforms, namely Facebook, Instagram, LinkedIn, Twitter, and YouTube.
- Specific professional experience (2.4.4): Two years of experience in content creation, communication, and PR with companies, start-ups, or NGOs.

Short-term expert pool 1 (Photographer/Videographer) with 7 experts. GIZ will not assess their CVs.

Tasks of the short-term expert pool 1: Photographer/Videographer

The short-term experts will be responsible for taking the photos and videos during the Basic Workshops to be published on DASTPEK's social media platforms. The short-term experts will be responsible for editing, cutting, produce a summary video and documentary video of DASTPEK 2023 Basic Workshops and Demo Day. This includes filming offline and using records to produce videos.

- Taking testimonials from the university representative(s), students, facilitators, etc.
- Provide a 1:00 minute length video for each workshop that includes testimonials from university representatives and students, teamwork, and snaps of the workshop, with English subtitles.
- Provide 15 pictures that are edited and enhanced using the necessary software for each workshop.
- Hand over all the raw and edited materials on the following day of the workshop.
- Provide a 1:30 to 2:00 minutes length video for the Demo Day that includes testimonials from GIZ members, partners, university representatives, guests, and students, a team presentation, and snaps of the Demo Day, with English/Kurdish subtitles, depending on the speaker's language.
- A 1:30 to 2:00 minutes length documentary video to document the journey of DASTPEK 2023 (offline and online clips), with English/Kurdish subtitles.
- Provide all the raw files (all videos, records, interviews, etc.).
- All videos should follow GIZ production rules and be approved first before publishing.
- Full responsible for collecting the consensus from the interviewees before taking testimonials, based on GIZ's regulations.

Qualifications of short-term expert pool 1

- Education/training (2.6.1): Diploma.
- Language (2.6.2): Native Kurdish speaker.
- General professional experience (2.6.3): Three years of experience working in photography and videography, using editing software, like Photoshop, Adobe Illustrator, or other editing software to implement the required tasks mentioned above.
- Specific professional experience (2.6.4): Three years of experience in projects financed by international development agencies.

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

5. Costing requirements

Assignment of personnel

Team Leader: Assignment in-home country for up to 60 working days.
 Expert 1 (Deputy Team leader): Assignment in-home country for up to 80 working days.
 Expert 2 (Designer): Assignment in-home country for up to 90 working days.
 Expert 3 (Social Media Specialist): Assignment in-home country for up to 80 working days.
 Short-term expert pool 1 (Photographer/Videographer) 7 experts: On-site assignment for up to 160 working hours in total.

Travel

The bidder is required to calculate the travel by the specified experts and the experts it has proposed based on the places of performance stipulated in Chapter **Error! Reference source not found.** and list the expenses separately by accommodation expenses, and land travel expenses. Also, all travel-related costs indicated in WPs are to be clearly elaborated.

The maximum budget provided by GIZ for implementing these activities amounts as follows:

Expenses	Quantity	Comments
Overnight accommodation allowance	Up to 14 Nights	All the expenses should be based on a proof of evidence.
Flights (outward and return)	Quantity Up to	Comments
Land transportation for the Social Media team between cities	28 trips	All the expenses should be based on proof of evidence.

Other costs

The maximum budget provided by GIZ for implementing these activities is up to USD 12,420 and this amount is to be exhausted based on the confirmation of GIZ before procuring and provision of evidence. This maximum budget will include the below:

Promotional Materials	Quantity Up to	Comments
All the designs for the promotional materials are subjected to the review, feedback, and approval of GIZ before proceeding. A minimum of 3 samples for each promotional material must be submitted for the selection and approval by GIZ of one sample before proceeding with the printing. The quality check and the counting of the promotional items are the responsibility of the Social Media service provider. All the promotional items must match the samples that have been agreed on by GIZ in terms of quality, design, etc. The transportation of all the promotional materials to the Management service provider's warehouse is the responsibility of the Social Media service provider. All the expenses should be based on proof of evidence.		
Roll-ups	21 Pcs.	7 universities, and 3 roll-ups for each university, hence the total number of roll-ups is 21. (One roll-up for the university, Two roll-ups for DASTPEK per university). Note: The number of roll-ups might be reduced.
Stickers	1,000 Pcs.	Print with different designs (Up to 6 designs).
Notebook	1,000 pcs.	
Pen	1,000 pcs.	
Name Badge	1,000 pcs.	
Lanyard + Badge Holder	1,000 pcs.	
Tote Bag	1,000 pcs.	
Certificates with covers	700 pcs.	

Other costs provided by GIZ will include:

Promotional Materials	Quantity Up to	Comments
Other costs (Social Media Promotion/Advertisement)	Up to 12,000 USD	To be spent on advertising different posts on the different channels of DASTPEK's social media platforms where the advertisement cost for each post varies based on needs.

		(The advertised posts are to be agreed on between the service provider and GIZ). To be invoiced against evidence.
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Flexible remuneration item

In case of the increase in individual items in the specification of inputs needed for the successful implementation of the assignment, flexible remuneration is introduced in the value of up to USD 4,900.00. The flexible item is introduced in connection with the assignment of personnel, direct costs of trainees, and events and its activation is the subject of written approval by the responsible PSD project coordinator.

6. Inputs of GIZ or other actors

GIZ PSD and MoHESR are expected to make available all needed inputs and instructions and be at their disposal for consultations on daily basis.

7. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organized in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

The complete bid shall not exceed 10 pages (excluding CVs).

The CVs of the personnel proposed in accordance with Chapter 0 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages. The CVs must clearly show the position and job the proposed person held in the reference project and for how long. The CVs should be submitted in English (language).

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract, the contractor has no claim to fully exhaust the days/travel/workshops/ budgets. The number of days/travel/workshops and the budget amount shall be agreed upon in the contract as 'up to' amounts. The specifications for pricing are defined in the price schedule.

8. Annex

The Communication and visibility plan for the private sector development and employment promotion / development-oriented (re-)integration of the Iraqi youth.