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

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

CARP Local Communication Agency	**Project number/ cost centre:** 71.3043.8-001.00

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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2020
CARP	Covid-19 Adaptation & Recovery Pilot
CMS	Content Management System
CV	Curriculum Vitae
FAQs	Frequently Asked Questions
GIF	Graphics Interchange Format
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
I3RF	Iraq Reform, Recovery and Reconstruction Fund
LMS	Learning Management System
SEO	Search Engine Optimization
ToRs	Terms of reference

1. Context

The COVID-19 outbreak in Iraq is stressing the already strained health and private sectors and setting back the country's efforts in its fight against poverty. Mobility restrictions, liquidity pressures and uncertainty have had a devasting effect on private sector livelihoods, particularly for unbanked informal firms as well as micro and small formal firms. The project COVID-19 Adaptation and Recovery Pilot (CARP): Supporting Firms Resilience, Access to Finance and Growth in Iraq aims at supporting the resilience of viable micro, small and medium enterprises ("MSMEs") and the sustainability of their intermediaries in the aftermath of the COVID-19 pandemic. The project will focus on the recovery of SMEs from the impact of COVID-19 on the one hand while laying the foundations for a much larger growth program on the other hand around financial inclusion and SME-support measures.

This first component will support immediate relief of the microfinance sector in Iraq, including the most affected formal- and informal-operating small business owners. Two main interventions are being considered: (I) short-term liquidity support to the informal sector through direct funding to eligible MFIs in the form of grants, and (II) supporting the Central Bank of Iraq (CBI) to develop NBFI guidelines, establish and operationalize an NBFI Unit at the CBI with a focus on strengthening its institutional infrastructure.

The second component aims to support the strengthening of the SME sector in Iraq, with a focus on Small and Growing Businesses (SGBs). Two main interventions are being considered: (sub-Component 2.1) enhancing SME capabilities and resilience through blended learning, vouchers, and matching grants, and (sub-Component 2.2) catalysing private investment into Iraqi SGBs through ecosystem support grants.

The CARP Project is financed by the International Bank for Reconstruction and Development (World Bank) and is implemented by GIZ on behalf of the Iraqi Ministry of Finance.

To enhance the capabilities of Firms – particularly in a business and market landscape affected by COVID 19 a Moodle-based Learning Management System (LMS) will be implemented – focusing on helping firms develop greater short- to medium-term resilience and enhance their productivity and growth through digital learning, blended learning, vouchers, and matching grants. In addition, a Content Management System (CMS) – among others to implement the website - will be set up by a different service provider to provide all relevant information to the project's beneficiaries.

2. The objective of the contract

The objective of this assignment is to design and implement a portfolio of communication activities and content to increase the visibility of the CARP project. This includes overall the implementation of the CARP communication strategy activities while focusing on the outreach activities for the increased visibility of the Programme. The specific objectives of the assignment are:

1. Support promotion and social media content & activities of the CARP Programme.
2. Increase the attractivity of the website through interesting and informative content pieces.
3. Raise the visibility of the CARP Programme during online and offline activities in English, Arabic and Kurdish.
4. Provide multimedia support to increase the traction of the online material from the initiative and its web products.

5. Provide translation services for the grant management and learning platform and for the project website.

Based on the assessment during the project preparation, the proposed interventions will focus on the enhancement of existing capacities, development of selected campaigns, specific promotion of funding and grant opportunities and development of templates for the promotion of success stories. All activities and deliverables can be implemented by various agencies that have partnered in a consortium.

3. Tasks to be performed by the contractor

The agency needs to submit the technical proposal covering following activity fields in the realm of increasing the online promotion to improve the outreach of the project in Iraq. The bidder is also required to focus on the CARP communication strategy and its visibility guidelines (attached in Annex 1).

The contractor is responsible for providing the following services

Objective 1: Support the promotion and developing of structural content for the CARP Programme.

Activity 1: Adaptation of the existing CARP promotional material into Kurdish and Arabic languages	• Providing feedback considering the local context • Delivering updated material: softcopies, hardcopies, and source files (.ai, vector, etc.) • Development CARP marketing material: brochures, flyer, etc. using the visibility guidelines.
Activity 2: Development and implementation of infographics and multimedia bites for generic use in website and social media	• Developing social media templates (social cards LinkedIn, Facebook, Twitter, etc.).
Activity 3: Development and implementation of Influencer´s campaign	• Mapping of relevant influencers for the promotion of project activities. • Engagement with business environment influencers to position CARP messages. • Develop content relevant for influencers. • Monitor impact of influencers.

Objective 2: Increase attractivity of the online (social media and website) content

Activity 4: Mapping and SEO positioning	
Activity 5: Develop and generate content material (multimedia) for CARP website in English, Arabic and Kurdish	• Develop Editorial calendar • Plan regular postings on the CARP website in close cooperation with the technical team • Convert technical project content into accessible and digestible material for target audiences:

	○ Up to 15 infographics using content material (training material, grant management dashboard, etc.) ○ Up to 10 video clips using simple animations ○ Up to 5 factsheets using grant dashboard information • Production of one motion graphics design video or animation clip showreel (1-2 minutes) in Arabic and Kurdish, with English Subtitles including: • Development of a detailed script and storyboard for the clip in close collaboration with the CARP team • Realization of soundtracks/dubbing/voiceover and recording of materials • Subtitling of all products for broadcasting via social networks • Production of teasers of the showreel and instructional video clips (15-30 secs)
Activity 6: Development of editorial calendar;	• Providing inputs and content for regular postings and publications during project activities in direct consultation with the project team.
Activity 7: Social media management: LinkedIn Twitter Facebook	• Developing content relevant for the target audiences and in line with SEO needs • Post relevant content at least 3 times a day in each social media • Validate content with the CARP technical team • Engage with target audiences to generate organic growth • Production of GIF templates developed in line with the motion graphic design for social media postings • Crosscutting approach covering all the project activities aiming at multiplying the effect of campaigns reaching an organic impact of at least +10,000 followers and + 500.000 reaches.

Objective 3: Raise the visibility of the CARP Programme during on-and offline activities in English, Arabic and Kurdish.

Activity 8: Outreach campaign Component 2.1	• Developing content relevant for the target audiences to be distributed through WhatsApp channels

	• SME social media campaign for vouchers and matching grants • Communication support and event support to offline briefing sessions & Information sessions.
Activity 9: Outreach campaign Component 2.2	• Developing awareness raising and informative content for social media targeting at start-ups • Social media campaign for Pre-investment & co-investment grants

Objective 4: Provide multimedia support to increase the traction of the online material from the initiative and its web products.

Activity 10: Up to 6 success stories videos	• Provide a sustainability plan for project activities • Sharing the best practices and learnings to support scaling up and replication
Activity 11: Multimedia documentation of events and on-site activities	• Crosscutting approach covering all the previous described activities aiming at multiplying the effect of campaigns.
Activity 12: Propose monitoring and evaluation framework for above activities.	• For measuring the project impact as per agreed indicators, develop and implement the monitoring and evaluation framework

Objective 5. Provide translation services for the platform

Activity 13: accurate translation and proof-reading services from English into Arabic and Kurdish covering the following areas:	• Learning Management System (LMS) (e.g., Registration and FAQs)
	• Guides and manuals
	  • User guides (up to 10 documents, 2-3 pages each)
	  • 3 to 5 admin guides (e.g., managing courses and users on atingi, ca. 50 pages or supported learning formats on atingi, ca.10 pages)
	• CMS/Website
	  • CMS interface /frontend (only in Kurdish)
	  • Information about the project and the different activities (only in Kurdish)
	  • Advertising materials
	• Self-diagnostics form and automated recommendations
	• The voucher and matching grant application forms

Activity 14: Proof-reading and improvement services:	• Moodle Interface: Kurdish and Arabic language packs will be installed in the Moodle system. However, some missing terms might need to be translated or corrected. The Kurdish version might have more missing terms that need to be translated or corrected.

For all translation services required the contractor will ensure a full comparison of the original and translated texts, examine the overall coherence, and provide a final quality check of text and typos.

If required by GIZ, the result should be provided in Word Format. The texts should be provided in standard fonts. Formatting as per the original text should be incorporated into the document (e.g., bold text in the original should appear as bold text in the translation, bullets should be reproduced accurately, headings should follow original text formats etc).

The payment for written translation will be done per number of characters (1,800 characters including spaces = 1 page), regardless the delivery format.

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

S.No	Milestone	Timelines
1.	Activity 1: Adaptation of the existing CARP promotional material into Kurdish and Arabic languages	End of February 2023
2.	Activity 2: Development and implementation of infographics and multimedia bites for generic use in website and social media	End of March 2023
3.	Activity 3: Development and implementation of Influencer´s campaign	End of April 2023
4.	Activity 4: Mapping and SEO positioning	End of February 2023
5.	Activity 5: Develop and generate content material (multimedia) for CARP website in English, Arabic and Kurdish	End of March 2023
6.	Activity 6: Development of editorial calendar;	Project duration
7.	Activity 7: Social media management: LinkedIn Twitter Facebook	Project duration

8.	Activity 8: Outreach campaign Component 2.1	End of June 2023
9.	Activity 9: Outreach campaign Component 2.2	End of July 2023
10.	Activity 10: Up to 6 success stories videos	End of September 2023
11.	Activity 11: Multimedia documentation of events and on-site activities	Project duration
12.	Activity 12: Propose monitoring and evaluation framework for above activities.	End of March 2023
13.	Activity 13: accurate translation and proof-reading services from English into Arabic and Kurdish.	Project duration
14.	Activity 14: Proof-reading and improvement services	Project duration

Note: All reports/documents have to be submitted in English (Depending on the requirements of the local context) in editable soft copy format.

Period of assignment: Contract signature until 30.10.2023.

4. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 3 are to be achieved, considering the delivery of all milestones and activities while providing insights on specific method-related requirements (technical-methodological concept). In addition, the bidder describes comments to this TOR following the local understanding and added value of the bidder´s concept. The project timelines should be described in the concept and the project management system for service provision.

Technical-methodological concept

Strategy: The bidder is required to consider a baseline analysis prior to the description of the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 2). Following this, the bidder presents and justifies the strategy with which it intends deliver the services targeting at Iraqi SMEs and start-ups. Additional activities shall be proposed, complementing the activities/milestones described in this TORs, if there is the local need in order to reach the project objectives.

The methodology for the assignment is proposed to conduct the activities on the ground targeting various audiences groups focusing on Iraqi SMEs and Start-ups and involving stakeholders like Ministerial, Chambers of Commerce, Incubators, business associations, etc.

The bidder is required to present the actors relevant to the services -if necessary- for which it is responsible and describe the **cooperation** with them. The assignment execution should follow the feedback mechanism with continuous discussion and engagement of the contractor with GIZ and the World Bank, to review and provide suggestions. For this purpose, the

contractor would be available for online discussions and meetings in Baghdad or over Microsoft Teams as and when required.

The bidder is required to present and explain its approach to implement, steer, monitor and evaluate the measures with the project partners and its contribution to the results-based monitoring system.

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 3, 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 3.

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, training, and steering the experts (international and national, short and long term) assigned to perform the tasks.
- The contractor makes equipment and supplies (consumables) available and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.
- The contractor is responsible for the application of the visual identity guidelines shared by GIZ, ensuring the project and partners (GIZ, I3RF) are ensured. The bidder is required to explain its approach to coordination with the GIZ project.

In addition to any deliverable and milestone output specified under the duties and responsibilities of each expert above, the contractor shall provide the following reports:

Name of report	Content	Time of submission
Inception Report	Analysis of existing situation and work plan for the project	No later than 1 month after the start of implementation
3-month progress report	Short description of progress (technical and financial) including problems online metrics; planned work for the next 3 months	No later than 1 month after the end of each 3-month implementation period.
Draft final report	Short description of achievements including problems encountered and recommendations.	No later than 1 month before the end of the implementation period.
Final report	Reviewed version of draft final report.	Within 1 month of receiving comments on the draft final report from the project manager identified in the contract.

Quality Assurance and Other Bidding Requirements

To ensure the quality of the outputs the organisation must meet the following requirements:

- GIZ honours intellectual copyrights and strictly prohibits any copyright violations and plagiarism.
- Reports or documents pertaining to the project and prepared by the organisation need to be thoroughly verified prior to submission. Sub-quality deliverables would not be accepted;
- It is expected that all documents will undergo a final proofread by the team leader;
- The organisation ensures that GIZ staff is briefed continuously on the progress of the project and informed immediately on any changes whatsoever (e.g. delays, availability of information etc.);
- All meetings will be documented by the organisation. The minutes of meetings need to be approved by the staff of GIZ.

The bidder is required to draw up a **personnel assignment plan** with explanatory notes that lists 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.

5. 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 4) is to be organised 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.

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Please calculate your price bid based exactly on the aforementioned deliverables in Chapter 3. The specifications for pricing are defined in the price schedule.

As the contract to be concluded is a contract for works, please offer a fixed lump sum price that covers all applicable costs (fees, travel expenses etc.). The price bid will be evaluated based on the specified lump sum price. For our internal costing and any further commissions, please also provide the daily rate which the prices are based on. A breakdown of days is not required.

6. Eligibility Criteria for firms

I. **Commercial Assessment** − Required average annual turnover of at least Euro 170,000 for the last three financial years {last-but-four financial can be included in case of an invitation to tender held within six months of the end of last financial year) − Required number of employees of at least 5, as 31.12 of the previous year

II. **Technical Assessment −** The technical assessment is only based on reference projects with a minimum commission value of Euro 40,000. Minimum requirements of

at least 3 reference projects in managing multimedia and audio-visual projects for international donors-funded projects, World Bank funded projects, or any other similar international organisation and/or with the non-profit sector and 3 project references in developing social media campaigns for international donors. Language experience in both Kurdish and Arabic is an asset.

The bidder is required to elaborate on its regional experience and expertise in Iraq.

7. Option of the contract extension

not required.

8. Annexes

CARP Communication Strategy

CARP visibility guidelines