

Terms of Reference TOR Consultancy service

Self-Reliance - Promoting self-sufficiency and sustainable economic and professional opportunities for vulnerable families affected by the crisis in Iraq

Background and Rationale:

Cesvi is an Italian NGO working for global solidarity. Cesvi operates worldwide to support the most vulnerable populations in promoting human rights and achieving their ambitions, for sustainable development.

Cesvi has been working in the Kurdistan Region of Iraq since 2018, focusing on the sectors of livelihoods, cash assistance, agriculture and food security, protection and gender based violence (GBV).

The project is proposed by Cesvi Fondazione Onlus and aims to provide economic opportunities and vocational training to vulnerable populations in the Iraqi Kurdistan Region. The project addresses cross-cutting issues such as gender equality and disability, and aims to involve women and girls, as well as individuals with disabilities, in vocational training courses, internships, and job placements. The project also focuses on supporting small entrepreneurship and local handicraft production, particularly managed by women. The implementation of the project will be guided by international humanitarian aid effectiveness principles and will prioritize the safety and security of staff, partners, and beneficiaries. The project will also monitor security conditions using a "Country Traffic Light" tool and will implement minimum security measures to ensure the safety of project staff.

The purpose of this consultancy is to conduct a comprehensive market analysis and value chain study in the Kurdistan Region of Iraq (KRI), specifically in the cities of Erbil and Duhok. The study aims to provide valuable insights into the local market dynamics, identify key sectors with growth potential, and assess the existing value chains in the selected areas. This information will assist in the development of effective strategies and policies to promote economic growth and investment in the region.

Objectives

The main objectives of the market analysis and value chain study are as follows:

- Assess the current market conditions, trends, and dynamics in Erbil and Duhok, Iraq.
- Identify key sectors and industries with potential for growth and investment.
- Analyze the existing value chains in the selected areas, including the flow of goods, services, and information.
- Identify opportunities for value addition, job creation, and local economic development within the value chains.
- Identify potential challenges and barriers to market entry, growth, and competitiveness.
- Provide recommendations for policy interventions, sector-specific strategies, and capacity building initiatives to support the growth and development of targeted industries.

Scope of Work

The consultant(s) will be responsible for the following tasks:

a) Desk Review:

- The Study shall complement and integrate and review the findings of the Need Analysis below, by conducting a desk review of existing literature, reports, and studies related to the market conditions, sectors, and value chains in Erbil and Duhok, Iraq.
- Gather and analyze relevant data and information on market size, trends, consumer behaviour, and other relevant indicators.



b) Stakeholder Consultation:

- Conduct Interviews with Chamber of Commerce of Dohuk and Erbil, Molsa and other relevant stakeholders
- Conduct interviews and consultations with key stakeholders, including government officials, industry representatives, business owners, and relevant organizations.
- Engage with local communities, including producers, distributors, and consumers, to understand their perspectives and challenges.

c) Market Analysis:

- Analyze the current market conditions, including supply and demand dynamics, market competition, pricing, and market structure.
- Identify key sectors with growth potential, considering factors such as market size, consumer demand, and investment opportunities.

d) Value Chain Assessment:

- Analyze the existing value chains in the selected sectors, mapping the flow of goods, services, and information from production to consumption.
- Identify value addition opportunities, potential bottlenecks, and areas for improvement within the value chains.

e) Challenges and Opportunities:

- Identify challenges and barriers to market entry, growth, and competitiveness, including regulatory, infrastructural, and institutional constraints.
- Identify opportunities for job creation, skill development, and local economic development within the value chains.

f) Recommendations:

- Develop a set of actionable recommendations for policy interventions, sector-specific strategies, and capacity building initiatives to promote growth and development in the identified sectors.
- Provide specific recommendations for government agencies, industry associations, and other relevant stakeholders.

g) Reporting:

- Prepare a comprehensive report documenting the findings, analysis, and recommendations of the market analysis and value chain study, taking in consideration that the results of the study will guide the selection process of entrepreneurial activities of CESVI project, identified among those demonstrating the greatest potential for integration into local market dynamics and capable of filling any gaps in value chains.
- Final analysis and report to be shared with CESVI
- Once the report is done and approved by CESVI, present the report to relevant stakeholders and provide any additional support or clarification as required.

Research Questions:

The study will address the following research questions:

- How do market systems operate in Erbil and Duhok, Iraq, and to what extent do they facilitate or hinder business development and entrepreneurship?
- What is the profile of entrepreneurs in the region, including their skills, education, work experience, and specific needs?
- Which sectors and subsectors offer potential for business growth, job creation, and economic empowerment in the selected areas?
- What vocational training programs are available in Erbil and Duhok, and how effective are they in equipping individuals with relevant skills for employment and entrepreneurship?

Specific Questions:

To address the broader research questions, the study will focus on the following specific questions:

I. Business Development and Entrepreneurship:

- What types of businesses are currently operating in Erbil and Duhok, and what sectors are they engaged in?
- What is the size and structure of the entrepreneurial ecosystem (startups, SMEs, partnerships, etc.)?
- How do entrepreneurs access market information, business support services, and financing opportunities?
- What are the challenges faced by entrepreneurs in terms of regulations, access to finance, market information, and networking opportunities?
- What are the potential sectors and subsectors that offer opportunities for business growth and job creation in the region?

II. Vocational Training:

- What vocational training programs are available in Erbil and Duhok, and what are their specific focus areas?
- How effective are these vocational training programs in equipping individuals with relevant skills for employment and entrepreneurship?
- What are the gaps and challenges in the existing vocational training landscape, and how can they be addressed to better meet the needs of entrepreneurs and job seekers?
- What are the opportunities for partnerships between vocational training institutions, businesses, and government entities to enhance skill development and employment prospects?

III. Employment Opportunities:

- What are the existing employment opportunities in Erbil and Duhok, and what sectors offer the highest potential for job creation?
- What are the skills and qualifications required by employers in the identified sectors, and how do they align with the skills of the local workforce?
- What are the barriers and challenges faced by job seekers in accessing employment opportunities, and how can they be overcome?
- What role can entrepreneurship play in providing alternative employment avenues and addressing unemployment challenges in the region?

Deliverables

- The consultant(s) will be expected to deliver the following outputs:
- Inception Report: A detailed plan outlining the methodology, data sources, and work plan for the market analysis and value chain study.
- Draft Report: A comprehensive draft report presenting the findings, analysis, and preliminary recommendations.
- Final Report: A final report incorporating feedback received, presenting the finalized findings, analysis, and actionable recommendations.
- Presentation: A presentation summarizing the key findings and recommendations for stakeholders.
- Any other ad-hoc reports, data sets, or outputs as
- Deliverables in English:
- Inception report and plan
- Preliminary scoping report with contextualized research questions of the study
- Preliminary Findings presentation/validation workshop
- Two draft reports, - One final [long] report with soft copy of raw data and analysis file, - One final short report (mostly executive summary for dissemination) 12-15 pages max

Consultancy Time Frame:

The consultant is required to add suggest their timeline with the application and the timeline should be a maximum 6 weeks.

Duty Station and Consultant Requirements:

The consultant should be prepared to work remotely, however, s/he should have contextual knowledge of the humanitarian response in Iraq. Furthermore, we expect expressions of interest from consultants with the following skills/qualifications:

Knowledge and experience for the position**1- Business Development and Entrepreneurship:**

- Strong understanding of business development principles and strategies.
- Knowledge of entrepreneurship concepts, including startup ecosystem dynamics, business planning, market analysis, and funding mechanisms.
- Familiarity with the challenges and opportunities related to starting and scaling businesses, particularly in the KRI Erbil and Duhok regions.

2- Employment Opportunities:

- Knowledge of the local labor market, job trends, and employment opportunities in the KRI Erbil and Duhok regions.
- Understanding of the factors influencing job creation and economic growth.
- Familiarity with the challenges faced by job seekers and strategies to enhance employment prospects.

3- Research and Analysis:

- Proficient in conducting qualitative research, including interviews, surveys, and data collection.
- Strong analytical skills to interpret and analyze complex data and information.
- Ability to apply appropriate research methodologies and tools for market analysis and value chain assessments.
- Competence in data synthesis, report writing, and presentation of research findings.

Minimum Requirements for the Consultant:**1- Educational Background:**

- Bachelor's degree in a relevant field such as business administration, economics, entrepreneurship, or a related discipline.
- Master's degree in a relevant field is preferred but not mandatory.

2- Professional Experience:

- Minimum of 5 years of professional experience in business development, entrepreneurship, vocational training, and/or employment promotion.
- Demonstrated experience in conducting market analysis, value chain assessments, or similar studies.
- Prior work experience in the KRI Erbil and Duhok regions or similar contexts would be an advantage.

3- Language Skills:

- Excellent written and spoken English proficiency.
- Proficiency in Kurdish and/or Arabic languages would be beneficial.

4- Technical Skills:

- Proficient in using research tools, data analysis software, and Microsoft Office applications.
- Familiarity with statistical analysis software is desirable.
- Ability to conduct remote work and virtual meetings using appropriate online platforms.

5- Interpersonal Skills:

- Strong communication and interpersonal skills to effectively engage with stakeholders from diverse backgrounds.
- Ability to work independently and collaboratively within a team.
- Strong organizational and time management skills to meet deadlines and deliver quality outputs.

proposal should not exceed 10 pages including as a minimum: methodology, team structure and roles (where relevant), timeline, and relevant past qualifications. CVs of team members can be included in an Annex that is not part of the page limit with the requirement that each CV does not exceed 3 pages.

6- Requirements to send: -

- Cover Letter: A cover letter introducing yourself and expressing your interest in the consultancy position. Include your contact information and availability for an interview.
- Curriculum Vitae (CV): Provide a detailed CV outlining your educational background, professional experience, relevant skills, and language proficiency. Ensure that the CV does not exceed 3 pages.
- Proposal: Prepare a proposal outlining your methodology, team structure (if applicable), and roles for conducting the market analysis and value chain study. The proposal should include a timeline for completing the project within a maximum of 4-6 weeks. The proposal should not exceed 10 pages, including the methodology, team structure, timeline, and past qualifications.
- Language Skills: Excellent written and spoken English proficiency. Proficiency in Kurdish and/or Arabic languages would be beneficial.
- If you can meet the above requirements and are interested in providing your service to us, please email us at kurdistan@cesvioverseas.org.