

Call for Expression of Interest (EOI) for a Consultancy Services: Media landscape Iraq: analysis and networking services

Project No.: 20.4066.5-003.00

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been working in Iraq since 2014 and has maintained a country office in Baghdad since 2018. As a service provider in the field of international cooperation, we work towards shaping a future worth living around the world. In Iraq, we focus on two areas, Reconstruction, Peacebuilding and Governance as well as Economic Development and Life Perspectives. Fully owned by the German Government, we implement projects on behalf of German Ministries, the European Union and other donors.

Objective:

Successful media relations are key for both, firstly, creating transparency about and trust in GIZ's work among its various stakeholders, and secondly, reaching different project stakeholders with information, offers, etc.

In the past, GIZ has followed a zero-visibility policy with no media relations being built due to the tense security situation in Iraq and political affiliations of media outlets. With the improving security situation as well as donors' urge for visibility, GIZ would like to explore opportunities to work with the Iraqi media landscape more strategically.

The measures of the consultancy services are outlined below with a short description:

Key Activities to be performed:

The contractor shall provide the following service:

- Creating and updating a media database for Federal Iraq (FI) and Kurdistan Region of Iraq (KRI) including most relevant national and international newspaper, magazine, TV and radio outlets (selection to be discussed with GIZ) which comprises of names, personal contact details, analysis of portfolio, perception and estimated outreach, ownership, political affiliation and assessment of relevance for GIZ's topics. The database should cover but should not be limited to:
 - National media
 - Regional media in Baghdad
 - Regional media in Diyala
 - Regional media in Mosul/Ninawa
 - Regional media in Basrah/Al Basrah Province
 - Regional media in Erbil/Dohuk/KRI.
- Developing a concept note that defines media relationship building activities, including but not limited to meeting and networking formats such as media breakfasts, press briefings and press trips, mainly in Baghdad and Erbil but potentially also in other areas of Iraq where GIZ implements projects. The consultants are expected to moderate, plan and facilitate at least two events (half day) that shall be done on the expense of giz, one in Baghdad and one in Erbil. The consultants ensure participation of relevant representatives of important media outlets.

- As part of the concept note, giving recommendations for future GIZ engagements with media representatives to maximize coverage.
- Developing a crisis response scenario to act upon negative press reporting covering both reaching out to respective media outlets to discuss the situation as well as reacting to the coverage.

The requirements for companies to participate in this EOI:

1.1. Expert 1 (in Federal Iraq):

1.1.1. General qualifications

- Education: University qualification (first degree) in journalism, economics, social science, political science or other relevant fields
- Professional experience: Five years' experience in Journalism
- Additional required experience: Media analysis and engagement strategies
- Three years' work experience in Federal Iraq
- Language skills: Business fluency in Arabic and English

1.2. Expert 2 (in the Kurdish Region of Iraq):

1.2.1. General qualifications

- Education: University qualification (first degree) in journalism, economics, social science, political science or other relevant fields
- Professional experience: Five years' experience in Journalism
- Additional required experience: Media analysis and engagement strategies
- Three years' work experience in the Kurdish Region of Iraq
- Language skills: Business fluency in Kurdish and English

The eligibility of applicants shall rely on the following:

1. Reference projects in Iraq (mentioned below #5).
2. The company works as or with journalists.
3. Ability to analyse media landscape and potential for engagement (concept letter below).
4. Regional experience in Iraq (in years).

Interested companies must submit following documents and the full contact details of their company before the deadline **(30th of August, 2023)**

- 1- expert CVs for both 1.1 & 1.2 above.
- 2- signed EOI (this document).
- 3- Company profile.
- 4- Valid legal registration.
- 5- Proof that the company has worked as or with journalists (at least 3 reference projects in the fields of journalism, media, public relations, media analysis in Iraq).
- 6- One-page draft concept including relevant topics and suggested engagement formats and approach to secure media participation.

This expression of interest is a market search for qualified suppliers and companies and GIZ keeps the right for appropriate selection companies for each construction measure based on GIZ's internal audited regulations for procurement and contracting.

Interested companies must submit the above-mentioned documents via email to:

ECON_Quotation@giz.de

in a proper digital filing order as above listed order, by the owner of the company or an authorized representative, otherwise the company EOI will be considered nonresponsive.

The email subject must be named as **EOI– Media landscape Iraq: analysis and networking services.**

Yours Sincerely,

GIZ Iraq