



Term of Reference

Towards more and better employment through enhanced support to private sectors in southern Iraq – with a focus on green business (PSD_GREEN)

TOR Title	Consultancy to produce a series of animation videos in Arabic for youth in Iraq. The videos will focus on ILO's "How to Work in the Green Economy? Guide for Young People, Job Seekers, and Those Who Support Them"		
Country	Iraq	Project Code	IRQ/22/03/ITA (109048)
Duration	From	15/10/2023	to 15/01/2024
Outcome:	02 - Improved institutional and MSMEs capacities on SIYB Programme and financial literacy Choose an item.		
Output:	02.01- Improved institutionalization of ILO's business management SIYB Programme and financial literacy tools at the selected national counterpart(s) Choose an item.		
Activity / BL	02.01.02 - Conduct training on Green Businesses. Choose an item.		

PROJECT BACKGROUND

1. General background

Iraq faces significant challenges in unlocking its entrepreneurial potential due to heavy reliance on the oil sector and extensive government involvement in state-owned enterprises, hindering private-sector growth and diversification. This results in a small private sector struggling to compete against cheap imports and limited investments, compounded by a challenging business environment with complex registration processes, inadequate tax systems, and weak contract enforcement. Access to credit, especially for SMEs, is problematic, contributing to a prevalence of informal businesses. High unemployment rates, particularly among women and youth, worsen the situation. Iraq requires comprehensive structural reforms to address these issues, and the International Labour Organization (ILO) can play a vital role in supporting evidence-based policies, strengthening business and finance capacities, promoting formalization, and providing essential support to startups, ultimately aiming to boost job quantity and quality while diversifying the Iraqi economy.

In response to these challenges, the International Labour Organization (ILO), with support from the Italian Agency for Development Cooperation (AICS), is implementing a project in Southern Iraq. The project focuses on enhancing private sector development and creating decent jobs, emphasising sustainable green businesses and support for startups. The project operates on three levels: at the macro level, it supports evidence-based policy options for micro, small, and medium-sized enterprises (MSMEs) through business environment assessments. At the meso level, it builds the capacities of financial institutions to better serve their clients' needs and provides training to intermediary organizations. At the micro level, it offers training to youth, small business owners, and startups, focusing on business management and financial literacy, while facilitating their access to financial services. The project collaborates with various ministries, employers' and workers' organizations, and financial institutions, ultimately benefiting vulnerable workers in Iraq. This initiative aligns with the Iraq Decent Work Country Programme and the government's Riyadh initiative for development and employment, with a focus on the green economy, improving MSME capacities, enhancing financial inclusion, and providing essential support to startups. It includes enterprise assessments, identification of constraints in green business development, and training and support for trainers, financial institutions, and businesses.

ASSIGNMENT BACKGROUND AND OBJECTIVES

Many young people, who are increasingly aware of climate issues, aspire to contribute to the necessary transformation of their economies by pursuing green professions. However, they often lack knowledge about the green economy. To address this gap, ILO/Iraq under the project "PSD-GREEN" will conduct an awareness campaign

for youth, utilizing the ILO tool "[How to Work in the Green Economy](#)" which covers a wide range of topics aimed at helping individuals contribute to a greener economy. This initiative will include the creation of a series of animation videos in Arabic, tailored for youth in Iraq.

OBJECTIVES

The main objectives of this consultancy are as follows:

In efforts to maximize the reach of the adapted and translated "How to Work in the Green Economy?" guide in Arabic among youth, the ILO seeks to engage a consultant to create a series of Arabic animation videos. These videos will be specifically designed to target youth and who support them.

SCOPE OF WORK

The consultant's scope of work will include, but not be limited to, the following **Tasks**:

- Discuss assignment with the ILO to agree on the topics of each video.
- Agree on a timeframe for the production and delivery of the videos within the contract's duration
- Based on ILO guidelines, develop a creative concept for the animation videos, which is engaging for youth
- Using ILO resources, draft the scripts in Arabic for each video (to include voice over)
- Provide ILO with storyboards for each video ahead of production.
- Produce the animation videos in Arabic - each to include:
 - o Voice-over (voice-over artists to be selected by consultant and included in the quotation)
 - o Background music (music should be provided by the consultant and included in the quotation with full permission to use)
 - o Include English subtitles.
- Each video can include revisions up to 3 times.
- Ensure that the animation videos are high quality, in line with ILO branding guidelines.

DELIVERABLES

- Produce 4 videos.
- Each video should be no longer than 2 minutes.

SELECTION CRITERIA: Qualifications and Expertise:

The consultant should possess the following qualifications and expertise:

- Proven experience in producing high quality animation videos.
- Experience in drafting scripts and producing animation videos in Arabic.
- Experience in producing animation videos targeting youth.
- Ability to deliver the animation videos to the ILO in a timely manner.
- Experience working with UN on similar projects is a plus.

The ILO will select the contractor based on the following criteria:

- Technical qualifications and experience, including samples of similar work and proposed creative concept (70%)
- financial offer (30%)

SUPERVISION

The consultant will conduct the assignment under the overall supervision of the PSD-GREEN project manager, with direct technical support from the ILO communication team.



TIME FRAME AND ESTIMATED BUDGET

The contract will be for a period of 3 months. The contractor is expected to deliver the animation videos to the ILO within 3 months of the start of the contract.

PROPOSAL SUBMISSION PROCEDURE

The consultant must submit the proposed offer “**Technical and Financial Proposals**” project title “PSS_GREEN/IRAQ, and date of submission.

- Applications should be submitted by email to (iraq-procurement@ilo.org and to Ms. Amaal Bani Awwad (Baniawwad@ilo.org)
- Please refer in your email to the subject “**Towards more and better employment through enhanced support to private sectors in southern Iraq – with a focus on green business (PSD_GREEN)**”

The deadline for submission of technical and financial proposals is 3rd of Oct.2023 at 15:00 Baghdad time.

PAYMENT SCHEDULE

Payment Number	Time Frame	Amount
1	Upon completion 2 animation videos approved by ILO	50% of the total contract
2	Upon completion 2 animation videos approved by ILO	50% of the total contract