

TOR Market Segmentation Research for Awareness Raising Campaign on Social Security in Iraq

Background

Latest estimates from the Labour Force Survey find that some two thirds of employment in Iraq is informal¹, while latest data from the Ministry of Labour and Social Affairs suggests that roughly 300'000 of the total 5.3 million private-sector workers are registered with social security². Workers without effective access to social security are more vulnerable to falling into poverty when facing lifecycle risks such as work injury, disability, and old-age, as they do not have recourse to any form of income protection.

One of the key drivers of informality, particularly among workers, is the limited awareness about their rights under current laws. In turn, some workers have highlighted that even if they were aware of their rights, they would not defend them (including through formal dispute mechanisms) for fear of losing their employment³.

Raising awareness among informal workers in Iraq about their right to social security is therefore of paramount importance if coverage is to be effectively extended, and workers' rights are to be upheld.

Within this context, the ILO is looking to support the Government of Iraq to launch an awareness raising campaign, with the objective of tailoring the messaging and communication channels to the diverse characteristics of workers in the informal economy.

Objectives and scope

The objective of the consultancy is to conduct market segmentation research, in order to

- Identify how best to segment the informal workforce for an awareness raising campaign, based on key common characteristics
- Outline the specific characteristics of those different segments, for the purpose of informing the optimal design for the messaging and communication channels for the awareness raising campaign (including media, but also actors to engage with for such activities (civil society, worker organisations, NGOs, etc...)).

Geographically, the market segmentation research is expected to cover Federal Iraq and KRI, taking account of the different rights under respective legislation. The informal workforce includes all workers not currently accessing social security. This includes both those who are legally covered (employees) and those not legally covered (self-employed workers, own-account workers, etc...). Particular focus should be placed on hard-to-reach workers, including domestic workers, home-based workers, and street vendors.

In identifying how best to segment such workers, the research is expected to identify:

- Across which relevant dimensions the informal workforce can be segmented. Examples could include by employment type, employment sector, income level, geography, and gender and behavioural segmentations
- Key characteristics of each segment, which could include, for example,
 - Literacy level

¹ Government of Iraq (2022), *Iraq Labour Force Survey 2021*

² Some private-sector workers are not de facto eligible for social security, as the law currently only covers employees, not self-employed workers.

³ ILO (2021), *A Diagnostic of the Informal Economy in Iraq*

- Educational attainment
- Main economic and social concerns
- Driver of informality
- Geographical location
- Extent of use of different media
- Source of information about news, events, rights, job opportunities, etc...
- Level of engagement with community organisations, worker associations, etc.. Type of media used

Activities

Under the direct supervision of the CTA for social security at the ILO in Iraq, the consultancy firm will conduct the following activities to meet the above objectives:

- Phase 1: Market segmentation
 - Conduct primary and secondary research (including data collection, desk review, etc...), including semi-structured interviews with key stakeholders within worker organisations, government, and private sector associations.
 - Prepare a market segmentation strategy
- Phase 2: Segment characteristics
 - Based on segmentation, conduct survey with at least 500 workers potentially in collaboration with worker organisations drawing from each of the segments outlined in Phase 2 to identify key characteristics of each segment (as outlined above).
 - Compile raw data from market research and interviews in electronic format.
- Phase 3: Report write up and presentation.
 - Draft a report outlining the key findings of the research, and recommendations for designing and implementing an effective and tailored awareness raising campaign on social security.
 - Present findings to ILO and social partners

A preliminary methodology for each of the above-mentioned phases should be included in the technical proposal.

Tentative Workplan

The research is expected to start on Nov 15 as the latest and last for a period of 4 months based on below timeline:

	Month 1	Month 2	Month 3	Month 4
Phase 1: Develop workplan, research methodology and research tools, to be approved by ILO.				
Phase 2: Conduct primary and secondary data collection and analysis and elaborate market segmentation strategy				
Phase 3: Conduct survey to identify segment characteristics				
Phase 4: Conduct data consolidation and analysis, report write up, and elaborate recommendations for awareness raising campaign.				

Deliverables and payment schedule

The table below provides an overview of the deliverables and payment schedule for the assignment.

Deliverable	Payment schedule
Draft report with findings and recommendations	50%
Final report with findings and recommendations	50%

Requirements

Applications are sought from Iraq-based research or marketing firms meeting the below requirements.

- The firm has at least 5 years of demonstrated experience in conducting market segmentation research in Iraq, preferably for the purpose of social or labour interventions.
- Demonstrated experience commissioning market assessment, value chain analysis in rural, urban or peri urban contexts.
- The proposed team has demonstrated capacity to conduct primary and secondary research, presents key analytical skills, and ability to draft comprehensive reports to a high quality.
- The firm has demonstrated experience conducting similar assignments for UN agencies or development partners.
- The firm presents solid knowledge of social security legislation and social protection in Iraq, and labour market issue.
- The proposed team presents fluency in Arabic, Kurdish and English.

Application process

To apply for the assignment, please send a complete technical and financial proposal to mfarman@ilo.org and alkaram@ilo.org by Oct 10th, 2023.