

Call for Letter of Expression of Interest for Service request.
“Hiring a company to provide graphic design for training materials”

Project No.: 20.4066.5-003.00

Project Name: financial inclusion project for a new economic restart and integration in Iraq

1. Introduction:

The “Financial inclusion for an economic restart and integration in Iraq” (FI) project is a multi-donor action commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) through the special initiative “Tackling the Root Causes of Displacement, Reintegrating Refugees/Partnership for Prospect,” co-funded by the European Union (EU) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The project aims to sustainably improve financial inclusion and access to inclusive financial services for vulnerable target groups such as women, youth, people affected by poverty, internally displaced persons (IDPs), returnees, refugees and micro, small and medium enterprises (MSMEs). The project has four outputs, (1) “Developing inclusive financial services”, (2) “Enhancing awareness about inclusive financial services and the financing of renewable energies”, (3) “Strengthening the capacities of the Central Bank of Iraq (CBI) to promote and regulate inclusive financial services”, and (4) “Improving conditions for women-led businesses to access financial services.”

2. Summary of the requested service:

To follow through with its mandate, the FI project is currently working on training-of-multipliers (ToM) material for financial literacy to cater to output 2. The material covers various topics and targets several target groups. The idea is to have a stock set of curricula at hand that can be utilized whenever the project plans to conduct trainings with individual trainers or trainer pools. Furthermore, the set can be made use of and adapted to a specific target group when the project collaborates with NGOs, training institutions, universities, incubators, and similar partners to make sure that all relevant topics are covered. Against this backdrop, the project is looking for a company that takes the training content provided by the project and designs appealing training material that can be used by trainers and beneficiaries.

3. Objective:

The company is responsible for designing the financial literacy material prepared by the project, consisting of 11 modules (Digital financial services, electronic wallets, point of sales “PoS”, budgeting, loans, investments, remittances, insurance, savings, green finance, and scam prevention) (193 power point slides). At least two designs should be suggested (two slides as demo are sufficient) of which one design will be selected by the project before proceeding with the full material. The tasks required are the following:

- The service provider commits to designing usable and engaging financial literacy ToM material and trainee material in Arabic.
- Executing document layout, design, and revisions
- The service provider commits to designing multi-color graphics that bring across the main benefits of each topic.
- Develop/present a methodological training concept for the ToM
- Develop a unified design concept including color, font and font’s size for header & footer, text, layout and graphics.
- The service provider commits to having regular meetings with the GIZ technical advisor to brief them about the work progress (at least 2x per month).

- The service provider commits to providing the GIZ technical advisor with two presentations, an inclusive and detailed one for the trainers, and one for the trainees.

Milestone	Deadline/place/person responsible
Design proposals (two slides as demo)	Within one week after signing the contract
Draft module design	Within four weeks after signing the contract
Final module design	Within two weeks after receiving the feedback from GIZ on the draft module design

The contract duration is from 25th of February 2024 until the 31st of May 2024 for up to 26 working days.

3.1 The following cost descriptions are considered in:

Fee Days	Number of Days (for expert)	Total (for both experts)	Comments
Design proposals (two slides as demo)	1	2	Within one week after signing the contract
Draft module design	7	14	Within 4 weeks after receiving the feedback from GIZ
Final module design	5	10	Within two weeks after receiving the feedback from GIZ

4. The requirements for companies and consultancy firms to participate in this EOI:

4.1 Requirements:

- CVs of applicants
- Company profile

4.2 Education and Experience (National):

- Minimum of a bachelor's degree in graphic design, layout or a related relevant field
- At least four years of experience in creating ToT training designs and presentations in Iraq or MENA Region.
- Fluency in Arabic, English language will be considered as an asset.
- Strong experience in using current graphic design tools and software.

5. Further Details:

This expression of interest is a market search for qualified consulting firms and GIZ keeps the right to the appropriate selection of the best qualified. After this expression of interest, the individuals might be asked for more detailed information and the criteria of selection will be shared with all selected for future demand

Interested consulting firms must submit the above requirements and the full contact details via email to
(ECON_Quotation@giz.de and al-hussein.al-shaikhli@giz.de)

The subject email must be:

FI-1-2024 EOI-graphic design companies

The deadline for submission is:

February 19th, 2024 23:59 PM

Yours Sincerely,

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

E ECON cluster administration team

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