

Call of Express of Interest (EOI) for a tender: Needs Assessment on Digital Economy.

PN: 2023.2084.4-003.00

Information about GIZ and the commissioning project

The Promoting Employment in the Digital and Green Economy in Iraq (ProDIGI) project, is a multi-donor action commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ), co-funded by the European Union (EU) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The project supports Improving practices and services for business innovation and entrepreneurship with focus on digital and green economy, reducing the root causes of irregular migration for displaced persons (IDPs, refugees) and persons at risk of migration in central and south Iraq as well as Kurdistan Region of Iraq.

The Project aims to achieve its specific objective by (1) improving access to green and digital business development services (BDS) through tailored and upgraded support, target individuals and businesses, particularly in untapped sectors, gain the tools necessary for sustainable growth (2) enhancing the skills development through focusing on entrepreneurship, financial literacy, and employability in the digital and green economy (3) improving access to finance to provide MSMEs the capital and financial access (4) strengthening the framework conditions for green and digital businesses by improving policy foundations and enhancing public-private collaboration and ensuring supportive regulatory environment for business growth.

Service requirements:

ProDIGI supports framework conditions for digital and green businesses through policy advice, data-driven instruments, and structured public–private collaboration. Therefore, ProDIGI project will hire a digital economy consultant to assess and identify the needs of the digital economy sector in FI and KRI.

The assignment should provide a comprehensive report of the scope and scale of Iraq's digital economy and identify cross-cutting opportunities with the green economy (e.g., data platforms, green tech, digital MRV—monitoring, reporting, verification), and propose measures to strengthen policy foundations, regulatory coherence, and PPP mechanisms that enable business growth. The report will be divided into three sections: (1) green economy (2) digital economy (3) green-digital economy intersections. Accordingly, the digital economy consultant will cover section 2&3.

The contractor shall provide the services as described in following 3 work packages (WPs):

WP1: Desk research (Digital & Green-Digital)

- The contractor should map the current scope and scale of digital economy in Federal Iraq and Kurdistan Region. The consultant should gather and assess the existing data and documents to clearly describe the status of the following sector and sub-sector but not

limited to; digital infrastructure and connectivity (fixed/mobile broadband, spectrum), data centers, dashboards and cloud services, cybersecurity and critical information infrastructure, digital identity and trust services, e-payments and fintech, e-commerce and the platform economy (including online marketplaces and gig work), data governance and privacy, artificial intelligence and Internet of Things (AI/IoT) applications for industry and services, digital public services (GovTech), software and creative digital content (including online games), and digital skills and inclusion. The overall objective of the research is to identify opportunities and potential for economic growth and business development in the digital economy that can ultimately lead to job creation. The scoping of policy development should also focus on how laws, regulations, policies, and strategies can serve as effective enablers for private-sector growth, innovation, formalization, and employment generation in the digital economy.

- The contractor should consider the green-digital intersections (e.g., smart metering/IoT, digital MRV systems, data platforms, digital twins, e-commerce for green MSMEs); market trends and investment flows, with concise regional/ international examples. The digital economy consultant will work closely with a second consultant focused on the green economy sector. Together, they will coordinate and align their efforts and ideas to draft the Green–Digital Economy intersections.
- The final selection and prioritization of data and existing documents shall be aligned and agreed with the project team.
- The contractor should prepare/provide actors mapping, including the public, private sectors and NGOs.

WP-2: Stakeholder consultation

Align with WP-1 the contractor should conduct structured/ documented interviews (in FI and KRI) with experts and stakeholders (in person/online); donors, government entities, international organisations, relevant NGOs and CSOs, GIZ Iraq project portfolio. The interviews will be conducted with a pre-agreed list of stakeholders.

WP-3: Reporting and Communication

- PowerPoint presentation summarizing the analysis work of WP1 including the actors mapping considering FI and KRI.
- Draft short report analysing the WP-2 work (5-7 pages- English language).
- Deliver a comprehensive report on Digital Economy and Green-Digital Economy intersections. The report should be refining clear goals and objectives as well as actionable proposals, e.g. on necessary changes in policy and regulations for better framework conditions, marketing and promotional strategies, community engagement, reform priorities, and implementation measures.

- **On the communication level:** the contractor should have a regular update with project by having bi-weekly meeting- that will be agreed after signing the contract. Meanwhile, the digital economy consultant will hold regular meetings and discussions with the green economy consultant and the project team to cover green-digital intersections.

Concept:

In the tender, the tenderer is required to show how the objectives defined in Chapter 2 (Tasks to be performed) are to be achieved, if applicable under consideration of further method-related requirements (**technical-methodological concept**). In addition, the tenderer must describe the project management system for service provision.

Technical-methodological concept

Strategy (1.1): The tenderer is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1 Context) (1.1.1). Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (see Chapter 2 Tasks to be performed) (1.1.2).

The tenderer is required to present the actors relevant for the services for which it is responsible and describe the **cooperation (1.2)** with them.

The tenderer is required to present and explain its approach to **steering** the measures with the project partners (1.3.1) and its contribution to the **results-based monitoring system** (1.3.2).

The tenderer is required to describe the key **processes** for the services for which it is responsible and create an **operational plan** or schedule (1.4.1) that describes how the services according to Chapter 2 (Tasks to be performed by the contractor) are to be provided. In particular, the tenderer is required to describe the necessary work steps and, if applicable, take account of the milestones and **contributions** of other actors (partner contributions) in accordance with Chapter 2 (Tasks to be performed) (1.4.2).

The tenderer is required to describe its contribution to knowledge management for the partner (1.5.1) and GIZ and to promote scaling-up effects (1.5.2) under **learning and innovation**.

Project management of the contractor (1.6)

The tenderer is required to explain its approach for coordination with the GIZ project. In particular, the project management requirements specified in Chapter 2 (Tasks to be performed by the contractor) must be explained in detail.

Personnel

Qualifications of key experts

1. Education: Master's degree (public policy, law, economics, ICT policy) or in a relevant field
2. Language: C2-level language proficiency in Arabic, and B2-level language proficiency in English
3. General professional experience: 10 years of professional experience in experience in the digital and/or green economy esp. policy research, legal advisory, 10 years of experience with the governmental sector in Iraq,
4. Regional experience: 10 years of experience in Iraq

Important:

- The work packages are only a rough orientation of the expected service with the purpose that your company can assess whether such consultancies/trainings can be implemented by your staff.

EOI required documents:

Interested Expert should provide the following:

- 1- Expert CV
- 2- The bidder is required to submit short proposal reflecting the concept of the required service as above-mentioned and show how will be achieved (not more than 3 pages).

Interested companies are requested to send the following documents:

- Introduction of the firm/company (the company's profile)
- A scanned copy of the license and registration that the company can work in Iraq or KRI.
- Tax Clearance which must be at least valid until 31.12.2024.
- Bank data with all details from a local bank (Bank Name, Account Holder, IBAN).
- Structure of the company and number of employees. (minimum 5 employees)
- Reference of similar implemented projects, including their values in the last three years.
- Provide a letter directed to GIZ exploring:
 - Full names of owner and representatives, with their signatures' samples.
 - The stamp samples

Submission Details:

- **Deadline:** Thursday, November 27, 2025 no later than 12:00 PM
- Submissions must be sent electronically to: procurement.iraq@giz.de
- *Mandatory Email Subject:*
EOI – Conducting needs assessment on digital economy