

Terms of reference (ToR) for the procurement of services below the EU threshold

PUBLIC

Communication and visibility materials	Project number/ cost centre: G012282003 Tender number 10042443
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0. List of abbreviations

AG	Commissioning party
AN	Contractor
AVB	General Terms and Conditions of Contract for supplying services and work
FK	Expert
FKT	Expert days
KZFK	Short-term expert
ToRs	Terms of reference

1. Context

Promoting Employment in the Digital and Green Economy in Iraq (ProDiGI) is co-funded by the European Union and the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The project aims to improve the employment potential of Iraq's digital and green economy by strengthening the private sector and creating more job opportunities. Working closely with national partners, particularly the Iraq fund development, the project works on companies' access to better business development support and finance, equips young people and jobseekers with labour-market relevant digital, green, and soft skills, and promotes stronger cooperation between the public and private sectors to inform policies and regulations based on data.

ProDiGI project is planning to hire a company to provide the project with event management services and social media content, the company shall serve as a flexible support mechanism for direct and indirect technical implementation through the project's partners. The contractor shall support these partners in promoting their programmes, mobilising target groups, increasing applications and participation, and documenting results and success stories in a way that strengthens both partner visibility and ProDiGI's impact communication.

2. Tasks to be performed by the contractor

The contractor is responsible for providing the following services:

2.1 ProDiGI visual identity, and promotion materials

The contractor will be responsible for developing visual identity for ProDiGI. All material should be in high quality and comply with the corporate design and Communication & Visibility requirements provided by GIZ (e.g. use of logos, etc.) and it will be shared by the focal point of this contract with the awarded company.

Additionally, the contractor shall design, prepare, and produce a range of print and physical promotional materials for ProDiGI. All materials must comply with EU visibility guidelines and TAEUFIQ branding requirements which will be shared with the awarded company.

The following are expected deliverables from the contractor for task 2.1:

- A minimum of 3 creative proposals for ProDiGI visual identity theme that includes and not limited to: Graphic element, slogan, presentation template, all should be presented to the project one week after the kick-off meeting
- Promotional materials requirements:
 - Design and produce all the giveaways materials listed below in the table.
 - A minimum of two design proposal must be submitted for GIZ selection
 - A minimum of two revision rounds must be included before finalisation

The contractor shall design and produce the following branded items:

Item	Quantity
Folders (A4 glossy)	300

Notebooks: above 80 sheets with lines and hardcover (measurements: approx. 15.5 cm * 21 cm) (A5)	300
Pens	300
Tote bags	300
USB sticks	150
Laptop stickers	300
Branded steel water bottles	100
English project factsheets (A4 matte)	300
Arabic project factsheets (A4 matte)	300
Standard project Roll-up banners (200*80 cm) Arabic	4
Standard project Roll-up banners (200*80 cm) English	4
glossy coated, perfect binding, A5 colored and soft cover Success Stories Booklet	25

Requirements for task:

1. The creative element must complement and sit within TAEUFIQ and EU visibility guidelines which will be shared with the awarded bidder.
2. A minimum of two revision rounds must be included before GIZ selects and approves the final element.
3. No item may proceed to production without GIZ written approval of the final design
4. Already files must be handed over to GIZ in editable formats upon completion
5. The contractor must provide physical sample for every material for GIZ approval before mass production of any item
6. No material under any subsequent task may be produced before GIZ provides written approval of the final creative element.

Milestones/partial works	Date/location/responsibility	Criteria for acceptance
Kick-off meeting	One week after signing the contract	Project approval
Presentation of the visual identity	two weeks after the kick off meeting	Project approval
Submission of revised proposal based on GIZ feedback	One week after receiving the feedback from the project	Project approval
Submission of the promotion materials design based on the selected visual identity	Two weeks after the project approves the visual identity	Project approval
Submission of the promotion materials final design	One week after receiving the feedback from the project	Project approval and in editable format
Delivery of the physical copies and printouts of the materials	One month after the project approves the final design of it.	Project approval

2.2 Video Production

The contractor shall plan, produce, and deliver a range of video content for ProDIGI covering project activities, success stories, and awareness purposes. All video content must comply with the EU visibility requirements and TAEUFIQ branding guidelines. All scripts, storylines, and concepts must be submitted to and approved by GIZ before filming begins.

The Following are expected deliverables from the contractor for task:

The contractor shall produce the following:

#	Video details	Duration	Format
Up to 7	Project videos (real footage)	Up to 2 minutes	Square (1:1)
Up to 4	Motion graphic/animated	Up to 2 minutes	Square (1:1)

Requirements for task:

- Facilitate a planning meeting with GIZ to agree on content and data to be visualised
- Conduct professional filming using cinematic camera equipment
- Provide professional lighting, sound engineering, and direction
- illustrate and design all graphic elements
- Include subtitle in English and Arabic for all languages used in the video
- Include voiceover recording and background music, with a minimum of three music options presented to GIZ for selection
- All scripts, storylines, storyboards, and concepts must be submitted to and approved by GIZ in writing before any filming or animation begins
- All video content must comply with EU visibility requirements and TAEUFIQ branding guidelines
- All videos must be delivered in high resolution as well as in compressed formats suitable for LinkedIn, Instagram, and Facebook publishing
- All raw footage and source animation files must be handed over to GIZ upon completion of each video
- Filming locations must be agreed with GIZ in advance
- All individuals appearing in videos must sign consent form provided by GIZ prior to filming
- The contractor must ensure gender balance and representation of different target groups in video content when possible

Milestones/partial works	Date/location/responsibility	Criteria for acceptance
Submission of scripts and storyboards for professional and animated videos	one week after GIZ requests it	All scripts and storyboards reviewed and approved by GIZ in writing before filming begins
Delivery of professional videos	One weeks after GIZ approves the storyboard	Videos delivered in high resolution; subtitles included for all spoken languages; minimum three feedback loops completed; signed consent forms collected and handed over;

		GIZ written approval obtained
Delivery of animated explainer videos (up to 4)	One week after the project requests the videos	Videos delivered in high resolution; minimum three feedback loops completed; all source animation files handed over to GIZ

2.3 Event/ Workshop Support Services

The contractor shall provide professional event support services for ProDIGI activities, workshops, and events upon request. The type, scale, and frequency of events will be communicated to the contractor by GIZ as they arise throughout the contract period. Services under this task include Master of Ceremony and Moderation.

Requirements for task:

- All assignments will be confirmed by GIZ in writing with a minimum of one week's notice
- The contractor must ensure the assigned Master of Ceremony or Moderator meets with the project team prior to each assignment, as specified in the personnel section
- GIZ reserves the right to request either or both services independently based on the nature of each activity
- The Master of Ceremony must be dressed professionally in business attire (full suit with matching jacket, trousers, and formal shoes) for all assignments
- The Moderator must be dressed professionally in business attire for all assignments

Milestones/partial works	Date/location/responsibility	Criteria for acceptance
Pre-event coordination meeting	Prior to each assignment/ Contractor	Master of Ceremony/ Moderator fully briefed on agenda, speakers, and objectives
Delivery of Master of Ceremony/ Moderation services	Pre event or workshop/ Contractor	Services delivered professionally and in line with agreed agenda; event runs on time and within schedule

Period of assignment: from 30.08.2026 until 29.08.2027.

3. 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.

Note: The numbers in parentheses correspond to the lines of the technical assessment grid.

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 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.

The tenderer is required to draw up a **personnel assignment plan** with explanatory notes that lists all the experts proposed in the tender; the plan includes information on assignment dates (duration and expert days) and locations of the individual members of the team complete with the allocation of work steps as set out in the schedule.

The tenderer is required to describe its backstopping concept. The following services are part of the standard backstopping package, which (like ancillary personnel costs) must be factored into the fee schedules of the staff listed in the tender in accordance with Section 3.1 of the GIZ AVB:

- Service-delivery control
- Managing adaptations to changing conditions
- Ensuring the flow of information between the tenderer and GIZ
- Assuming personnel responsibility for the contractor's experts
- Process-oriented steering for implementation of the commission
- Securing the administrative conclusion of the project

Further requirements (1.7)

N/A

4. Personnel concept

The tenderer is required to provide personnel who are suited to filling the positions described, on the basis of their CVs (see Chapter 7), the range of tasks involved and the required qualifications.

The below specified qualifications represent the requirements to reach the maximum number of points in the technical assessment.

Master of Ceremony

Tasks of the Master of Ceremony

- Introduce speakers and performers in a way that puts them at ease and announces items on the agenda
- Ensure all agenda items are performed in a timely fashion
- Ensure seamless transitions between sections of the agenda and keep the event/workshop moving at a steady pace within time constraints
- Meet with the project team at least twice before each event to learn about the overall event, the agenda, the presenters, and any special guests

Qualifications of the team leader

- Education/training (2.1.1): university degree qualification (Bachelor's degree or higher) in communications, media, journalism, or other relevant field
- Language (2.1.2): C1-level language proficiency in English, Arabic is assumed
- General professional experience (2.1.3): 5 years of professional experience as a Master of Ceremony for professional or institutional events
- Specific professional experience (2.1.4): Proven experience hosting events for international organisations, government institutions, or development projects
- Leadership/management experience (2.1.5): N/A
- Regional experience (2.1.6): N/A
- Development cooperation (DC) experience (2.1.7): 3 years of experience in DC projects

Soft skills of team members

In addition to their specialist qualifications, the following qualifications are required of team members:

- Team skills
- Initiative
- Communication skills
- Socio-cultural skills
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking

Short-term expert pool (Graphic Designers) with minimum 1, maximum 2 members

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool

- Developing creative element proposals for ProDIGI in line with TAEUFIQ and EU branding guidelines
- Designing all print and physical materials including roll-up banners, branded giveaway items, and success stories booklet
- Designing PowerPoint photo frame templates
- Designing and producing all promotional and visibility materials for the partner's social media campaign and university engagement campaign, and events under the "Option section"
- Preparing all design files in print-ready and digital formats
- Incorporating feedback from GIZ within agreed revision rounds
- Handing over all source files in editable formats upon GIZ approval

Qualifications of the short-term expert pool

- Education/training (2.5.1): 3 experts with university qualification (Bachelor degree) in visual arts, or a related relevant field
- Language (2.5.2): 1 expert with C2-level language proficiency in Arabic, one expert with C2 level language in Kurdish
- General professional experience (2.5.3): 3 experts with 5 years of professional experience in the graphic design sector.

Short-term expert pool (Moderators) with minimum 1, maximum 2 members

For the technical assessment, an average of the qualifications of all specified members of the expert pool is calculated. Please send a CV for each pool member (see below Chapter 7 Requirements on the format of the bid) for the assessment.

Tasks of the short-term expert pool

- Facilitate workshops, panel discussions, and sessions in a professional and structured manner
- Ensure balanced participation among speakers and attendees
- Manage time effectively and keep discussions focused on agreed objectives
- Meet with the project team at least twice before each assignment to understand the session objectives, agenda, and key messages

Qualifications of the short-term expert pool

- Education/training (2.6.1): 3 experts with university qualification (Bachelor degree) in communications, social science, public policy, or a related relevant field
- Language (2.6.2): 2 experts with C2-level language proficiency in English, Arabic is assumed, one expert with C2 level language in Kurdish
- General professional experience (2.6.3): 2 experts with 5 years of professional experience as moderators for workshops, panel discussions, or institutional events.

The tenderer must provide a clear overview of all proposed short-term experts and their individual qualifications.

5. Costing requirements

Specification of inputs

Fee days	Number of experts	Number of days per expert	Total	Comments
Master of Ceremony	1	10	10	
Designation of short-term expert pool (Graphic Designers)	2	10	20	
Designation of short-term expert pool (Moderators)	2	10	20	

6. Requirements on the format of the tender

The structure of the tender must correspond to the structure of the ToR. In particular, the detailed structure of the concept (Chapter 3) should be organised in accordance with the positively weighted criteria in the assessment grid (not with zero). The tender must be legible (font size 11 or larger) and clearly formulated. It must be drawn up in English (language).

The complete tender must not exceed 8 pages (excluding CVs). If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment. External content (e.g. links to websites) will also not be considered.

The CVs of the personnel proposed in accordance with Chapter 4 of the ToRs must be submitted using the format specified in the terms and conditions for application. The CVs shall not exceed 4 pages each. They must clearly show the position and job the proposed person held in the reference project and for how long. The CVs can also be submitted in English (language).

Please calculate your financial tender based exactly on the parameters specified in Chapter 5 Quantitative requirements. The contractor is not contractually entitled to use up the days, trips, workshops or budgets in full. The number of days, trips and workshops and the budgets will be contractually agreed as maximum limits. The specifications for pricing are defined in the price schedule.