

## **Call of Express of Interest (EOI) for a tender: Green and/or Digital Business Development Services**

### Information about GIZ and the commissioning project

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is a public-benefit federal enterprise that, on behalf of the German Government, supports many public and private sector clients in around 120 countries in achieving their objectives in international cooperation. With this aim, GIZ works together with its partners to develop effective solutions that offer people better prospects and sustainably improve their living conditions.

The “Promoting Employment in the Digital Economy in Iraq” (ProDIGI) project is commissioned by the German Federal Ministry for Economic Cooperation and Development (BMZ) and implemented by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The objective of the ProDIGI project is to enhance the opportunities and reducing the root causes of irregular migration for displaced persons (IDPs, refugees) and returnees from Europe/elsewhere, youth, and women in business innovation, financial services and entrepreneurship, including on sustainable and digital solutions in the green economy.

### Background of the tender

This service contract will contribute to one of the objectives of the project, which is increasing the access to green and digital business development services (BDS) for at least 100 self-employed individuals and MSMEs.

Upgraded BDS will enhance the range, quality, and delivery of services, ensuring that self-employed individuals and MSMEs benefit from improved support. The services may include resource management and efficiency training, digital marketing, and export readiness for sustainable agricultural products, among others. A key emphasis of this service contract will be the development of BDS in subsectors with untapped potential, particularly those aligned with green growth and sustainability. This includes areas such as solar energy, waste management and recycling. By addressing these emerging sectors, the ProDIGI project aims to unlock new opportunities for self-employed individuals and MSMEs to thrive in segments that are both environmentally sustainable and commercially viable.

A baseline and needs analysis will be conducted by the ProDIGI project to assess market demand and identify the most relevant, market-oriented BDS. This will ensure that the services provided are aligned with the needs of businesses in the digital and green economy, supporting their long-term sustainable development.

### **Service requirements:**

To fulfil its mandate and address the improvement of the ecosystem offer, the ProDIGI project seeks letters of interest from consulting firms for a consultancy on how to support MSMEs in adopting green practices and/or digital solutions that enhance their operational efficiency,

reduce environmental impact, and improve their market competitiveness. Through tailored business development services, the contractor should facilitate MSMEs in their transition toward sustainable, resource-efficient, and digitally-enabled business operations.

Based on the above-mentioned baseline/needs analysis, which will be conducted by the ProDIGI project, the contractor shall provide the following services:

### **Work Package 1: Strategy for Green and/or Digital business development**

- **Objective:** Create tailored strategies that self-employed individuals and each MSME can implement to enhance green and/or digital practices.
- **Activities:**
  - Assess the status quo of the company's digital operations and/or green processes/potentials
  - Develop green and/or digital transformation plans for each selected MSME.
  - Identify best-practice sustainable business practices from similar companies in the region and worldwide and digital tools applicable to MSMEs.
  - Identify clear, measurable objectives for each strategy.
- **Deliverables:**
  - A Green and/or digital transformation strategy paper (also including up-scaling potential of the recommended measures)
  - Roadmap with timelines and milestones for each self-employed individual and MSME.

### **Work Package 2: Training and Capacity Building**

- **Objective:** Equip MSMEs with knowledge and skills needed to adopt green and/or digital practices effectively.
- **Activities:**
  - Design and deliver training workshops on the implementation of the tailored strategies for self-employed individuals and each MSME
  - Design and deliver training workshops on topics such as energy efficiency, waste reduction, digital marketing, and e-commerce.
  - Develop and implement sustainability approaches, such as Training of Trainers (ToT) for local organisations in order to transfer knowledge to the local ecosystem ensuring the long-term provision of green/digital consultancy services for Iraqi companies
  - Provide training materials and resources.

- Conduct follow-up sessions for reinforcing learning and addressing challenges.
- **Deliverables:**
  - Training program curriculum and materials.
  - Workshop completion reports with feedback and attendance records.

### **Work Package 3: Implementation and Resource Facilitation**

- **Objective:** Support MSMEs in implementing green and digital strategies and facilitate access to required resources.
- **Activities:**
  - Offer one-on-one consulting support to MSMEs for strategy implementation.
  - Assist MSMEs in acquiring or adopting technologies (e.g., energy-efficient machinery, digital platforms).
  - Identify and facilitate potential funding sources, grants, or loans for green and digital investments.
- **Deliverables:**
  - Documentation of progress by each self-employed individual and MSME
  - E.g. Documentation of resources facilitated or accessed by MSMEs.

### **Personnel**

#### Qualifications of key experts

1. Education: Master´s degree or equivalent in a relevant field
2. Language: C2-level language proficiency in Arabic, and B2-level language proficiency in English, one of the experts needs to speak C1-level Kurdish
3. General professional experience: 10 + years of professional experience in business development in the green and/or digital economy
4. Regional experience: 10 + years of experience in the MENA-Region and in countries outside of the region

#### **Important:**

- Interested consultancies can submit letters of interest for
  - either green business development services and digital business development services,
  - or submit letters of interest for the implementation of ONE of these (green or digital).

- 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.

**Interested companies are requested to send a Letter of Interest with the following documents:**

- Introduction of the firm/company
- A scanned copy of the license and registration that the company is able to work in Iraq and 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).
- Provide an Affidavit that the firm has been neither blacklisted by any Government, semi-governmental institute, or private institute nor involved in any litigation in the current or during the last two (2) years or a (self-disclosure).
- Annual turnover of the last three financial years. (minimum value 32,000,000 IQD)
- 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 the requirements per the attached assessment grid for checking the eligibility of companies.
- Provide a letter directed to GIZ exploring:
  - Your company is interested and will participate in the tender.
  - Full names of owner and representatives, with their signatures' samples.
  - The stamp samples

**The technical information must be provided as follows:**

- Reference on the experience with providing green and/or digital BDS for self-employed individuals and MSMEs
- Reference on the experience in Iraq's context
- Reference on the experience in other countries than Iraq

Interested companies must submit the above-mentioned documents and the full contact details of their company by 05.01.2025.

This expression of interest is a market search for qualified suppliers and companies. GIZ keeps the right to the appropriate selection of the best-qualified companies/firms for future demand of the provision of chatbot creation Services and representation for the project mentioned above.

Interested companies must submit above mentioned documents via email to: [procurement.iraq@giz.de](mailto:procurement.iraq@giz.de) , in a proper digital filing order as the above-listed order by the owner of the company or an authorized representative. Otherwise, the company's interest will be considered non-responsive. The email subject must be named below with

the deadline.

**Deadline: 05.01.2025, 18:00**

**Email subject must be:**

**EoI – Green and/or Digital Business Development Services**

Yours Sincerely,

Procurement and Contracting

Unit Deutsche Gesellschaft für

Internationale Zusammenarbeit (GIZ) GmbH

E [procurement.iraq@giz.de](mailto:procurement.iraq@giz.de)

I [www.giz.de](http://www.giz.de)