

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – FIRMS SELECTION)



**Republic of Iraq
Ministry of Health
Iraq COVID-19 Vaccination Project (ICVP)
Loan No.: 9297-IQ**

**Assignment Title: Procurement of Media Production Agency Services
Reference No.: ICVP-MOH-CS-06**

The Government of Iraq has received financing from the World Bank toward the cost of Iraq COVID-19 Vaccination Project (ICVP) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include production of 10 promotional short films to support generating demand of COVID-19 vaccines, and to train MoH media technical staff.

The detailed Terms of Reference (TOR) for the assignment are attached to this request for expressions of interest.

The Ministry of Health now invites eligible Media Production Agencies (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:

Agency is expected to be a communication / advertising firm with expertise and experience in designing and implementing advertising and promotional interventions in the areas of public utilities and services, preferably in the health sector.

The agency is expected to have a team of professionals with a diverse set of skills and experience.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers November 2020 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment:

Consultants shall not be hired for any assignment that would be in conflict with their prior or current obligations to other clients, or that may place them in a position of being unable to carry out the assignment in the best interests of the Borrower. Without limitation on the generality of the foregoing, Consultants shall not be hired under the circumstances set forth below:

- a. a firm that has been engaged by the Borrower to provide Goods, Works, or Non-consulting Services for a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that firm), shall be disqualified from providing Consulting Services resulting from, or directly related to, those Goods, Works, or Non-consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract;
- b. a firm that has been engaged by the Borrower to provide Consulting Services for the preparation or implementation of a project (or an affiliate that directly or indirectly controls, is controlled by, or is under common control with that Consulting firm), shall be disqualified from subsequently providing Goods, Works, or Non-consulting Services resulting from, or directly related to those Consulting Services. This provision does not apply to the various firms (Consultants, contractors, or suppliers), which together are performing the contractor's obligations under a turnkey or design and build contract;
- c. neither a Consultant (including personnel and sub-consultants), nor an affiliate (that directly or indirectly controls, is controlled by, or is under common control with that Consultant), shall be hired for any assignment that, by its nature, creates a conflict of interest with another assignment of the Consultant;

Consultants (including their experts and other personnel, and sub-consultants), that have a close business or family relationship with a professional staff of the Borrower, or of the project implementing agency, or of a recipient of a part of the Bank's financing, or any other party representing or acting on behalf of the Borrower, that is directly or indirectly involved in any part of:

- i. the preparation of the TOR for the assignment;

- ii. the selection process for the contract; or
- iii. the supervision of the contract, may not be awarded a contract, unless the conflict stemming from this relationship has been resolved in a manner acceptable to the Bank throughout the selection process and the execution of the contract.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Consultant Qualification Selection (CQS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours
Sunday-Thursday 9:00 -14:30 Baghdad local time

Expressions of interest must be delivered in a written form to the address below (in person, or by e-mail) by 24th April, 2022. 12:00 pm Baghdad local time

Project Management Unit/ Minister Office/ Ministry of Health of Iraq

Bab Al Muadham/ Baghdad/ Iraq

Attn: Yasmine Jamal Ameen, Procurement Officer and Technical Coordinator

Tel: 009647901287430

E-mail: yj.ameen@yahoo.com

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**IRAQ COVID-19 Vaccination Project
Media Production Agency**

Terms of Reference

BACKGROUND

A key part of the COVID-19 vaccination campaign is the community engagement and outreach element of the overall framework and implementation plan put in place by the MOH to tackle the pandemic during its various stages. The engagement of communities is critical to build community knowledge and confidence, establish trust, ensure governments respond to community needs (including vulnerable groups), and is thus a critical component of the COVID-19 response. The MOH recognizes the importance of delivering the right messages to population, to raise the awareness toward the importance of vaccination, that was clearly identified through the findings of A/B test messaging applied by the World Bank team during September 2021.

The scope of this Terms of Reference is to hire a media production agency to produce promotional short films to support raising awareness and increase the uptake of COVID-19 vaccines.

OBJECTIVES& TASKS

The objective of this assignment is to produce 10 documentaries/ animation/ short films for promoting the uptake of vaccines in the general population.

DUTIES AND RESPONSIBILITIES

The Media Production Agency will be seconded/work closely with the MOH Communications team to produce **10 documentaries/ animation/ short films/spots** for **promoting the uptake of vaccines in the general population**. The agency will carry out the following tasks but not limited to:

1. Understand the COVID -19 vaccination program in Iraq;
2. Develop a detailed work/production plan aligned in time/deliverables with the promotional campaign plan of MOH, noting that the work/production plan will be aligned with the delivery checklist that is monitored to assure quality of delivery and is connected to the cost coverage plan too.

3. In Accordance with the thematic objective of each of the 10 videos within the plan of MOH, develop storyboards and content to best reflect the core messages needed. The task is in full coordination / working process with MOH.
4. Design / produce communication 10 documentaries/ animation/ short films/spots focused on improving vaccine uptake in general population and/or in specific groups as per the guidance of MOH. All visual content (including motion graphics and films) must be to the utmost of quality standards, and available for usage in broadcast quality and for digital media publishing in the specified language identified by MOH to effectively communicate message objectives. All raw footage/working production files must be available at any time.

The agency is required to be based in Iraq with in-depth understanding of the local media environment and audience characteristics of all the regions/governorates of the country. All the produced material will be copyrighted to MOH.

SKILLS AND EXPERIENCE

The agency is expected to be a communication / advertising firm with expertise and experience in designing and implementing advertising and promotional interventions in the areas of public utilities and services, preferably in the health sector.

The agency is expected to have a team of professionals with a diverse set of skills and experience.

The agency team should have the following:

- Proven expertise in the design, development of promotional materials and implementation of advocacy campaigns on public interest issues in Iraq and at an international level and;
- Excellent knowledge and understanding of market and audience analysis.
- Solid knowledge of the Iraqi media, business and civil society landscape.
- Ability to maximize views and engagement on produced materials using social media platforms.
- Excellent oral and written command of English, Arabic;
- National and regional network of media connections;
- Ability to plan, design, develop and implement communication products and activities (such as video and audio spots/ short films/ documentaries etc);
- Proven experience in at least one similar assignment in the last three years in a similar capacity.
- Experience in graphic design, including visual identity and logo design, and branding; knowledge of multimedia materials, including photos and video;

DELIVERABLES

1. 10 documentaries/ animations/ short films for promoting the COVID-19 vaccine uptake.

#	Tentative Video Title	Video Objectives	Media Type	Video Duration
1	Refute the rumors	<ul style="list-style-type: none"> Decrease hesitancy in vaccination process Show main rumors Importance of the vaccine The source of information should be sober 	Text & Infographic with Voice Over in Arabic and Kurdish Language	60 seconds
2	Safety of COVID - 19 vaccine	<ul style="list-style-type: none"> No. of Iraqi population who get the vaccine safely No serious side effects were registered The vaccine is safe The vaccine is available and easily accessible 	Text & Infographic with Voice Over in Arabic and Kurdish Language	60 seconds
3	Target groups for covid -19 vaccine	<ul style="list-style-type: none"> Who should get the vaccine Who should not get the vaccine Chronic disease and the vaccine Pregnant and lactating women and the vaccine 	Text & Infographic with Voice Over in Arabic and Kurdish Language	45 Seconds
4	Target groups for covid -19 vaccine		Live Video Footage	45 Seconds

		<ul style="list-style-type: none"> • Who should get the vaccine? • Who should not get the vaccine? • Chronic disease and vaccine. • Pregnant and lactating women and the vaccine 		
5	Third dose of covid -19 vaccine	<ul style="list-style-type: none"> • Get more immunity against Corona virus. • Timing of the third dose • Who can get the third dose? 	Motion Graphic	45 Seconds
6	Fixed and mobile vaccination booths	<ul style="list-style-type: none"> • Where are the fixed covid -19 vaccination booths • Where are the mobile covid -19 vaccination booths • The vaccination processes . • The expected side effects 	Live Video Footage	60 Seconds
7	The important role of medical staff in covid pandemic and covid -19 vaccination.	<ul style="list-style-type: none"> • Show their huge role in fighting corona virus • How they deliver the vaccine to farthest point 	Live Video Footage	60 Seconds
8	Refute the rumors	<ul style="list-style-type: none"> • Decrease hesitancy in vaccination process • Show main rumors 	Live Video Footage	60 Seconds

		<ul style="list-style-type: none"> • Importance of the vaccine • The source of information should be sober 		
9	Protective measures against covid -19	<ul style="list-style-type: none"> • What are the personal protective measures? • What are the importance of protective measures? • Decreasing covid -19 spread • Decreasing the severity and the complications of the disease. 	Text & Infographic with Voice Over in Arabic and Kurdish Language	45 Seconds
10	Protective measures against covid -19	<ul style="list-style-type: none"> • What are the personal protective measures? • What is the importance of protective measures? • Decreasing covid -19 spread. • Decreasing the severity and the complications of the disease 	Live Video Footage	60 Seconds

2. Training of the technical team in media department in MoH.

#	Training Topic	Training Objectives	Duration in Hours
1	Professional news editing	<ul style="list-style-type: none"> • Capacity building in news editing • Improve good practical support in news editing 	24 Hours

		<ul style="list-style-type: none"> Using modern patterns in this concern. Training more employee in news editing 	
2	Professional animation designing.	<ul style="list-style-type: none"> They will be able to create high quality animation films. Produce different designs of animation 	24 Hours
3	Professional post designing	<ul style="list-style-type: none"> High quality training in Photoshop. High quality training in other designing programs. Modern designing techniques 	24 Hours
4	Professional video montage	<ul style="list-style-type: none"> Professional video montage training Modern montage techniques 	24 Hours

DELIVERY OUTPUT/ FORMAT

1. Broadcast Quality Videos in 4K or Full HD (High Definition)
2. Each video duration not to exceed 2 minutes (120 seconds).
3. Production / Delivery Plan
4. Storyboard and Transcript in Full for Each Video.
5. Detailed Training Plan, and ending with Summary and Full Report on Training Deliverables.

DURATION OF ASSIGNMENT

- Overall Duration: Six months.

- Upon the signing of the contract, Video Production/Delivery Plan within 10 working Days, to be reviewed and approved by MoH.
- Upon the signing of the contract, Training/Delivery Plan within 10 working Days to be reviewed and approved by MoH.
- Delivery of each Video in accordance with the plan to be set by MoH.
- **3 Revisions** are permitted for Each Video Product. Each revised version will be shared within a week of receipt of comments/inputs from MoH.

TYPE OF CONTRACT & PAYMENT SCHEDULE

The contract is Lump-sum payment.

Payment is based on deliverables and within the set 6 months timeframe for overall completion:

- 10 % upon approval of submitted workplan by MoH.
- 10 % upon approval of Video Storyboards / Ideas by MoH.
- 20% upon the delivery of the four training programs.
- 30 % upon final delivery of the first five Video Productions.
- 30% upon final delivery of the second five Video Productions

All costs related to transportation, logistics, translation, production needs/requirements must be part of the agency financial offer.

MOH COMMITMENT

1. Provide all the needed logistics that facilitate the Agency's mission.
2. MOH will provide guidance on the visual identity / branding guidelines and Logos to be used in the productions.
3. Connect the Agency with the health communication officer, to put the general lines for the produced materials. All content must be reviewed and cleared by all parties to assure consistency/quality.

RIGHTS & OWNERSHIP

All Content / Produced and Obtained Video / Training materials are to be owned with full Reserved Rights by MOH.