

Scope of Work (SOW): Multimedia Awareness Campaign

Project: Resilience Through Rights – Advancing Environmental Justice and Climate Adaptation in Iraq-EDRAK

Assignment: Design, Production, and Dissemination of Nationwide Multimedia Content

1. BACKGROUND

Naseej Organization for Development and Relief (NDR) is implementing the EU-funded action: “Resilience Through Rights – Advancing Environmental Justice and Climate Adaptation in Iraq.” The action aims to strengthen environmental rights and climate resilience through:

- Nationwide multimedia awareness campaigns.
- Legal literacy dissemination on Environmental Protection Law No. 27 (2009).
- Policy engagement and advocacy.
- Community-led environmental initiatives.

2. DETAILED DELIVERABLES & REQUIREMENTS

The Service Provider is responsible for delivering no fewer than 50 multimedia products achieving a minimum reach of 2 million individuals.

Activity ID	Task Description	Key Deliverables
1.1.2	Content Production	50 Unique Assets (Podcasts, Films, Reels, Infographics, etc.). At least 5% of content produced in minority languages.
1.1.3	Dissemination	Strategic distribution plan via social media, TV, and Radio. Detailed Reach Report confirming 2M+ unique engagements.
1.1.4	Monitoring & Evaluation	Post-campaign audience feedback surveys. Final Impact Report measuring awareness improvements (60% target).



Content Production Plan (The 50 Assets)

Quantity	Content Type	Description & Purpose
3	Full Podcast Episodes	In-depth strategic discussions with experts and stakeholders.
3	Short Documentary Films	Field-based stories highlighting challenges in Ninewa and Dhi Qar.
3	TV/Radio Spots	High-impact awareness messages for broad broadcasting.
12	Short Video Reels	High-engagement vertical clips for social media reach.
10	Educational Infographics	Visual simplification of environmental laws and the Citizens' Guide.
19	Social Media Posts	Interactive engagement posts and project updates.
50	Total Assets	Comprehensive multimedia campaign deliverables.

3. ADMINISTRATIVE ELIGIBILITY CRITERIA (The "Pass/Fail" Filter)

Bidders must submit the following documents. This stage is a mandatory filter; failure to provide any of these documents will result in immediate disqualification without moving to the technical evaluation:

- Legal Registration: Valid Company Registration Certificate.
- Tax Compliance: Valid Tax Clearance or Tax ID.
- Company Profile: A comprehensive profile including CVs of key personnel.
- Relevant Experience: Proof of at least 2-4 years in media production (NGO experience is highly preferred).
- Bank Account: Official confirmation of an active bank account at a recognized bank operating in Iraq. (To ensure official financial transactions).

4. SELECTION & EVALUATION CRITERIA (The "Scoring" Stage)

Only bids that pass the Eligibility stage will be evaluated based on a 70% Technical / 30% Financial weighting:

A. Technical Evaluation (70% Weighting - Total 70 Points)

1. Technical Expertise & Portfolio (30 pts): Evaluation of previous work quality (Podcasts, Films, Reels) and proven success in previous similar contracts.
2. Proposed Methodology (25 pts): The effectiveness of the proposed strategy to achieve the 2 million reach and the creative approach for the 50 assets.
3. Human Resources (15 pts): Experience and qualifications of the assigned team (Director, Marketing Expert, Editor).



B. Financial Evaluation (30% Weighting - Total 30 Points)

1. Cost-Effectiveness (30 pts): The financial proposal will be evaluated based on the best value for money. The lowest price will get 30 points, and others will be scored proportionally.

5. TECHNICAL SPECIFICATIONS & OWNERSHIP

- Visibility: Strict adherence to EU Visibility & Communication Guidelines (Logos and Disclaimers).
- Intellectual Property: All produced materials and Source/Raw Files (Open Files) are the sole property of NDR and the EU.
- Geographic Focus: Content must reflect the context of Ninewa and Dhi Qar.

6. PAYMENT SCHEDULE

1. First Payment (20%): Upon contract signing and approval of the initial work plan/content calendar. (Advanced payment to initiate production).
2. Second Payment (40%): Upon completion, submission, and approval of all 50 multimedia assets (including raw/source files).
3. Final Payment (40%): Upon verification of the 2M reach and submission of the Final Impact Report.

7. SUBMISSION INSTRUCTIONS

Bidders are required to submit their proposal in three separate sealed envelopes (or digital files):

1. Envelope A (Administrative): All Eligibility documents (Registration, Tax, etc.).
2. Envelope B (Technical): Methodology, Portfolio, CVs, and Past Contracts.
3. Envelope C (Financial): Detailed budget including the dedicated promotion budget for the 2M reach.

8. TIMELINE & CONTENT REVIEW

- Total Duration: The assignment spans 10 months from the date of contract signing tentatively on 01 of June 2026.
- Continuous Production & Dissemination: Production and publishing will be distributed across the 10-month period according to an approved Monthly Content Calendar.
- Pre-Publishing Review: The Service Provider is strictly required to submit all content (videos, designs, scripts) to NDR (Naseej Organization) for technical review and formal approval before any public dissemination. NDR reserves the right to request edits to ensure alignment with project goals and EU visibility standards.

