



# **TOR for Sealed Quotation**

**IRQDHK/PWJ/2025/CompetitiveOffer/001**

**Market Assessment and Consultation / Market Assessment for  
Public Outreach Campaign and Information Initiatives in Mosul  
City, Ninewa Governorate**

**Deadline of submission: 4<sup>th</sup> of June 2025, 12:00am**

**Duhok Governorate, Iraq**



**Peace Winds Japan (PWJ) – Iraq Mission**

## Inviting Consultancy Service on Market assessment and consultation / Rapid Assessment, Public Outreach Campaign in Mosul City, Ninewa Governorate.

PWJ anticipates to conduct a project, spanning 10 months (June 1, 2025 - March 30, 2026) in Rajm Hadeed neighborhood and its surrounding areas, located in Mosul (west), Ninewa Governorate, Iraq, seeks to strengthen the capacities of existing and new beneficiaries in construction skills necessary for support. Through training and engagement in construction/housing-related fields, with a focus on sustainable urban development, PWJ aims to contribute vital infrastructure support to UNHABITAT's "**Emergency Support to Returnees in Northern Iraq - Addressing Housing Crisis due to IDPs Camps Closure and Climate Change Challenges**". This involves providing emergency assistance to areas experiencing an influx of returnees, where needs have intensified due to ongoing reconstruction and rehabilitation efforts.

By targeting the Rajm Hadeed neighborhood in Mosul's western region, the project directly addresses the urgent needs of a community deeply affected by the conflict and displacement. This targeted approach ensures that assistance reaches those most in need, contributing to the broader goal of rebuilding Mosul and fostering sustainable development in the region.

Moreover, given industrial significance in the targeted areas, a new program initiative is to extend support for sustainable livelihoods, including knowledge about new industries such as green industry, which open new job opportunities for the returnee communities. Consequently, the project aims to facilitate the sustainable reintegration of returnees into their areas of origin, while also assisting those seeking job opportunities and sustainable livelihoods in other regions.

Mosul's strategic location within Ninewa Governorate underscores the project's broader impact on the region's stability and prosperity. As a major urban center with significant agricultural countryside, Mosul plays a crucial role in the local economy, providing employment opportunities and essential services to surrounding communities. By strengthening construction skills and supporting sustainable livelihoods, the project not only facilitates the city's reconstruction but also promotes economic revitalization and social cohesion, benefiting both residents and returnees alike.

### Geographical area of consultancy

Mosul city, Ninewa Governorate, Iraq

### The Assignment

PWJ seeks to hire a Service Provider (Consultancy Company / individual Consultant from academic background). For consultancy company, only companies or institutions specialized in academic research and consultancy services can apply.

※The company / institution / organization should not have issue to access to the project area.

### Outputs and Activities

**Output 1:**            **At least 100 unemployed men/women are trained on skills required for construction of social housing units, public infrastructure, and also green economy industries. The trained men and women will then be facilitated to engage in construction of social housing units.**

Activity 1-1:        Conduct market assessment and community consultation to identify needs for vocational trainings focusing in particular on the construction sector and green economy industries.

**Output 2:**            **1,000 returnees are better informed and resilient through a tailored public outreach campaign and information initiatives focusing on climate change.**

Activity 2-1:        Conduct market assessment and community consultation to identify needs for public outreach campaign on climate change.

Activity 2-2:        Designs the public outreach campaign and information initiatives focusing on climate change, raising awareness.

### Outcome of Activities

Livelihoods and self-reliance of returnees in the targeted communities/neighborhoods, including unemployed young men and women, are enhanced through improving their access to marketplaces and capacity development and awareness-raising.

### Scope of work

In order to provide vocational training related to construction skills and green industries, and public outreach and information initiatives on the adaption of climate change, the Service Provider having technical skills and practicing knowledge related to construction (in Ninewa – Iraq) conduct the following:

#### [Market / Rapid Assessments]

- The Service Provider will design KIIs and FDGs researches including research questionnaires on the needs of construction-related skills, green industries-related skills, needs of vocational training on those skills and impact of climate change and its adaption in the target communities.  
(Estimated number of KIIs and FDGs: 10 KIIs and 6 FDGs consisting of 12-15 female/male participants)
- The Service Provider will conduct community consultation/FDGs with communities (hosts, IDPs, returnees).
- The Service Provider will conduct Key Informant Interviews with stakeholders such as related local authority staff, business owners, community leaders and community-based organizations, experts.
- The Service Provider will provide technical instructions, guidance, knowledge on skills needs for vocational training related construction and rehabilitation, green industries, and on awareness needs related to climate change adaptations.
- Final report should cover needs analysis and recommendations on vocational training and public outreach campaign on climate change adaption: current practices in house construction / reconstruction activities, availability of skills in local labor market, impact of climate change on the communities, challenges and opportunities for vocational training and public outreach
- Ready to attend / join other meetings if any query / guidance desire to PWJ (later after submission of final report)
- Flexible

#### [Design and Consultancy on Public Outreach and Information Initiatives]

- Based on the results and recommendations of the market assessment and community consultation, the Service Provider will design and suggest topics, appropriate approaches and tools/ materials for public outreach and information initiative on climate change adaption practices useful and adaptable for the communities
- The Service Provider will identify appropriate approach including designing tools / materials for public outreach campaign.
- The Service Provider will design and recommend model activities and outreach tools with suggested methodologies, subjects and description (e.g. activities details, topics, materials for use etc)
- The Service Provider will suggest indicators to measure the achievement of public outreach campaigns.

### Deliverables, methodology & timeframe:

**Activity 1-1. Conduct market assessment and community consultation to identify needs for vocational trainings focusing in particular on the construction sector and green economy industries**

**Activity 2-1. Conduct market assessment and community consultation to identify needs for public outreach campaign on climate change.**

The **anticipated** assessment preparation/ implementation period between 15<sup>th</sup> – 4<sup>th</sup> July 2025, not exceeding 3 weeks at maximum

Market Assessment/ Rapid Assessment	Target and Number of Participants	Days/ term: # of meeting	Description
• Current practices in house construction /	Male / Females in the age of 18- 65	30-40 minutes /FGD	<u>Aim FGDs:</u> After the completion of the FGD, the Service Provider will have information on past and current practices of communities,

reconstruction activities • Availability of skills in local labor market • Impact of climate change on the communities • Knowledge and adaptation practices of the communities on climate change • Challenges and opportunities for vocational training and public outreach	6 group / 72 individuals (*No duplication from same HHs)		availability of construction and green industries skills and challenges, impact of climate change in the community  <u>Contents FGDs:</u> questions related to ongoing / past construction practices, needs, impact of climate change and communities' adaptation practices  <u>Duration:</u> 2 days (30 - 40 minutes each session on information collection)
	Local authority staff  Community leaders  Business owners  Other stakeholders  10-12 persons / no gender specific	20-30 minutes KII  4-5 local departments,  Mukhtars/ Sector Leaders,  4-5 Business owners	<u>Aim KIIs:</u> After the completion of the KII, the Service Provider will have information on past and current policies of govt., labor needs in the market and opportunities on construction and green industries, policy and current practices of govt. on climate change  <u>Contents FGD:</u> questions related to ongoing / past construction policies in the area, availability of construction skills and challenges, impact of climate change in the community  <u>Duration:</u> 3 day (20-30 minutes each session on information collection)
Data Collection / Analysis	-	-	<u>Aim:</u> evidence-based reporting
DRAFT / Final Report	-	-	<u>Aim:</u> report will be baseline/guideline for designing vocational training and public outreach for the target group  <u>Contents:</u> including needs analysis of necessary skills, recommendation for some awareness topic  <u>Duration:</u> 4-5 days
Submission of Invoice			Submission of invoices

**Activity 2-2, Designs the public outreach campaign and information initiatives focusing on climate change, raising awareness.**

The public outreach design and consultancy period are tentatively estimated between September - November 2025, not exceeding 1 week at maximum.

*\*Actual public outreach campaign will be planned based on the results of the market assessment.*

Design and Consultancy on Public Outreach and Information Initiative	Target and Number of Participants	Days/ term:	Description
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<ul style="list-style-type: none"> <li>Identify topics and information on Climate Change Impact and Adaption Practices, useful and adaptable for the communities for Public Outreach</li> <li>Identify appropriate approach including designing tools / materials for Public Outreach</li> <li>Suggesting indicators to measure the achievement of public outreach campaign and information initiatives</li> </ul>	Door to Door visits / Awareness Session for 1,000 persons (returnees, IDPs / host communities)  *Possible location is Rajm Hadeed and its surrounding areas in west Mosul	1 week	<p><b>Aim:</b> Based on the results and recommendation of the market assessment, the Service Provider will design and suggest topics, appropriate approaches and tools/ materials for public outreach and information initiative on climate change adaption practices useful and adaptable for the communities.</p> <p>-1,000 beneficiaries in Mosul city shall be reached by the public outreach campaign on the same topics.</p> <p><b>Contents Public Outreach:</b> Awareness of impact of climate change on the communities and adaption practices</p> <p><b>Duration:</b> 1 week (submission of plan and design including original data of designed materials)</p>
Submission of Invoice			Submission of invoices

#### Other terms

- PWJ Dohuk office and Programme Coordinator for coordination / consultation / reporting / meeting
- Transportation / food / accommodation will be responsibility of the Service Provider
- The Service Provider shall be fully responsible for their access to the project sites. PWJ should not be subjected to be responsible for obtaining access permission for the Service Provider.
- The Service Provider should abide by with all the rules, other, instructions, and decisions issued from the local or legal authorities.
- The Service Provider should not supply any items / plans without approval from PWJ. PWJ will be responsible to coordinate meeting / arrange venues for the meeting with communities as per plan by the Service Provider.
- PWJ will be responsible to arrange meeting / venues for the meeting local authorities' offices as per plan by the Service Provider
- PWJ will provide any sort of stationary require during KIIs / FGDs.
- PWJ shall NOT provide any depreciation on lose / damage of anything / anyone caused in the course of work of the Service Provider.
- PWJ shall NOT bear responsibility for any legal obligations related to any accidents and security/safety incident happened in the course of implementing the project by the Service Provider, to any staff employed by the Service Provider and third parties.
- PWJ shall NOT be responsible for any laptops / software in the course of work of the Service Provider.

#### Required Service Provider (Expert) Profile:

- **(For the company/institutions)** Having no access issue to regions in the Federal Iraq.
- Having experience in similar researches and projects, at least one (2) related academic researches, one (1) related livelihood.
- Expert & knowledge on Livelihood and Income Generation associated with house / building construction activities in Iraq
- Expert & knowledge environment friendly construction tools, techniques
- Expert & knowledge on development assistance/ humanitarian assistance
- Expert & knowledge on climate change impact and adaption, COP28 and green/renewable energies
- Fluent reading & writing (English & Arabic / local language of local community)
- Innovative
- Involving expert(s) holding Master, preferably PhD with public speaking / motivational skills
- Familiar with analytical approaches (qualitative, quantitative)

#### Date of submission:

4 June 2025 via online application

#### Requirements for Application:

[Required Documents]

1. Official registration of the company
2. Work Plan
3. Financial Offers for ①Market Assessment and ②Designing Public Outreach materials
4. Human Resource Plan
5. Attach CV for key personnel in charge of market assessments (specify academic background and similar projects experience)
6. Attach at least two similar survey reports (e.g. market assessment reports) fully prepared by the Service Provider and used in former projects
7. Provide at least two business references from organizations or institutions which funded similar research projects conducted by the Service Provider.

Please provide the financial offer (Lumpsum) in **IQD**, following the estimate table format.

- ✧ Provide lumpsum amount to complete the assessment with descriptions of expenses included.
- ✧ Inclusive prices for taxes due imposed by the Iraqi laws should be given.

#### Tentative Timeline:

Deadline of the Offers	4 June 2025
Negotiation/ Adjustment	15 June 2025
Signing Agreement	15 June 2025
Start of Market Survey and Community Consultation / Rapid Assessment for Public Outreach Campaign and Information Initiatives	15 June 2025
Submission of Report for Market Survey and Assessment / Rapid Assessment for Public Outreach Campaign and Information Initiatives	3 July 2025
Public Outreach and Information Initiatives in Mosul	September - November 2025
End of the activities	30 <sup>th</sup> November 2025
Report submission	30 <sup>th</sup> November 2025

#### Contact person:

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