

REQUESTS FOR PROPOSALS

Branding and design services for a program that supports smallholder farmers, microenterprises, and support organizations in the agriculture sector of the Kurdistan Region of Iraq (KRI).

enpact e.V. seeks to contract branding and design services for a project providing financial and technical support for Kurdish smallholder farmers, microenterprises, BSOs and Farmer Cooperatives in the Kurdistan Region of Iraq (KRI).

A Project Summary

A.1. Project description

The program is an integrated initiative designed to strengthen the technical and financial capacities of 50 smallholder farmers and microenterprises, alongside 20 business support organizations and farmer cooperatives, operating in the Kurdistan Region of Iraq (KRI). The main goal is to build a resilient agriculture sector and contribute to greater social cohesion across the region's farming communities and value chains.

A.2. Target groups

Target group 1: Business Support Organizations (BSOs) & Farmer Cooperatives

- **Business Support Organizations (BSOs)**

These are the program's main network partners

- **Profile:**

- Nonprofit, public, or for-profit organizations that support local businesses,
 - Act as intermediaries between farmers/microenterprises and larger markets
 - Provide capacity building, mentoring, and technical support

- **Farmer Cooperatives**

These are community-based organizations that embody the principle of collective strength. Their structure is founded on shared ownership, collective decision-making, and equitable benefit distribution. These organizations are considered a direct pathway to empowering smallholder farmers through collaboration.

- **Profile:**

- Member-based organizations established by and for smallholder farmers
 - Focus on improving the farmers' economic and social resilience

Target group 2: Smallholder farmers & microenterprises

- **Smallholder Farmers:**

This group represents the core of the program's target population. They are the primary producers who form the foundation of the rural agricultural economy. They rely on farming as a key source of income and livelihood.

- **Characteristics:** community-oriented farmers who operate independently
- **Produce:** Food crops, livestock, or non-traditional agricultural products (mushrooms)

- **Rural Microenterprises:**

These are small, rural businesses deeply embedded in the agricultural economy. They're more than just farmers; they're the connectors and facilitators across the value chain. They represent a crucial link between producers and consumers.

- **Characteristics:** entrepreneurs or family businesses (registered)

B Deliverables

The following are the expected deliverables for the branding and design services.

B.1. Brand Conceptualization and Development

The objectives of this deliverable are to:

- create a strong and engaging brand identity for the project across all its components, derived from and strongly aligned with project partner identities, incorporating local context (English, and Kurdish)
- increase awareness and visibility of the different components of the project in KRI
- support in participant acquisition and community building through visual communication

Brand conceptualization will take into consideration the guidelines of existing partner brands behind the project, with the goal of incorporating pre-established elements into a co-branded identity.

The specific deliverables are as follows:

- Brand research and conceptualization
- Development of a project logo, presenting three distinct design options in English and Kurdish. One final version will be selected by the project partners, with the possibility of further refinements based on their feedback.
- Brand guidelines document that outlines:
 - Project logo assets and usage guidelines across the different components
 - Brand colors and typography guidelines
 - Co-branding guidelines with different categories of partners
 - Project descriptions in English and Kurdish
 - Visual asset templates
- General consultation on communications approach and key messages for brand positioning within the local context and thematic focus of the project.

This deliverable is expected to be finalized by **Thursday, 6th November 2025**.

B.2. Brand Assets and Design Support

The objectives of this deliverable are to:

- create templates for communications assets and promotional material to support communications around the program
- ensure that all created templates for communications assets and promotional material comply with the brand guidelines

The specific deliverables are as follows:

- Visual designs (Up to 30 designs to cover online and offline campaigns)
- Event branding materials, including roll-up, banners, and other on-site event collateral (e.g., backdrops, signage, digital screens)
- A4 letterhead template (Digital and print)
- A5 flyer template (Digital and print)
- Presentation templates (Google Slides and Microsoft PowerPoint)

Please note that all communications assets of the program will be made available in three languages: English and Kurdish.

C Timeline

It is expected that the service contract will be signed in October 2025 and run until the end of May 2026. The contract duration shall not exceed a total of twelve months. The contract shall enter into force on the date on which it is signed by the last contracting party. The duration of the tasks and deliverables shall not exceed 30 April 2026. The execution of the deliverables shall not start before the contract has been signed or before the specific date specified in the contract.

D Application

D.1. Eligibility

This service contract is open on equal terms to any natural or legal person, regardless of their domicile or seat. Eligibility is solely dependent on the presentation of an offer. Due to the specific nature of the technical expertise required for the deliverables of this tender, it is expected that the applicant demonstrates:

- proven track record of brand creation and development,
- proven track record of graphic design and visual design experience in digital and print formats,
- proven track record of video production and post-production,
- proven track record of designing English and Kurdish communications material,
- experience working with business support organizations, microenterprises, and small businesses in the agriculture sector of KRI is an asset
- experience working with brands in agriculture and rural development is an asset

- experience working with programs and brands that primarily push forward inclusion, diversity, and accessibility is an asset,
- experience with live captioning, closed captioning and audio descriptions is an asset,
- experience working with non-profit organizations and/or within the development cooperation sector is an asset.

D.2. Guidelines on Offer and Offer Deadline

Any entity wishing to respond to this call may do so by submitting a technical offer in English which covers the approach and services they can provide for the expected contract duration.

All technical offers should include:

- A general concept for how the applicant will deliver on the expected deliverables listed in section B of this document. This simulation must include a price that would cover all the services foreseen in the concept. This price shall be considered the price ceiling that the applicant is proposing.
- A price list, which states the unit price in EUR for all foreseen deliverables.

The applicant should propose a suitable project team for the contract implementation. A contract manager should be appointed for the entire contract duration and shall ensure the overall management of the contract, including timely completion of the activities, ensuring the required level of quality is met.

The offer must include:

- **Applicant Information:** The name, address, and contact details of your entity
- **Customer Information:** The name, address, and contact details of enpact.
- **Date:** The date the quotation was prepared should be included.
- **Description of Goods/Services:** Provide a clear and detailed description of the goods or services being quoted, including quantities and any specifications.
- **Price:** Include the price for each item or service, and any applicable taxes or fees.

Offers are accepted until Sunday, 19th of October 2025 at 11.59 pm (CET) and must be submitted by e-mail to nh@enpact.org.