

**Terms of Reference**  
**Iraqi Chef / Food Specialist**  
**Hungry for Peace Cookbook – UNDP Iraq**

<b>Location</b>	Baghdad, Iraq
<b>Type of Contract</b>	Individual Contract
<b>Post Level</b>	Iraqi Chef / Food Specialist
<b>Starting Date</b>	March 2021
<b>Period of Assignment:</b>	Three Months

### **1. Introduction:**

In Iraq, many entrenched sectarian and social divisions have followed the war against ISIL and are further impacted by recent anti-government political demonstrations. Historical grievances also exist, which must be stemmed by facilitating opportunities for citizens to dialogue and restore trust with each other. Support towards increased and sustainable social cohesion practices to enable peaceful coexistence among different Iraqi groups and communities in Iraq continues to be one of UNDP's key priorities. In this, a clear focus has remained on identifying the catalytic factors that unify communities over the ones that differentiate them. There are few things that has such unifying effect amongst people and communities across the globe, and food is one of them.

In light of the above, UNDP will create and publish a cookbook showcasing the culinary highlights and cultural narratives of the Iraqi people across the various 18 governorates, as well as different ethnic groups, emphasizing similarities, whilst embracing subtle differences in available ingredients and preparation methods. A Iraqi Chef and a Historian will work together to highlight multiple dishes famous by area and ethnic group categorized under a historical narrative of the area/group, with commentary on popular ingredients and resources

The “Hungry for Peace” cookbook will seek to demonstrate that while regions and ethnic groups in Iraq may have independent characteristics, there are commonalities that bring the Iraqi people together that underpin a national identity. The cookbook will set the tone for a national dialogue on food and culture and will be launched in a cultural event gathering women and men from all over Iraq demonstrating the cooking of the various Iraqi dishes.

The Terms of Reference outlined in this document relate to the contract for an Iraqi Chef that specializes in regional cuisine with an established fan base in Iraq.

## **2. Project Goal:**

The main goal of the creation and publication of the Hungry for Peace Cookbook is to illustrate how Iraq is unified in diversity by providing narratives surrounding various ethnic groups and regions and featuring their celebrated dishes and recipes.

## **3. Scope of Work and Expected Outputs:**

### **Deliverables:**

**Outcome 1: Feedback provided on dishes selected from each governorate/ethnic group to the historian.**

**Description:** Work with the historian to provide feedback on the dishes he/she will choose for ethnic groups and regions.

#### **Minimum Activities**

- Follow up closely with UNDP Iraq and the historian to select dishes for governorates/regions or ethnic groups.

**Outcome 2: Recipes selected/developed for each dish, drink or dessert, through existing knowledge, research, discussion with regional populations and results of UNDP Iraq's survey and social media polls. Each historical narrative feature 3-4 dishes. The completed book will be between 150 – 200 pages.**

**Description:** Select/develop recipes that list all ingredients and methods of preparation and document recipes in English and Arabic. Preparation will be documented by videos and photos.

#### **Minimum Activities:**

- Provide advice to the historian on selecting 3-4 dishes per historical narrative provided by the historian.
- Provide details/measurements of ingredients involved in each recipe.

**Outcome 3: UNDP Iraq supported in media and advocacy related to the Cookbook (social media platforms, media interviews, etc).**

**Description:** Assist in promoting the Cookbook through established networks.

#### **Minimum Activities:**

- Work closely with the UNDP project team and the historian to promote the online and hardcopy book by participating in no less than 5 interviews on social media platforms, radio shows, and TV spots to promote the book.
- Work closely with the UNDP project team to use the chef's own social media platforms and network to promote the book by engaging in minimum of 10 promotion activities including live broadcasts, photo ops and video recordings.

#### 4. Technical Deliverables/Payment Method:

#	Deliverables	Target Date	Payment (US\$)	%
Workplan				
	Submission of a work plan, including a list of dishes that recipes will be developed for, based on agreement with the historian.	March 2021	25 % upon receiving and approving the work plan.	
Duration of Work				
	<b>Recipe Development</b> Develop recipes for the chosen dishes that the historian will categorize by ethnic group / region. Ensure careful consideration of ingredients	March – June 2021	50% upon completion of recipes.	
	<b>Promotion of Cookbook</b> Work with UNDP Iraq Communications Team to promote the Cookbook on established social media networks and through media interviews and articles.	May – June 2021		
Final Product				
	Completion of final Cookbook for distribution by 15 June.	June 2021	25% upon completion of final product.	

The workplan provided to UNDP Iraq during the project implementation will be in English, to facilitate review and feedback by UNDP Iraq.

Payment on deliverables will only be made when documentation produced by the Individual Consultant have been reviewed and endorsed by the Project Manager as having met the required standard.

## **5. Institutional Arrangement**

The Individual Consultant will have the responsibility of managing the deliverables in accordance with the indicated above scope of work. The Social Cohesion Programme will bear the responsibility of supervising the implementation process of the project in a way that ensures a high level of efficiency and professionalism. The Individual Consultant has to cooperate with the Local Authorities in terms of getting the required support and approvals on the implementation process of the activities.

Further arrangements regarding contract and delivery modalities will be agreed upon between the Social Cohesion Team and the contracted Individual Consultant, prior to signing the contract.

## **6. Duration of the Work**

In reference to what is mentioned above, all the indicated activities have to be completed within three months, starting from the date of signing the contract. The initiation of implementation has to be no later than one week after signing the contract.

The contracted Contractor will be responsible for any delay occurred on his/ her side and has to compensate it through adopting additional procedures to cover the delay.

## **7. Location of Work**

This is a home-based assignment with travel if required, taking into consideration COVID-19 related restrictions.

## **8. Competencies**

### **Corporate Competencies**

- Demonstrates integrity by modeling the UN's values and ethical standards
- Advocates and promotes the vision, mission, and strategic goals of UNDP
- Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability
- Treats all people fairly without favoritism

### **Functional Competencies**

- Remain open to change and ability to manage complexity
- Ability to work and act under pressure and with discretion in a politically sensitive environment.

- Demonstrate capacity to plan, prioritize and deliver tasks on time to meet goals in a high-pressure environment and multitasker person.
- Maturity and confidence in dealing with Local Authorities.
- Respect and sensitivity towards cultural, gender, ethnicity and religious diversity
- Excellent organizational, verbal, written and interpersonal skills.

## **9. Qualifications of the Successful Service Provider**

Individual chefs specializing in Iraqi cuisine are invited to make a proposal for this contract.

The profile of the selected candidate should meet the following requirements:

- Having a positive reputation in Iraq and/ or the region as a professional chef specialized in Iraqi cuisine.
- Demonstrate knowledge of the Iraqi food culture and cuisine.
- 3-5 years of experience in their field.
- Experience undertaking similar assignments is recommended.
- Proven capacity to produce outputs in Arabic language.
- Demonstrates excellent oral and written communication skills.
- Works effectively with people from different backgrounds.
- Political, cultural sensitivity and commitment to diversity.

### **Education:**

A degree and/ or vocational training in cooking, food styling, Art, social science, or other related fields.

### **Work Experience:**

- A minimum of overall 3 years' experience in cooking, drafting cooking books or food styling.
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- Knowledge of Iraqi cuisine, socio-economic, and cultural issues in Iraq

### **Language**

- Arabic, English is an asset.

## 10. Criteria for the Selection of the Best Offer

Individual consultants will be evaluated based on the following methodology:

- Cumulative analysis
- When using this weighted scoring method, the award of the contract should be made to the individual consultant whose offer has been evaluated and determined as: a) responsive/compliant/acceptable, and b) Having received the highest score out of a predetermined set of weighted technical and financial criteria specific to the solicitation:

\* Technical Criteria weight; [70]

\* Financial Criteria weight; [30]

<b>Technical Proposal Evaluation</b>		<b>Points Obtainable</b>
<b>Form 1</b>		
<b>Proven Experience and Reputation</b>		
1.1	Must demonstrate 3-5 years of experience in their field.	16
1.2	Must have a positive reputation in Iraq and/ or the region as a professional chef specialized in Iraqi cuisine.	16
1.3	Must demonstrate ability to read/write/speak in Arabic, English is an asset.	16
1.4	Must demonstrate understanding of the targeted community environment in regard to the thematic areas of work to be conducted.	16
1.5	Must have an already established reputation and social media network and fan base in Iraq.	36
Total		100
Financial	Lowest Offer / Offer * 100	30%
<b>Total Score = Technical Score * .07 + Financial Score * 0.3)</b>		

**Only candidates obtaining a minimum of 70 points of the 100 points in the Technical Evaluation will be considered for the Financial Evaluation.**

Criteria	Weight	Max. Point
Technical	70%	70
Financial	30%	30
Total	100%	100

Total Score

- The technical score attained at by each proposal will be used in determining the Total score as follows:
- The weights given to the technical and financial proposals are: T= 0.7, F=0.3
- The Total score will be calculated by formula:  $TS = St \times 0.7 + Sf \times 0.3$
- TS - Is the total score of the proposal under consideration
- St - is technical score of the proposal under consideration.
- Sf - is financial score of the proposal under consideration.

## **11. Documents to be included when submitting the proposals:**

1. Proposal
  - (i) Explaining why you are the most suitable for the work
2. Letter to UNDP Confirming Interest and Availability for the Individual Contractor Assignment.
3. Personal CV including past experience in similar projects and at least 3 references. The CV must pinpoint relevant past experience, highlighting comparative advantages and must be in Arabic or English Language.

## **12. Special Requirements**

Taking into consideration the security situation related to the COVID-19 pandemic, it is highly recommended that the Individual Consultant examine any risks related to proposed to Iraq if living and working abroad. He/ she should be able to travel to Iraq when needed to promote the book and attend events, etc. In case of these unforeseeable travel, payment of travel costs, including



tickets, lodging and terminal expenses should be agreed upon, prior to travel and will be reimbursed.

### **13. Financial Proposal**

The financial proposal shall specify a total lump sum amount, and payment terms shall be made based on the technical deliverables indicated in item no. 4