

ANNEX 2. TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACT

Reference: LRPS-2023-9183514

Title: The Green Rising - Climate Impact & Response: Through a Fresh Lens

Location: South Africa

Duration: At least 18 days over an estimated 5 month period.

Background

Climate related extreme weather events and environmental degradation are increasingly impacting people's lives at home and in their communities. The Kwa Zulu-Natal floods, droughts in Eastern Cape and high levels of air pollution all affect people's wellbeing, in particular children and youth, across South Africa. But the direct impact of these issues is still not fully understood or articulated and can be seen as abstract by others, particularly those who are less affected. It's difficult to visualize and truly imagine the severity of such climate impact environmental degradation on people's lives, from livelihoods to access to education and healthcare. At the same time, there are many children, young people and organizations across South Africa who are committed to improving their environments by reducing the risk of climate related impacts and slowing further environmental degradation.

They are the unsung heroes whose work and stories are rarely told. They are the people who need to tell the story of impact on their lives, including their human rights and their extraordinary work in response. UNICEF South Africa, OHCHR and Maverick Citizen (other partners may join) are collaborating to seek out and enable youth to tell their stories of climate and environmental impact on their lives, including human rights, as young people, but also how they are fighting back. The outcome of the project, including a photo book, exhibit, and event ahead of COP28 aims to trigger an emotional response among people who struggle to identify the direct issues and what can be done. The stories of personal significance will provide a space for other people to relate to and be inspired to act. Providing information in a narrative form, by children and young people themselves, can lead to broader pro-social behaviour across society. The 'home grown' images and stories can be harnessed for good in responding to the climate and environmental crisis.

Objectives

The 'Climate Impact & Response: Through a Youth Lens' project will bring often abstract stories to light through the voices and images of children and young people in affected communities. But these are not only youth who are impacted but are fighting back to prevent climate and environmental degradation. The production of a photo book, led by a renowned photographer, and a photo exhibit will visualize how people are affected but also the practical ways in which they are working to minimize and reverse the impact.

The project is also happening during a pivotal moment in the history of the global human rights movement, the build up to the 75th anniversary of the Universal Declaration of Human Rights (UDHR). In recognition of the triple planetary crisis, and in line with the Human Rights 75 commemoration, OHCHR has designated the month of November as the month to shine a spotlight on issues of climate change and environment including the important work done by human rights defenders and youth climate activists.

The outcome of this child and youth-led body of work will trigger an emotional response and understanding among readers and viewers to help drive social change. The content produced as

part of the project will also provide a document of history and visibility to young people who are at the forefront of fighting back against the climate and environmental crisis. The young participants will receive photography and storytelling training from a professional photographer who will lead the project in close collaboration with UNICEF, OHCHR, and Maverick Citizen.

Scope of Work

The contractor (photographer / production company / media agency) will be responsible, working closely alongside UNICEF South Africa and partners, for the following tasks.

1. Launch of call for participants

- The ask is for children and young people (aged 15 to 24-years) to 'apply' to join the project. They will be asked to share 3 photos with three-line captions per photo explaining the images and how they document climate and environment related issues in their community.
- The interested participants should also provide 3 lines on what they're doing to reduce climate risks and environmental degradation in their community including protecting/promoting the right to a clean safe, healthy, and sustainable environment.
- The photos should ideally be from a digital camera but a mobile phone or any other digital device, or a photo of an already printed photo, would be considered. The call for applicants / photos will remain open for 3-weeks.
- The contractor will be expected to share the call for participants across her/his/their platforms. NB: The participants do not need to be photographers but need to have a demonstrable interest in photography and storytelling.

2. Judging of participant entries

- A team consisting of the contractor, UNICEF South Africa and partners will review the entries received and select 10 'winners' who will be the participants in the project. Criteria will be established, considering the visuals, storytelling, and impact on the community of the applicant's climate related response.

3. Photography workshops x 2

- The 10 'winning photographers' will be invited to attend two 1-day photo workshops led by the project photographer. This will be in-person with online follow-up where needed and relevant.
 - The workshop will be structured to build the capacity of the young people's visual storytelling skills so they can articulate, in an engaging and non-abstract way, the impact of climate change and environmental degradation on their communities and their work in response.
 - The workshops will also provide sessions on human rights and links to climate and environmental impact, as well as information sharing / discussions on the work of UNICEF / OHCHR and the UN more broadly.
- Following the training workshop, the young photographers will be set an assignment to produce a series of 6-8 photos to show how children / young people / their families and /or communities are impacted by climate and environment related issues and how they are 'fighting back'.
- The young photographers will have a 4-week period in which to gather their new images before a second workshop.
 - After gathering their new images, the young photographers will re-group with the photographer to select their 3/4 select photos' and will work together to curate a photo book and exhibit.
 - The 'contractor' would be responsible for securing a venue (gallery) and for relevant catering hosts to conduct the two photography workshops. This should be budgeted accordingly.
 - The 'contractor' will be responsible for ensuring all participants can get to the training venues and that their costs are covered (budget should be based on 4 people in Gauteng / 3 people in KZN area / 3 people in WC or NW provinces. The 'contractor' should budget for the venue and catering for the 2 days of photography workshops.

4. Printing of photos and book

- The printing of the photos (for the exhibit and gallery) should be high quality and be accompanied by short text about each of the 10 photographers.
- A project 'explainer' will need to be printed and displayed at the gallery, so guests and visitors understand the concept of the project and the images on display. A short text about the photographer lead for the project should also be produced.
- The book should be printed on environmentally friendly paper. Sample book can be shared for specifications (Oath Magazine version 1). 200 books should be printed.
- The delivery of the hard copies should be accompanied by a web friendly version for use on UNICEF and other websites / social media.

5. Launch of exhibit and book

- In-person event at a gallery to launch the photo book and exhibit, including presence of the young photographers – guest list to be drawn up and venue and catering should host 100 people. This should be budgeted for.
- The 'contractor' will be responsible for:
 - Identifying and contracting photo gallery for the event (in coordination with UNICEF South Africa and partners)
 - Catering at the launch event for 100 people.
 - Design of invite for guests (100 guests).
 - Design of gallery with all photo images, 3 per participant
 - The exhibition at the gallery should run for at least a 7-day period from the exhibit launch, ideally going live before COP 28 that runs 30 Nov – 15 Dec 2023.

Proposed Timeline	CONTENT	DAYS OF WORK / PRODUCTS
July	Call for `participants´ launched	UNICEF
July	Contract Awarded	Contract signed
July	10 youth participants are selected for the project	Expected 4-days work to promote the project, encourage submissions and select the participants Location: Remote
August (estimated)	Photo Workshop 1	1-day workshop with the selected participants with UNICEF & partners Location: Johannesburg, Gauteng
August-September	Participant’s photo gathering period	Ongoing virtual communication, when necessary, with photographer
September	Photo Workshop 2	1-day workshop to review the images gathered and make selections for the book and its layout / exhibit Location: KZN
September-October	Book design & layout – including rounds of comments	
October	Final books copy ready for printing	200 books to be printed
November	Delivery of Final Books	
24 / 25 Nov	Exhibit & Launch of Book	Photo exhibit at gallery Johannesburg, Gauteng

Expected Deliverables and Reporting Requirements	Duration (Estimated # of days)
Deliverables	
Sharing call for participants across networks	2
Judging of images received from children & young people and 10 x participants selected	2
Photo Workshop 01 [includes all training materials & travel to venue, catering, and venue hire, including for participants]	3
Photo Workshop 02 [includes all training materials & travel to venue, catering, and venue hire, including for participants]	3
Planning & printing of books (200 copies – environmentally friendly paper)	3
Curation & planning of exhibit	3
Exhibit launch – including venue hire / catering for launch event (100 guests) and travel / accommodation if necessary for participants to be at launch	

Desired competencies, technical background, and experience

- Photographer, production company, media agency with at least 10-years' experience, including demonstrable previous experience in documentary / news / humanitarian style photography.
- Demonstrable experience in storytelling and photography training, ideally for children and / or youth.
- Experience in photography book production and in curation of photography exhibitions.
- Previous experience with UN related productions would be an asset.

Administrative issues

- The contractor will use their own equipment, any related costs to be included in proposal.
- UNICEF South Africa and partners commit to provide timely inputs into ideas and content submitted.

Conditions

As per UNICEF policy, payment is made against approved deliverables. No advance payment is allowed unless in exceptional circumstances against bank guarantee, subject to a maximum of 30 per cent of the total contract value in cases where advance purchases are necessary, for example for supplies or travel.

The photographer / production company / media agency selected will be governed by and subject to UNICEF's General Terms and Conditions for institutional contracts. All content produced as part of the contract is owned by UNICEF.

Payment schedule

Agreement and sign off on 10 participants for the project	35% [of total fee]
Finalization of photo workshop 1 and 2	40% [of total fee]
Printed books and photos and completion of launch event at gallery	25% [of total fee]

Technical Proposal

UNICEF South Africa requests the following from photographers / production companies / media agencies interested in pitching for 'The Green Rising: Climate Impact & Response – Through a Youth Lens'.

1. One page profile of the photographer / production company / media agency.
2. One photo series example - 3-6 images - following one specific thematic issue.
3. Example of photo exhibit and / or photo book production.
4. Example of any previous photography training conducted.
5. Proposed one-page concept and one-page work plan for the project described above.
6. Total fee for carrying out the deliverables and full project as described above, please note amending the agreed fee post contracting is not possible.

Technical Evaluation Criteria and Relative Points

Technical Criteria	Description of Technical Sub-criteria	Max Points
Production Company – institution and previous work	Quality of photography and agency profiles	20
	Range and depth of experience in photo exhibits and / or photo book production	20
	Range and depth of experience in photography training	10
Maximum Points		50
Proposed Methodology and Approach	Proposed concept for the project	20
	Proposed work plan for the project	10
Maximum Points		30
Total Score for Technical Proposal		80
Minimum Acceptable Score for Technical Proposal		65