

Terms of Reference

Photography and Logistics for the Coffee Table Book of Spotlight Initiative Africa Regional Programme (SIARP)

Background:

UNFPA, the United Nations Sexual and Reproductive Health Agency, is committed to delivering a world where every pregnancy is wanted, every childbirth is safe and every young person's potential is fulfilled. The Global Spotlight is a United Nations initiative supported by the European Union and other partners to eliminate violence against women and girls. The Initiative provides a regional response to addressing sexual gender-based violence, harmful practices, with a special focus on empowering women's movements. It is the world's largest targeted effort to end all forms of violence against women and girls.

Launched with a seed funding commitment of €500 million from the European Union, the Initiative represents an unprecedented global effort to invest in gender equality as a precondition and driver for the achievement of the Sustainable Development Goals. In Africa, Global Spotlight has programmes in the following countries: Liberia, Malawi, Mali, Mozambique, Niger, Nigeria, Uganda, and Zimbabwe

Purpose:

Spotlight Initiative Africa Regional Programme is commissioning a media firm with a primary focus on photography to illustrate the profound impact of the Spotlight Initiative in Africa through a visually-driven coffee table book. This legacy coffee table book will predominantly feature compelling photographs, captured in targeted spotlight implementing countries, underscoring the program's impact. The selected firm will embark on visits to these countries, taking vibrant and evocative images of those who have benefited from the project.

While these photographs will form the centerpiece of the coffee table book, they might also be showcased on various platforms, such as websites and newsletters, exhibitions and shared with media partners to represent the Initiative's footprint. All photographic endeavors will align with guidance from UNFPA and SIARP focal points and adhere to UN guidelines.

Scope of Work:

Photography:

- Photo research, photography, photo selection, photo-correction. Only original photos are acceptable.
- company's travel and daily subsistence in the program countries listed above. Three days of shooting and content collection per country.

- The company will provide digital photographs of these portraits, which may be used for producing the coffee book and after human-interest stories, social media materials, campaign publications, and website content on an as-needed basis.
- The company must have a good command of their photographic equipment (cameras, lenses, lights, filters, tripods) and photo-related image editing software.
- Service provision will include field trips to Spotlight project sites within the country and communities in which Spotlight is present to capture the situation of children in women in various settings and, on occasions, specialized conceptual photos.
- In addition to supplying photos, the company will also be required to submit photo captions. The captions should include the names and ages of subjects in the photo, the institution and location, and a photo description.
- On assignment for Spotlight, the company is expected to show appropriate sensitivity towards the people they photograph.
- The company should be requested to identify some places to visit to capture various issues listed in the deliverables.
- The company is requested to ask permission when photographing the persons or situations described under the deliverables.

Ensure UNFPA guidelines are followed, including:

- The content should be people-centered and be sensitive to gender, culture and other diverse sensitivities as per the UN's normative values.
- Please note: To take shots at children under 18 years, explicit parental or tutorial consent must be sought. UNFPA will provide the curator with a blank consent form to be filled in these cases, following UNFPA guidelines.
- Capture high-resolution images that portray the stories, successes, challenges, and the profound impact of the SIARP on its beneficiaries.
- The photographs should resonate with a global and regional audience, capturing the essence of the subject matter.
- Post-processing and editing of the images to meet the highest industry standards.

Logistical note

The contractor will deploy three photo teams based on language proficiency and geographical proximity to efficiently cover the Spotlight Initiative countries in Africa. **Team 1**, focusing on primarily English-speaking countries, will cover Malawi, Uganda, and Zimbabwe. **Team 2**, adept in French, will travel to Mali and Niger. **Team 3**, with a mix of English and Portuguese skills, will cater to Liberia, Mozambique, and Nigeria. This strategic grouping not only eases communication but also optimizes travel logistics. The contractor is required to ensure all necessary government permissions are obtained and ethical guidelines are adhered to during the shoots.

Deliverables:

- Minimum of 20 shots of subjects; edited in high resolution.

- High-resolution shots as a RAW file (300 pixels/inch: minimum size 3000 x 2000 pixels;) and the same selection in lower resolution (1000 pixels longer edge, JPEG format) will be delivered/mailed to Spotlight / UNFPA ESARO office.
- Within the set days of shooting for the purposes of providing photos for publications, promotional materials, websites or campaigns, a complete set of images (min 20 images are expected to be delivered per day of work) shot as a RAW file (300 pixels/inch: minimum size 3000 x 2000 pixels), saved chronologically. In addition, an edited set in colour or B/W as needed, in high resolution with full captions, delivered/mailed to the UNFPA office. Full set-in lower resolution also delivered/mailed to the UNFPA office.
- All digital photographs must contain complete caption information in "file info" and separate word format captions list. Caption information should consist of date, place, subject names and a brief description of the situation photographed, if possible.
- The final sets of edited digital images (including caption information) will be delivered on portable storage devices /mailed (as requested) to UNFPA.
- Release forms must be completed, signed, and delivered should any persons under the age of 18 be photographed.

Qualifications, background and experience

The company is expected to have the following qualifications:

- Minimum of five years' work experience in photography writing, producing, directing, and editing photographs (give details and knowledge and expertise in the latest photography software)
- Access to highest quality camera, light, sound and editing equipment.
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining a high level of professionalism.
- History of performance excellence regarding themes/target groups that are the same as/similar to the above-mentioned ones.
- Exceptional photography skills - photo and editing skills.
- The company should be able to provide examples of past productions that demonstrate its creative vision and cutting-edge technology.
- In-house animators and designers will be an advantage in ensuring smooth and timely production.
- In-house full-time camera operators and owned equipment will be an advantage to ensure smooth and timely production.
- Good knowledge of technical requirements and settings for taking photos in various settings (i.e., Outdoor, indoor, portraits, group activities etc.) is expected.
- Experience covering social, humanitarian and development subjects will be an asset.
- Experience with UNFPA and /or other agencies will be an asset.
- Knowledge of ethical standards in reporting on issues related to persons will be an asset.

- Track record of successful materials photographed in the region and/or on similar topics would be an asset.

Ownership and Usage Rights:

Upon payment completion for services rendered, the contractor shall transfer all copyrights associated with the work produced under this agreement to UNFPA for Spotlight Initiative. UNFPA reserves an unlimited right to: Use the provided works across various media formats, including print, online, and other multimedia channels. Incorporate the delivered works into its global photo database. UNFPA holds the discretion to supply these images, free of charge, to other United Nations organizations or media outlets, crediting the contractor or their company.

Supervisory Arrangements:

Operating under the direct guidance of the UNFPA Regional Communications Adviser, with support from the SIARP team, the contractor is responsible for capturing and refining photographs for a compelling coffee table book. This book aims to evoke empathy, presenting moving narratives primarily through the experiences of girls and women from various backgrounds. The final product is expected to uphold the highest quality standards, showcasing vibrant and high-definition visuals.

Report

A detailed report on all photography locations, including names and contact details of all individuals photographed. The report must include powerful statements from each African country by women, community members, and other stakeholders to be used in reports and fact sheets.

Proposal Requirements:

All interested companies are required to submit a comprehensive proposal detailing their approach to the outlined scope of work. The proposal should encompass the following components: a brief overview of the company, highlighting relevant experience and past projects; a proposed project plan, detailing the methodology, key activities, and tentative timeline; profiles of key team members who will be engaged in the project, specifying their roles and qualifications; a list and brief description of equipment intended for use; samples or links to past work that align with the nature of this project; a detailed and itemized budget, indicating all projected costs and any other associated expenses; and any additional services or value-added propositions the company believes would enhance the project. All proposals should be concise, well-organized, and presented in a professionally formatted document.

Evaluation criteria

Proposals will be evaluated against the following criteria:

Criteria	Max Points
Technical Approach and Methodology	30
Organizational Capacity and Past Performance	30
Deliverables and Timeline	25
Budget and Cost Efficiency	10
Equipment and value-added services	10