

May 2024

Annex A: Terms of Reference
RFQ 24-009
Photography journalist, writing/editing, and video services

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1.1 Background

The Office of the United Nations High Commissioner for Refugees (UNHCR) is mandated to lead and coordinate international action to protect refugees and resolve refugee problems world-wide.

Romania remains an important refugee receiving country since the escalation of the conflict in Ukraine, with over 168,000 refugees from Ukraine receiving Temporary Protection to date. UNHCR in Romania is responding to the needs of refugees from Ukraine through its field offices in Suceava (bordering with Ukraine), and Galati (bordering with Moldova and Ukraine), its country office in Bucharest and field presence in Constanta. UNHCR works with partners to monitor the situation at the border and in areas where refugees live, to provide protection services, cash assistance, support for socio-economic inclusion and employment for refugees from Ukraine.

As the conflict in Ukraine continues and refugees from Ukraine and other countries continue to arrive in Romania, UNHCR must ensure that awareness about the plight of the forcibly displaced does not subside and that public empathy and solidarity are supported through public communication on the needs and challenges as well as on the benefits refugees bring to the host country. UNHCR in Romania has a team of External Relation / Communication staff responsible for producing all content – including stories, visual and audio-visual for all platforms, including the UNHCR global websites, social media, as well as content which is shared with media, donors, and partners for use in reporting on the overall situation. It is important that the needs of refugees remain visible in order to ensure continued support for the needs of the refugees.

The External Relations / Communications Unit is also responsible for supporting content gathering missions for various sections including Goodwill Ambassadors, Private Sector Partnerships, Donor relations. media etc., which requires additional professional production capacity.

1.2 Scope of Work

UNHCR Representation in Romania, needs professional photojournalist, writer and video journalist (supplier) services to bring strong, practical, and innovative experience, advice, and expertise to capture and deliver a wide range of photos, videos and related products (such as human stories, written portraits) that illustrate UNHCR's work, its staff, and the people we serve in dynamic and engaging ways.

UNHCR relies upon quality professional photography, storytelling, and videos to communicate UNHCR's brand and messages in products across the organization's platforms, including the UNHCR web site, and social media accounts. Quality professional images are essential to promote understanding of UNHCR's work and illustrate the organization's messages.

The photojournalist / writer-editor / video journalist (supplier) should illustrate refugee stories and activities relevant to UNHCR's messages, interview people, write good captions, scripts, and metadata to accompany images/ videos. The photojournalist / video journalist (supplier) should also complete consent forms for all the forcibly displaced people profiled individually. Depending on the assignment, the photojournalist / writer-editor (supplier) may be required to interview people and write short feature stories (600-800 words) to accompany the visual content. The photojournalist / writer-editor / video journalist (supplier) will liaise with UNHCR Unit to ensure thorough coverage, in line with each mission Terms of reference.

The photojournalist / video journalist (supplier) will function under the direct supervision of the Communications Officer or External Relations Officer.

2 Requirements and Scope of Services

2.1 Service Requirements

Requirements for the Provision of **Photojournalist Services**:

- Shoot compelling photographs that illustrate the displacement situation and UNHCR's messages and activities. Shoot thematic images.
- Deliver professional level post-production and captions for photos in line with the specifications in the **Photographer's Guidelines and Ethical Guidelines** (<https://media.unhcr.org/guidelines> and <https://www.unhcr.org/media/ethical-communications-guidelines>)
- Complete post-production work including captioning, keywords, background information and quotes in metadata (guidance to be provided by UNHCR).
- File the best edit of photos to *Refugees Media* <https://media.unhcr.org/>, including required metadata.
- Depending on the assignment, coordinate with writer/editor to ensure that the visual content and the stories are supporting each other (in case the photojournalist and the writer are not the same person).
- Ensure consent forms are filed for every person or family who is clearly identifiable in a photo. The Consent forms should be uploaded on *Refugees Media* at the same time with the photos.
- Liaise with the UNHCR team on the ground to research forcibly displaced people whose stories and experiences embody UNHCR messaging and ensure that the stories and other activities are properly illustrated.
- Depending on the assignment, coordinate with the writer/editor to ensure that the visual content and the stories are supporting each other.
- The photographer/photojournalist (supplier) will need to coordinate their own logistics and support, as well as liaise with the UNHCR office to plan activities and content.
- Meet frequent tight deadlines.

Requirements for the Provision of writing/editing services

- Research and write human interest stories for UNHCR website and other platforms, focusing on the daily lives of forcibly displaced and those working and living near them.
- Fluency in English is desirable, as the ability to write to international journalistic standards.
- The maximum length for a feature article is 800 words. For certain campaigns, stories may have different focus and formats.
- Samples of UNHCR web stories can be found at www.unhcr.org.
- The exact requirements, concept and background to each assignment will be provided by and discussed with UNHCR in advance.
- The service provider shall accept and follow UNHCR's rules and editorial policies related to protecting the rights and identity of the people. The sensitivities will be discussed with UNHCR before each assignment.
- Liaise with the UNHCR team on the ground to research forcibly displaced people whose stories and experiences embody UNHCR messaging and ensure that the stories and other activities are properly captured.
- Depending on the assignment, coordinate with the writer/editor to ensure that the visual content and the stories are supporting each other.

- The service provider will need to coordinate their own logistics and support, as well as liaise with the UNHCR office to plan activities and content.
- Meet frequent tight deadlines.

Requirements for the Provision of **Videos production and editing Services:**

- Shoot compelling videos that illustrate the displacement situation and UNHCR's messages and activities.
- Deliver professional level video materials in line with the specifications in the **Videographer's Guidelines and Ethical Guidelines** (<https://media.unhcr.org/graphics>)
- Ensure all video material is filmed in full HD and formats as required for each assignment.
- Full sequences - wide, medium, and close shots and cutaways for all elements of the story
- Sound must be recorded with professional microphones.
- Stable, broadcast-quality footage using a tripod/monopod. Tracking shots, Gimbles and Drone shots are also welcome.
- Strong video editing and production skills using one of the video editing software such as Adobe Premiere Pro, Apple Final Cut Pro, etc. as adequate.
- Ensure a timely delivery of footage via most efficient online video transfer platform (*We Transfer* is preferable)
- Liaise with the UNHCR team on the ground to research forcibly displaced people whose stories and experiences embody UNHCR messaging and ensure that the stories and other activities are properly captured. Depending on the assignment, coordinate with the writer/editor to ensure that the visual content and the stories are supporting each other.
- The photographer/photojournalist (supplier) will need to coordinate their own logistics and support, as well as liaise with the UNHCR office to plan activities and content.
- Meet frequent tight deadlines.

UNHCR staff will work with the Suppliers throughout the process and provide additional information and input to complete and deliver the work as needed.

Estimation of the required service is as below tables. The volume will be discussed and define through the project and confirmed on the corresponding purchase order:

1. Photography/Photojournalist services

Description of services	UNHCR estimation in terms of hours/days required per year
Production of photos (field days)	40
Editing photos	10

2. Writing and editing stories services

Description of services	UNHCR estimation in terms of hours/days required per year
Writing and editing stories (600- 800 words)	6

3. Videography services

Description of services	UNHCR estimation in terms of hours/days required per year
Production of videos (field days)	40
Editing video	10

2.2 Performance of Work

The supplier is responsible for providing all supervision, equipment, software, labor, and materials necessary to complete the work as described herein. The supplier shall complete the deliverables using its best skills and attention. The supplier shall furnish management, supervision, coordination, labor and services which (i) expeditiously, economically and properly complete its scope of work, (ii) comply with the requirements of this Terms of Reference.

The supplier shall conduct all its activities in strict confidence. The supplier shall handle and respect data privacy, in a professional manner.

The supplier cedes to UNHCR the rights to use, reproduce, display, adapt and distribute the photos, as often as UNHCR deems appropriate, by any means, in any language and in any territory, in any form including digital form, through any device, by any existing or future electronic means of communication, on any existing or future electronic storage medium. The above-mentioned rights are transferred worldwide, on an exclusive basis, for the entire term of copyright.

2.3 Rejection and correction of work

During the contract, the supplier shall supervise and promptly discontinue any activity which (i) does not conform to the requirement in this Terms of Reference, or (ii) does not comply with any applicable law, statute, ordinance, code, rule or regulation of any authorities and agencies having jurisdiction over the Project.

UNHCR reserves the right to reject any work performed by the Supplier, in whole or in part, at UNHCR's sole and absolute discretion, that are unsatisfactory, unacceptable, undesirable, or inappropriate.

The supplier shall promptly correct or require the correction of all rejected work and shall bear all costs of correcting such work.

2.4 UNHCR's Responsibilities

- UNHCR Romania staff will work with the supplier throughout the development and production process to provide guidance and advice.
 - UNHCR will share UNHCR's branding guidelines as well as the raw input/document that needs to be designed.
 - UNHCR will share examples of previous donor products to serve as inspiration.
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2.5 Supplier registration Form

If your company is not already registered with UNHCR, please complete, sign, and submit with your Technical Proposal the supplier Registration Form (**Annex D**).

2.6 Applicable General Conditions

Please indicate your intent to comply with the UNHCR General Conditions of Contract for the Provision of Services (**Annex E**) by including a signed copy of Annex E in your submitted Technical Offer.

2.7 Applicable Data Protection

Please indicate your intent to comply with the UNHCR Special Data Protection Conditions (**Annex F**) by including a signed copy of Annex F in your submitted Technical Proposal.

2.8 UN Supplier Code of Conduct

Please indicate your acknowledgement of the UN Supplier Code of Conduct (**Annex G**) by including a signed copy of Annex G in your submitted Technical Proposal.

Content of the offer and evaluation

Your offer should be in English and shall comprise the following two sets of documents:

- Technical offer (Annex B)
- Financial offer (Annex C)

The lowest-priced, technically compliant offer for each LOT will be recommended for a contract award using the following criteria evaluation system:

Technical evaluation will be conducted in two phases:

- A) Mandatory Pre-qualification criteria (pass or fail)
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Mandatory Pre-qualification criteria (pass or fail)	Documents, information to be provided to establish compliance with the set criteria
Valid company registration and Tax documents	Company registration and Tax documents are to be submitted with the technical offer.
Duly filled Annex B describing compliance with Terms of reference included in Annex A and highlighting any possible differences	Technical offer form (Annex B) is to be completed and signed.
Dully filled, signed and stamped the Supplier Registration Form or existing UNHCR supplier ID (Annex D)	Supplier Registration Form (Annex D) is to be filled, signed and stamped or existing UNHCR supplier ID to be indicated.
Signed and stamped UNHCR General Conditions of Contract (Annex E)	UNHCR General Conditions of Contract is to be signed and returned with the technical proposal.
Signed and stamped UN Supplier Code of Conduct (Annex F)	UN Supplier Code of Conduct is to be signed and returned with the technical proposal.
Signed and stamped Special Data Protection Conditions (Annex G)	UNHCR Special Data Protection Conditions is to be signed and returned with the technical proposal.
IMPORTANT: Only offers that PASS all above listed mandatory Pre-qualification criteria will be considered for the technical evaluation (weighted evaluation criteria).	

B) Weighted evaluation criteria

LOT 1: Photography services

4. Weighted evaluation criteria - Photography services	Documents, information to be provided to establish compliance with the set criteria
Years in Business (20 points)	Number of years in providing relevant services.
Relevant experience in in providing <u>Photojournalist services</u> (20 points)	Previous experience in providing <u>Photojournalist services</u> . Please list a minimum of two (02) relevant projects and include a description for each one of them.
Relevant experience working a multi-cultural environment and within the vulnerable communities (children, women, and elderly) (10 points)	Relevant experience working a multi-cultural environment and within the vulnerable communities (children, women, and elderly).
Sample of similar work (provide links) (30 points) Due to the complexity of the service, supplier(s) scored less than 20 points out of (30 points) for this sub-criteria will be technically disqualified regardless of their technical score.	Please provide at least two (2) relevant samples of each (Photojournalist) and demonstrate design quality and creativity of the content/graphic design sample. Please add the links to your offer to download the Photos.

Experience of key personnel to carry out the work (20 points)	Please include the profiles/CVs of staff to be assigned to the contract
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LOT 2: Story Writing Services.

5. Weighted evaluation criteria - Story writing services	Documents, information to be provided to establish compliance with the set criteria
Years in Business (20 points)	Number of years in providing relevant services.
Relevant experience in in providing <u>Story writing services</u> (20 points)	Previous experience in providing <u>Story writing services</u> . Please list a minimum of two (02) relevant projects and include a description for each one of them.
Relevant experience working a multi-cultural environment and within the vulnerable communities (children, women, and elderly) (10 points)	Relevant experience working a multi-cultural environment and within the vulnerable communities (children, women, and elderly).
Sample of similar work (provide links) (30 points) Due to the complexity of the service, supplier(s) scored less than 20 points out of (30 points) for this sub-criteria will be technically disqualified regardless of their technical score.	Please provide at least two (2) relevant samples of (Story writing) and demonstrate interviewing skills, writing skills, and prove editing skills. creativity of the content. Please add the links to your offer to download the stories.
Experience of key personnel to carry out the work (20 points)	Please include the profiles/CVs of staff to be assigned to the contract

LOT 3: Videography services

6. Weighted evaluation criteria - Videography services	Documents, information to be provided to establish compliance with the set criteria
Years in Business (20 points)	Number of years in providing relevant services.
Relevant experience in in providing <u>video editing services</u> (20 points)	Previous experience in providing <u>Videography services</u> . Please list a minimum of two (02) relevant projects and include a description for each one of them.

Relevant experience working a multi-cultural environment and within the vulnerable communities (children, women, and elderly) (10 points)	Relevant experience working a multi-cultural environment and within the vulnerable communities (children, women, and elderly).
Sample of similar work (provide links) (30 points) Due to the complexity of the service, supplier(s) scored less than 20 points out of (30 points) for this sub-criteria will be technically disqualified regardless of their technical score.	Please provide at least two (2) relevant samples of (video shotting and editing) and demonstrate design quality and creativity of the content/graphic design sample. Please add the links to your offer to download the videos.
Experience of key personnel to carry out the work (20 points)	Please include the profiles/CVs of staff to be assigned to the contract

Notes on technical evaluation of each lot:

Due to the complexity of the services, supplier(s) scored less than 20 points out of (30 points) for sub-criteria "samples of similar work" will be technically disqualified regardless of their technical score.

The minimum score to be considered technically compliant is 60 points out of max. 100 technical points. Offers that score below the threshold will not be considered in the financial evaluation nor for the award of the contract.

The financial evaluation will be based on all-inclusive project costs.

The contract will be awarded to the lowest cost technically compliant offer for each LOT.

PLEASE INCLUDE THESE IN THE DOCUMENT

The successful bidder will sign a contract with UNHCR for the duration of the assignment.

The contract will set out half-day (4hrs) and daily rates (stipulating the different rates for photography day, travel day and (post-production), as included in the bidder's quotation submitted in response to this tender.

The price quotation shall include service fee for photography/videography for half day and one day, specifying the cost for photography day, travel day and editing day for each location inclusive of all charges (transportation, accommodation...etc.). Similarly for video services.

In case of story documenting, writing, and editing, the Supplier will indicate the fees per story.

Travel arrangement - UNHCR will only consider and cover the travel within Romania, from the nearest office (Bucharest, Constanta, Galati & Timisoara) to the area of assignment.

Subject to the above qualification statement, accommodation and transport to/from any destination will be paid by the supplier at the cheapest economy fare available and reimbursed by UNHCR based on the submitted invoice and supporting documents. In all cases accommodation cannot exceed the price of UNHCR booked hotel. In all case no transportation or accommodation shall be considered for Bucharest.