



UNITED NATIONS CHILDREN'S FUND  
SUDAN COUNTRY OFFICE

TERMS OF REFERENCE (TOR) FOR INDIVIDUAL CONSULTANTS AND INSTITUTIONAL  
CONTRACTORS

<b>Project/Program Title:</b> Communication and Advocacy
<b>Position Title/Services description:</b> Photography <b>Duration of Contract:</b> 2 Years 2019-2021 <b>Duty Station:</b> Khartoum with travel to the states <b>AWP Reference Details:</b> Communication & Advocacy Activities: Promote UNICEF brand and visibility <b>Supervisor:</b> Chief of Communication and Advocacy
<p><b>1. Background:</b></p> <p>Visuals and audio have the greatest impact on quick conceptualization and contextualization of issues facing children in Sudan today. Strong and compelling visuals are an essential part of both telling the story and documenting the efforts of UNICEF.</p> <p>UNICEF Sudan Communication section needs to contract visual professionals on a Long-Term Agreement (LTA) for documentation of all field activities, events, happenings and any other assignments relevant to UNICEF work in Sudan.</p>
<p><b>2. Purpose of Assignment</b></p> <p>For documentation of all field activities, events, happenings and any other assignments relevant to UNICEF work in Sudan.</p>
<p><b>3. Basic objectives of consultancy/contractor (assignment) services (2-5 Objectives).</b></p> <ol style="list-style-type: none"><li><b>1. Photo documentation of UNICEF's supported activities, program results, impact and events</b></li><li><b>2. Creating photo essays of UNICEF program results across Sudan</b></li><li><b>3. Creating portraits to be used for UNICEF Sudan brand visibility</b></li></ol>

<b>Objective 1: Photos documentation of UNICEF's supported activities, program results, impact and events</b>		
<b>Key Activities/Tasks</b>	<b>Output(s)/Deliverable(s)</b>	<b>Expected Time frame</b>

<p>A. Compelling images of children, families, campaigns, events, UNICEF staff in the field and any other components related to UNICEF's work in Sudan as requested.</p> <p>B. Provide at least 12 selected images from each assignment.</p> <p>C. Caption each photograph with specific details such as geographic location, name of person/people in the photo, ages, UNICEF support, activity, donor, quotes and context as well as any other relevant information</p> <p>D. Captions and other information should be imbedded only into the jpeg format of every photo.</p> <p>E. All photos shall be submitted in high resolution (minimum 300 dpi scale up to A1).</p> <p>F. Captions and other information should be imbedded only into the jpeg format of every photo.</p> <p>G. All photos shall be submitted in high resolution (minimum 300 dpi scale up to A1).</p> <p>H. Ensure informed consent forms were signed children and their parents and abide by UNICEF ethical standards</p>	Soft photos will be submitted in flash desk or external drive	As agreed on
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### Evaluation Criteria: According to UNICEF photos standards

#### Objective 2: Creating photo essays of UNICEF program results across Sudan

Key Activities/Tasks	Output(s)/Deliverable(s)	Expected Time frame
<p>A. A photo essay pitch will be sent to the Comms team for approval prior to commencing the project</p> <p>B. A narrative of the essay, headline, summary and captions must be submitted</p> <p>C. Provide at least 12 selected images from each assignment.</p> <p>D. Caption each photograph with specific details such as geographic location, name of person/people in the photo, ages, UNICEF support, activity, partner, quotes and context as well as any other relevant information</p> <p>E. Captions and other information should be imbedded only into the jpeg format of every photo.</p> <p>F. All photos shall be submitted in high resolution (minimum 300 dpi scale up to A1).</p> <p>G. Captions and other information should be imbedded only into the jpeg format of every photo.</p> <p>H. All photos shall be submitted in high resolution (minimum 300 dpi scale up to A1).</p>	Photos submitted in flash desk or external drive	As agreed on

I. Ensure informed consent forms were signed children and their parents and abide by UNICEF ethical standards		
<b>Evaluation Criteria: According to UNICEF photos standards and Chief of Comms approval</b>		

<b>Objective 3: Creating portraits to be used for UNICEF Sudan brand visibility</b>		
<b>Key Activities/Tasks</b>	<b>Output(s)/Deliverable(s)</b>	<b>Expected Time frame</b>
A. A photo portrait pitch will be sent to the Comms team for approval prior to commencing the project B. Caption each photograph with specific details such as geographic location, name of person/people in the photo, ages C. Captions and other information should be imbedded only into the jpeg format of every photo. D. All photos shall be submitted in high resolution (minimum 300 dpi scale up to A1). E. All photos shall be submitted in high resolution (minimum 300 dpi scale up to A1). F. Ensure informed consent forms were signed children and their parents and abide by UNICEF ethical standards	Photos submitted in flash desk or external drive	As agreed on
<b>Evaluation Criteria: According to UNICEF photos standards and Chief of Comms approval</b>		

<b>4. Estimated cost of Consultancy/Contractor Service and WBS and Grant:</b> (For Internal Planning purposes) <ul style="list-style-type: none"> <li>- Payment will be subject to materials meeting the UNICEF style requirements, receiving technical sign-off by the supervisor of the assignment and submission of invoice.</li> <li>- No minimum number of jobs will be stipulated during the duration of the contract.</li> </ul>
<b>5. Amount budgeted:</b> the contractor will be paid per services provided upon request
<b>6. Qualification or specialized knowledge/experience/expertise</b> required for the assignment:

- Proven track record / portfolio of work doing development photography / film work
- At least 10 years of professional experience in photography
- Resides in Khartoum and has no limitation on travel to the field
- Language skills both English and Arabic
- Sudanese national
- Demonstrates integrity by modelling UNICEF's values and ethical standards of reporting on children.
- Demonstrated openness to change and ability to manage complexities. Professional website

7. **General Terms and Conditions of the Contract:** UNICEF commits to a per diem of the SDG amount equivalent to UNICEF DSA per night spent in the field, paid in advance.
- LTA holder will arrange for his/her own accommodation and transportation from and to field locations
  - LTA holder will arrange for all the necessary video/photo permits. UNICEF will assist when and if necessary.
  - LTA holder shall be reimbursed for travel cost upon submission of invoices in case of authorized travel.
  - LTA holder will not be entitled to payment of overtime. All remuneration must be within the contract agreement.
  - LTA holder will be required to have all necessary equipment and software necessary for completion of requested products.
  - No contract may commence unless the contract is signed by both UNICEF and the LTA holder.
  - Ownership and copyright of all written materials produced by the LTA holder will remain with UNICEF. The LTA holder may not use work produced under this contract for other purposes without the prior written permission of UNICEF.

**Annex 1 Proposal Evaluation Criteria (Technical and Financial, and Minimum Contents of Proposal)**

The proposals will be evaluated against the Technical Evaluation Criteria (60%) and Price Proposal Evaluation Criteria (40%). The details of the Evaluation Criteria and the minimum content of the technical and financial proposal is as below.

**Technical evaluation criteria:**

All technical proposals will be evaluated using the evaluation criteria as indicated below. Bidders are advised to devote chapters of their submissions to demonstrate each of the criteria and be consistent with the tasks detailed in the ToR under Section #. Bidders are advised to avoid submitting brochures and pamphlet that have no direct bearing on the requirements under this RFP.

Category	Points allocated to each factor
1.Organizational Capacity and Quality Control 1.1. Credential of the organisation in terms of reliability, experience, and capacity: a) Organization's/institution's background and experience in conducting qualitative content using the latest equipment's to ensure the best audio-visual quality.  b) Understanding of the purpose of the assignments to be completed as well as results expected to be achieved under the Terms of Reference through brief introduction/overview of the assignment. Clear presentation of thoughts in a logical sequence.	(11)  3  8
2: Adequacy of the proposed work plan & approach 2.1. Approach a) Creating a detailed photo essay with a realistic timeline of submission adhering to the program's requests.  b) Proposed quality control mechanism for documentation, oversight, and supervision.  c) Risk management and flexibility of proposal in the context of needs to make changes regarding time, duration, location, and kind of documentation (general shots, portraits, photo essays etc.)	(29)  10  3  3
2.2. Planning and Schedule: a) Background and experience of implementation team; adequate and right staff combination in relation to the respective expected outputs of the assignment. Lead Evaluator has at least 5 years of professional experience in production. b) Proposed supervision and implementation plan with timetable and key indicators as per ToR.	10  3

Category	Points allocated to each factor
3: Expertise of the organization:	(20)
a) Proven track record of previous experience producing high quality photos.	10
b) Expertise in documenting and producing high quality photography.	5
c) Demonstrated experience in working with large stakeholder group (UN, international development organizations, government departments, NGOs, etc.) in documenting and producing high quality content for public and donors.	5
Total Marks	60
<b>Minimum score for technical compliance</b>	42
<b>Total Maximum for Commercial evaluation (Overall Price)</b>	40
<b>TOTAL POINTS (Total of combined evaluation)</b>	<b>100</b>