

TERMS OF REFERENCE FOR INDIVIDUAL CONSULTANT - LONG-TERM AGREEMENT

Individual Consultancy Services: Engagement of Professional Photographers on Long Term Arrangement (LTA) for 3 years

Row Number and description from approved Consultancy Plan: 4. Designer, photo, video, translation, editing, writer

1. BACKGROUND / RATIONALE

UNICEF works towards realization of the rights of children as prescribed in the Convention of the Rights of the Children. These rights pertain to child survival, protection, development and participation.

In its efforts to achieve its goals, various sections of UNICEF apply different strategies and intervene at different levels. With these interventions, there have been significant achievements and different lessons learnt. UNICEF has been using five strategies of (1) capacity development; (2) decentralization and improved governance; (3) partnerships; (4) social inclusion for equity; and (5) knowledge management to enhance results for children. UNICEF realizes 'Knowledge management' as a key strategy to identify and document, processes, impact, issues, key insights, experience etc.

There is an ongoing requirement for production of communication, advocacy and visibility materials that documents key children's issues and ongoing responses in the field through high quality content packages, to support UNICEF's and the Government of India's communication, advocacy and visibility efforts with legislatures, policy makers, media, donors, partners and the public at large.

These high-quality content packages include design packages, advocacy toolkits, photo packages, human interest stories, animation films and short films that document UNICEF related initiatives. These high-quality content packages will be disseminated through different channels including website, social media networks, partner networks and donor reports.

2. PURPOSE OF ASSIGNMENT

To meet this requirement, UNICEF would like to engage the services of photographers who will be available at short notice (usually 2-3 days) and on pre-planned, detailed assignments to undertake field visits and missions for documenting UNICEF activities and programmes.

3. PROGRAMME AREA AND SPECIFIC PROJECT AREA

The consultant under LTA arrangement will support all programme areas. Specific contract managers will provide supervision for specific services contracted under the provisions of this LTA. Technical supervision will be provided by the Communications team.

4. OBJECTIVE(S)

The overall objective to set up Long Term Agreements is to facilitate and expedite the process by which UNICEF in Lao PDR will hire the services of photographers for photographing high profile campaigns, advocacy priorities and results from UNICEF's projects and partnerships across the country.

5. MAJOR TASKS TO BE ACCOMPLISHED

Photograph children with a specific focus on UNICEF programmes, keeping in mind culture, gender and other diverse sensitivities as per UNICEF guidelines, including child protection. The photographs should be usable for Consultancy Photo TOR

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diverse audiences and have universal appeal. However, photos may also be specific as per the brief to be provided.

- Attend briefings on specific projects and issues to be covered based on national and state priorities.
- Demonstrate a client-oriented approach, tact and ability to work with people of different national and cultural backgrounds.
- Demonstrate high creativity asset output.
- Ensure effective and efficient provision of services, full confidentiality in all aspects of assignment, management of information flow and follow-up on deadlines and commitments made.
- Ensure dignity of subjects, particularly in the context of people living or affected by HIV and children.
- Write succinct, edited and well written captions for all high-quality images.
- Captions to be embedded in the images and shared separately as a word document as well.
- Include quotes where required on photo stories.
- Ensure consent forms are signed by children and / or guardians as per UNICEF guidelines.
- Ensure digitalization of consent forms as part of the final deliverables.

Responsibilities of the Consultant:

- The consultant will use their own equipment; cameras, microphones, software and other accessories that may be required for this task.
- The consultant will not give the photographs or any part thereof, to any third party without the written permission of UNICEF. All components will be a property of UNICEF, and the agency will not share the same with anyone else.
- The consultant will not put their own name or logo/emblem on the photographs. The only organization branding will be UNICEF, if required. Copyright will appear as name of UNICEF Laos/photographer name. The consultant may be required to travel to remote, hard-to- reach areas to get relevant pictures.

Responsibilities of UNICEF:

- UNICEF will provide all details pertaining to the activity and the requirements
- UNICEF will orient the photographer on UNICEF's branding guidelines
- UNICEF has first selection rights to all originals taken on the assignment with non-exclusive concomitant world rights in all media in perpetuity.

6. DELIVERABLES

- For each shoot day, provide edited photos in large JPEG format as per the minimum number specified per shoot.
- Images need to be embedded with captions entered in IPTC code format.
- Captions also need to be submitted in a Word document.
- Final HD with all images shot during the assignment to be provided to UNICEF.
- Consent forms signed by subjects, and guardians in the case of children as per UNICEF guidelines.
- Photos required urgently can be shared electronically with UNICEF
- All photos taken during a shoot should be delivered to UNICEF within one week of the shoot ending.
- Ensure high quality submission on images, captions and digitally scanned consent forms (UNICEF consent forms to be provided) from every mission.
- Video b-roll on case-by-case basis.
- UNICEF retains copyright over all images shot during an assignment. Copyright will appear as UNICEF Laos/photographer name.
- 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 age, and brief description of the situation photographed;
- The final sets of edited digital images (including caption information) will be delivered on portable storage devices /emailed (as requested) to UNICEF;

- Photography subject release forms signed by parents or legal guardians of children under the age of 18 will be delivered to UNICEF Office together with the images.
- The consultant may be required to travel to remote, hard-to-reach areas to get relevant pictures.

7. CHILD SAFEGUARDING

Is this project/assignment considered as “[Elevated Risk Role](#)” from a child safeguarding perspective?

YES NO If YES, check all that apply:

Direct contact role YES NO

If yes, please indicate below the number of hours/months of direct interpersonal contact with children, or work in their immediately physical proximity, with limited supervision by a more senior member of personnel: 5

Child data role YES NO

If yes, please indicate below the number of hours/months of manipulating or transmitting personal identifiable information of children (name, national ID, location data, photos): 5

This role may include contact with children, such as photographing in schools, villages, and public events.

More information is available in the [Child Safeguarding SharePoint](#) and [Child Safeguarding FAQs and Updates](#)

8. TRAVEL

The photographers on LTAs might be required to travel outside their duty station (as identified in their proposal) for specific events in which case the photographers would make their own arrangements for travel and lodging, if required with necessary safety measures due to COVID-19 pandemic or otherwise will be the responsibility of the photographer.

Payment of travel costs including tickets, lodging, etc. should be agreed upon, between UNICEF and the photographer as part of the quotation for each specific assignment and included in the respective purchase order. All air travel will be by economy class irrespective of the duration of travel.

9. ESTIMATED DURATION OF LTA

Twenty-four (24) months with optional extension of twelve (12) months (36 months in total)

10. QUALIFICATIONS / SPECIALIZED KNOWLEDGE / EXPERIENCE/ LANGUAGE SKILLS REQUIRED (Please use as applicable)

- Seven years’ experience (nationally and/or internationally) delivering on large campaigns with Government, INGO’s and other partners
- Contributes extensively to national and international media outlets (for e.g.: National Geographic; Getty images; Granta; BBC; Reuters; Nikon etc.);
- Experience in photography for development related work is preferred;
- Experience in photographing children is preferred.
- Language: English and preference for those with Lao language skills.

11. TECHNICAL EVALUATION CRITERIA (WITH WEIGHTS FOR EACH CRITERIA)

The selection of consultants for the LTA will be based on technical evaluation and financial offers in the ratio of 80:20. The criteria for technical evaluation will be as follows:

Criteria	Marks	
	Min	Max
1) Cover Letter – explaining the motivation for applying and explaining how the qualifications and skillset of the candidate are suitable for this position	4	5
3) Relevant work experience	6	15
4) Experience photographing children	6	15
5) Minimum three Work Samples– Include portfolio and published works with minimum one campaign shoot centered around children	23	40
Total	42	75
TOTAL TECHNICAL SCORE		
The minimum overall qualifying score is 42. Only those candidates who meet the overall qualifying marks of 42 and score the minimum cut-off in each of the above sub-criteria, including the interview, will be considered technically responsive, and their financials will be opened.		
Financial Score		25
The selection of the consultant will be on the basis of technical evaluation & financial offer in the ratio of 80:20		
TOTAL		100

12. FINANCIAL PROPOSAL

Service	Description	Rate
Pre-production cost	8hrs/Full day	
	4hrs/Half-day	
Shoot Day	8hrs/Full day	
	4hrs/Half-day	
Post-production	8hrs/Full day	
	4hrs/Half-day	

13. PAYMENT SCHEDULE

The LTA to be signed will have a fixed fee rate for three years. However, UNICEF LAO PDR does not warrant that any quantity of services will be purchased during the term of the LTA as this will depend on forthcoming needs.

14. CONTRACTS CREATED AGAINST THE LTA.

Whenever translation/edition services are required, details of the requirement/deliverables including quantities and deadlines will be presented to the top-ranking LTA holder. Should this consultant not be available for this assignment, UNICEF LAO PDR will contact the second ranked consultant and so on, while ensuring

Upon receipt of confirmation of availability and interest in the assignment, a contract will be issued with the prices/fees agreed in the LTA. The consultant must sign the contract prior commencement of work.

Payment will be made after completion of deliverables and submission of invoices for the actual work completed, subject to satisfactory performance.

15. HOW TO APPLY

Applications to be submitted through the online portal should contain four separate attachments:

- i A Cover letter explaining the motivation for applying and explaining how the qualifications and skillset of the candidate **(to be uploaded online)**
- ii Curriculum Vitae (CV) **(to be uploaded online)**
- iii Portfolio with at least three work samples (to be uploaded online)
- iv A financial proposal indicating professional fee as per the above template. Please do not forget to specify your name in the file while saving. **(To be uploaded under other supporting documents).**

Important Note: Please do not indicate financials anywhere else in the online application form, please mark "n/a or 00", under the fee related questions in the online application form.

Without all the above 4 documents your application will be considered incomplete and invalid and will not be considered further.

- Any attempt to unduly influence UNICEF's selection process will lead to automatic disqualification of the applicant.
- Joint applications of two or more individuals are not accepted.
- Please note that UNICEF does not charge any fee during any stage of the process.
- Female candidates meeting the requirements are strongly encouraged to apply.
- UNICEF is committed to diversity and inclusion and encourages qualified candidates from all backgrounds including persons living with disabilities to apply.