# TERMS OF REFERENCE

**Individual Contractor: Photographer to document UNICEF’s work in Moldova**

**Duration: 15 working days (***12 days photography, 3 days editing/captioning***)**

1. Background:

UNICEF supports the Government of Moldova in promotion and protection of children’s rights, under a Programme of Cooperation for the period 2023-2027. UNICEF Moldova partners with state institutions and civil society organisations to ensure that all children enjoy their rights to health, education, protection, participation, and non-discrimination.

Within the current country programme, UNICEF initiated several initiatives to document the projects it supports through stories and images. The images are used for publications, donor reports, UNICEF website, Facebook page, and other documents. UNICEF is eliciting the assistance of a highly skilled, renowned photographer to illustrate UNICEF’s work in Moldova for external reporting to donors, NYHQ and Regional Office.

1. Purpose of the contract:

UNICEF Moldova is seeking a highly skilled international photographer who has experience documenting UNICEF’s work around the world, understands UNICEF’s mission and objectives, and can gather powerful images that depict UNICEF’s programmes vividly.

The selected photographs will be used for UNICEF advocacy and communication purposes and be published in all CO publications, external reports to NYHQ and to RO, donor reports, websites, presentations and communication for development campaign materials.

1. **Objectives of the consultancy:**

The contractor shall provide UNICEF with photography services on the situation of children & women in support of UNICEF's advocacy and programme communication activities.

1. Details of how the work should be delivered:

The contractor will provide digital photographs for use in all external reports and CO publications and for use in human interest stories, social media materials, campaign publications, and website content on an as-needed basis.

* Service provision will include field trips to UNICEF project sites within the country and communities in which UNICEF 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 photographer will also be required to submit photo captions. The captions should include names of subjects included in the photo, their age, institution and location, and description of the photo.
* On assignment for UNICEF, the photographer is expected to show appropriate sensitivity towards the people they are photographing. Photographer is also required to follow UNICEF photography standards and to comply with UNICEF policies and procedures, including Policy on Conduct Promoting the Protection and Safeguarding of Children. UNICEF applicable guidelines and policies will be provided upon contract signature.
* The photographers will obtain the relevant written consent for photographs usage from concerned people/authorities.

1. Deliverables:

When on assignment, the photographer will be expected to deliver the following services:

* For every subject photographed, 5 high-quality and high-resolution colour and /or b/w (as required) digital images in high resolution shot.
* Over 12 working days, the photographer will travel to sites within Moldova (travel to other cities/sites as needed) and will document all of UNICEF’s regular programmes – health, education, early childhood education, child protection, social protection, adolescent development and participation, WASH and emergency programmes – and provide 20 high-quality images of different subjects/interventions for each programme area. (UNICEF allows one day for writing captions for every 4 days of photography and therefore the contractor will be paid for 3 days of caption writing for 12 days of photography)
* 100 final approved images for each section broken down into 20 different subjects/interventions/activities per programme area x 5 shots each = 100 final approved images for each UNICEF section. Total number of images 800.

All images to be shot as high-resolution JPEG or compatible formats file saved chronologically and captioned with name, age and location and short brief of the programme. In addition, an edited set of 25 colour or B/W as needed, in high resolution with full captions, delivered/emailed to UNICEF office.

* All digital photographs must contain complete caption information in “file info” which are embedded into the “properties” of the image – and please provide it separately also in a word format. 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 or emailed through a file sharing service (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. (UNICEF Moldova will assign a staff member who can speak the local language to accompany the contractor and to assit in signing of declaration forms with parents/teachers, health workers and/or school administrators.)

1. **Reporting requirements**

The contractor will report to the Communication Specialist, who will regularly communicate with the contractors and provide feedback and guidance on their performance and all other necessary support so to achieve objectives of the assignment, as well as remain aware of any upcoming issues related to contractors’ performance and quality of work.

All activities and deliverables undertaken by the contractor shall be discussed and planned in consultation with UNICEF.

1. Performance indicators for evaluation of results:

The evaluation of the contractor’s performance will be based on:

* Quality of produced outputs, evaluated for each separate assignment;
* Compliance with the established timelines, evaluated for each separate assignment.
* Demonstration of high standards of work with UNICEF and with counterparts.

1. **Qualifications and experience:**

The contractor is expected to possess the following qualifications:

* Qualifications as professional photographer and a demonstrated minimum of 5 years’ experience as professional photographer;
* Good knowledge of technical requirements and settings for taking photos in various settings (i.e. outdoor, indoor, portraits, group activities etc.) is expected;
* Availability and good command of own photographic equipment (cameras, lenses, lights, filters, tripods), as well as photo-related image editing software;
* Experience covering social, humanitarian and development subjects will be an asset;
* Experience with UNICEF and /or other UN agencies;
* Knowledge on ethical standards in reporting on issues related to children will be an asset.

1. Financial proposal:

The financial proposal shall specify a breakdown of the following:

* an all-inclusive fee per day of work (8 hours), including editing, in USD;
* international travel costs (economy class travel);
* DSA for the in-country mission days.

The fee will include all the estimated costs related to service providing under the present Terms of Reference (photo shooting, image processing, any other costs estimated).

If not included in the ToR, UNICEF will not reimburse costs not directly related to the assignment. This contract does not allow payment of off-hours, medical insurance, taxes, and sick leave.

1. Evaluation Process and Method

The candidate is expected to reflect in the submission the qualifications, knowledge and experience related to the requirements listed above. Technical evaluation will be performed through a desk review of applications, evaluation of technical proposals, and if necessary, may be supplemented by an interview.

The total amount of points to be allocated for the price component is 30. The maximum number of points (30) will be allotted to the lowest price proposal of a technically qualified offer. Points for other offers will be calculated as Points (x) = (lowest offer/ offer x) \* 30.

The selection process is aimed at selecting the applicant who obtains the highest cumulative score (technical evaluation + financial offer evaluation points) following the “best value for money” principle.

1. Payment Schedule

The payment will be made as a Lump Sum, after successful submission of all deliverables and respective invoice. The transfers will be made in USD or the currency stipulated into the bank account of the contractor which he will communicate in his financial proposal.

UNICEF reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/outputs are incomplete, or not delivered for failure to meet deadlines.

1. Definition of supervision arrangements:

The photographer will be directly supervised and evaluated by the UNICEF Moldova Communication Specialist.

1. **Description of official travel involved:**

The assignment will involve travel within Moldova, including the left bank of the Nistru river region.

1. **Support provided by UNICEF:**

UNICEF will organize all travel and arrangement for photographer within Moldova. UNICEF will pay all costs for transport within Moldova to project sites.

UNICEF will not pay for travel costs for personal errands and travel during the weekend or when contractor is not on “official assignment”.

UNICEF will provide the contractor with:

* Basic information on the projects (reports, earlier developed human stories, UNICEF-branded pictures);
* Branding and other UNICEF guidelines on videos;
* Suggestions on the most suitable project sites, stories and relevant contacts.

1. Copyrights & utilization rights:

The copyright of all photo materials produced (raw and edited) taken during the assignment will belong to UNICEF Moldova. The photographers will obtain the relevant written consent for photographs usage from concerned people/authorities.

1. **Ethical considerations**

The Contractors will ensure that the process is in line with the United Nations Evaluation Group (UNEG) Ethical Guidelines[[1]](#footnote-2). The Contractors should be sensitive to beliefs, manners and customs and act with integrity and honesty while interacting with stakeholders and beneficiaries. Furthermore, the Contractors should protect the anonymity and confidentiality of individual information. All participants should be informed about the context and purpose of the Assessment, as well as about the confidentiality of the information shared. The Contractors are allowed to use documents and information provided only for the tasks related to these terms of reference.

As per the DHR PROCEDURE ON CONTRACTORS AND INDIVIDUAL CONTRACTORS, together with the Notification letter, the contractors will be sent the link on Agora containing UNICEF policies on Prohibiting and Combatting Fraud and Corruption; Prohibition of discrimination, harassment, sexual harassment and abuse of authority and other relevant policies for their information and acknowledgment. The selected candidate must complete the applicable mandatory online courses on UNICEF’s learning platform **prior to signature of contract.  All certificates should be presented as part of the contract.**

1. **Child Safeguarding**

Is this project/assignment considered as “[Elevated Risk Role](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Guidance%20on%20Identifying%20Elevated%20Risk%20Roles_finalversion.pdf?CT=1590792470221&OR=ItemsView)” from a child safeguarding perspective?

   YES     NO       If YES, check all that apply:

**Direct contact role** YES       NO 

If yes, please indicate 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:

|  |
| --- |
| 6 hrs per day, during 12 days |

**Child data role** YES      NO 

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

|  |
| --- |
| 6 hrs per day, during 12 days |

More information is available in the [Child Safeguarding SharePoint](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/SitePages/Amendments-to-the-Recruitment-Guidance.aspx) and [Child Safeguarding FAQs and Updates](https://unicef.sharepoint.com/sites/DHR-ChildSafeguarding/DocumentLibrary1/Child%20Safeguarding%20FAQs%20and%20Updates%20Dec%202020.pdf)

1. UNEG Guidelines <http://www.uneval.org/document/detail/102> [↑](#footnote-ref-2)