

## TERMS OF REFERENCE

### **National Individual Contractors Roster: Photographers to document UNICEF's work in Moldova**

#### **1. Background:**

UNICEF supports the Government of Moldova in promotion and protection of children's rights, under a Programme of Cooperation for the period 2018-2022. 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 pictures. The pictures are used for publications, donor reports, website, Facebook page, and other documents. UNICEF is eliciting the assistance of a highly skilled, renowned photographers to illustrate UNICEF's work in Moldova, events and human-interest stories.

#### **2. Purpose of the contract:**

UNICEF Moldova is seeking professional photographers to document UNICEF's work in Moldova. All candidates who will accumulate the minimum points required for technical qualification will be included in the UNICEF roster of photographers and contacted for photography tasks on an as-needed basis during 2019 - 2021.

The selected photographs will be used for UNICEF advocacy and communication purposes and be published in various publications, websites, presentations and communication for development campaign materials.

#### **3. Objectives of the consultancy:**

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

#### **4. Details of how the work should be delivered:**

The contractor will provide digital photographs for production of human interest stories, social media materials, campaign publications, and website content on an as-needed basis.

- Photographic services will be required throughout the year, on an as-needed basis.
- The contractor must have good command of own photographic equipment (cameras, lenses, lights, filters, tripods), as well as photo-related image editing software.
- 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.

## **5. Deliverables:**

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

- For every special event photographed throughout the year, on the same day, a minimum of 25 colour and /or b/w (as required) digital images in high resolution shot 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 UNICEF office;
- Within five days of shooting for the purposes of providing photos for publications, promotional materials, website or campaigns, a complete set of images (min 100 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 of 25 colour or B/W as needed, in high resolution with full captions, delivered/mailed to UNICEF office. Full set in lower resolution also delivered/mailed to UNICEF office;
- Within one working day from a shooting session, a selection of at least 25 photos is expected to be edited in specialized photo editing software (e. g. Photoshop) to comply with UNICEF photography and image standards;
- 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 /mailed (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.

## **6. Reporting requirements**

The contractors will report to the Communication Officer, 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 contractors shall be discussed and planned in consultation with UNICEF. The contractors are expected to deliver each component of the workplan electronically.

## **7. 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.

## **8. Qualifications and experience:**

The contractor should be a resident of the Republic of Moldova and 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;
- Experience covering social, humanitarian and development subjects will be an asset;
- Experience with UNICEF and /or other UN agencies and INGOs will be an asset;
- Knowledge on ethical standards in reporting on issues related to children will be an asset.

## **9. Technical proposal:**

Interested individuals will submit a Technical Proposal, with description of their experience, as well as a portfolio of previous works.

All candidates who will accumulate the minimum points required for technical qualification will be included in the UNICEF Moldova roster of photographers and contacted for services on an as needed basis.

### **Structure of the Technical Proposal**

The Technical Proposal should include, but not be limited to, the following:

- Short profile, including CV, diplomas, certificates of photography-related studies;
- Detailed individual portfolio showcasing range of work (i.e. outdoor, indoor conferences, portraits, group activities etc.) with links to specific sites/media outlets/publications where the works have been published;
- A description of production capabilities: photographic equipment for taking quality images in-studio and outdoors, including related hardware and software to manage images;

## **10. Payment Schedule**

Payments will be based on deliverables and will be made in local currency, within 10 days upon delivery and UNICEF satisfactory review of services specified in the Terms of Reference.

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.

## **11. Definition of supervision arrangements:**

The photographer will be on an open contract, he or she will work remotely, on tasks assigned on an as needed basis. He or she will be directly supervised and evaluated by the UNICEF Communication Officer. Payments will be rendered upon successful completion of each task, as per the schedule outlined above.

## **12. Description of official travel involved:**

The assignment might involve travel within Moldova, including the left bank of the Nistru river region. Prior to signature of contract, the selected candidates must complete online security training (BSAFE) and other required mandatory trainings.

### **13. Support provided by UNICEF:**

UNICEF will regularly communicate with the contractors and provide feedback and guidance and necessary support so to achieve objectives of the work, as well as remain aware of any upcoming issues related to the performance and quality of work.

UNICEF will provide the contractors 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.

### **14. 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.

### **15. Ethical considerations**

The Contractors will ensure that the process is in line with the United Nations Evaluation Group (UNEG) Ethical Guidelines<sup>1</sup>. 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 CONSULTANTS 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.**

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<sup>1</sup> UNEG Guidelines <http://www.uneval.org/document/detail/102>