Terms of Reference

National Institutional Consultancy for photography and journalist services for UNICEF Montenegro

1. Background and context

Through advocacy and communication, UNICEF reinforces its position as a relevant, dynamic partner and a leader in child rights advocacy. It promotes evidence-based policies and interventions to improve the lives of the country’s most vulnerable children, solutions to persistent bottlenecks in achieving child rights, and child-friendly social norms to combat stigma and discrimination.

For this purpose, UNICEF adopts strategies to mobilize the support of decision-makers, opinion leaders, partners, stakeholders and the public around action for children.

Appropriate communication tools to support advocacy and communication include a range of print, mass and social media tools, partnership and capacity development, behaviour change communication, web-based materials, interpersonal communication, media events and participation of children and young people.

High quality colour digital photographic coverage of various events/workshops, as well as of children and adults for UNICEF Montenegro promotional materials, website, publications and campaigns is an essential part of UNICEF Montenegro external communication.

With a view to supporting external communication, UNICEF publicly invites all interested national consulting agencies to send applications for providing photography and journalist services.

Throughout the 3-year (2020-2023) period (with a possible 2-year extension), the selected consulting agency will be contacted for different tasks depending on the needs of UNICEF Montenegro.

2. Purpose and Objective(s)

The purpose of the consultancy is to provide technical assistance for producing photo essays, human interest stories, web-stories and photos needed for publications, promotional materials, social media, website or campaigns for UNICEF Montenegro as per the needs throughout 2020-2023.

3. Methodology and Technical Approach

The consulting agency will work closely the UNICEF Communication Officer, Social Media Officer and UNICEF Communication Support Consultant.

A detailed work plan with time frame will be developed and agreed with UNICEF Communication Officer.

Each task will go through a process consisting of several rounds of consultations with UNICEF for each stage mentioned explained below:
The consulting agency provides all necessary photographic equipment and, on completion, agrees to provide digital images on CDs and/or DVDs to UNICEF Montenegro Office as soon as possible. The consulting agency is responsible for finding volunteers – children and adults willing to be photographed and included in the UNICEF photo library. UNICEF Montenegro Office has first selection rights to all original photos taken on this assignment, with concomitant world rights to the selected images in perpetuity. All images are property and copyright of UNICEF including the ones that UNICEF does not select. Together with the photos, the agency is to submit photography subject release forms signed by parents or legal guardians of children under the age of 18 to UNICEF Montenegro Office. Photos will be taken in all parts of Montenegro depending on the needs of UNICEF Montenegro throughout the year. Design social media posts/posters/other kinds of promotional material with photos and different key messages provided by UNICEF (for different audiences, in line with UNICEF brand book, in English and Montenegrin as needed). Production of the photo essays, human interest stories and web-stories for UNICEF Montenegro website, etc. in line with instructions provided from UNICEF. Preparation and implementation of workshops on photography, photojournalism and design for UNICEF volunteers – young reporters and other audiences if needed.

UNICEF will support the consulting agency with:

- Briefing and detailed explanation of the kind of photos/design tasks/photo essays/human interest and web stories are needed and help in defining the best contents of photos for different purposes
- Photography release forms
- UNICEF key messages
- UNICEF brand book and other relevant communication guidelines
- Possibly assistance in acquiring access to specific locations (schools, etc.) in the form of a letter confirming that the photographer/journalist is on an assignment commissioned by UNICEF

4. **Activities and Tasks**

- Production of photos, photo essays, designs for social media/promotional materials, human interest stories, web-stories and organization of workshops for UNICEF Montenegro volunteers and other audiences according to the needs throughout the 3-year period (June 1, 2020 – June 1, 2023)

5. **Key Deliverables and Timeframe**

- Photo, photo essays, designs for social media/promotional materials, human interest stories and web-stories produced and workshops for UNICEF volunteers and other audiences organized for UNICEF Montenegro according to the needs and time schedule defined for each requested service throughout the 3-year period (June 1, 2020 – June 1, 2023)

- **Detailed list of potential activities and tasks is included under Section 8. Evaluation of proposals related to financial part.**

Duration: 36 months: June 1, 2020 – June 1, 2023 with possibility for extension for an additional 2-year period subject to satisfactory performance.
6. **Management and Organisation**

**Management:** The Contractor will be supervised by the UNICEF Communication Officer.

**Organization:** National Institutional consultancy is required for this consultancy.

**Schedule:** This assignment will commence on June 1, 2020.

**Payment schedule:** The payments will be made upon successful completion of every single request defined as a deliverables and submission of invoices.

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

7. **Qualifications and Background**

- At least 5 years of professional experience in producing photos, photo essays, human interest stories, web-stories and design solutions for publications, promotional materials, social media, website or campaigns
- Highly qualified team of experts in fields required for the job - CVs of team members to be provided:
  - At least 2 photographers with at least five years of experience in photography related to child/human rights;
  - At least 2 journalists with at least five years of experience in journalism related to child/human rights;
  - At least 1 designer with Bachelor in Design
- Ability to produce requested material in harmony with UNICEF brand book;
- Creativity, originality, punctuality, high level of organization and efficiency; ability to respond quickly and efficiently to UNICEF requests;
- Experience in making photos of children for similar purposes or cooperation with UNICEF is considered an advantage

8. **Content of Proposals**

The potential contractors are expected to submit a proposal (Technical and Financial) based on these Terms of Reference.

**Technical proposal should contain:**

- Profile and portfolio of the consulting agency with information about previous experience with similar projects and clients – examples of similar work of photos/photo-journalism related to child rights;
• Structure of the team - qualifications and experience of team members – CVs of team members should be included;
• Production lead time and ability to respond quickly to last minute requests;
• Reference contacts;
• Supplier Profile Form.

**Financial Proposal should contain:**

• Separate prices related to the tasks described below:

<table>
<thead>
<tr>
<th>Service description</th>
<th>Price in euros</th>
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<tbody>
<tr>
<td><strong>Special shooting event</strong></td>
<td></td>
</tr>
<tr>
<td>Special event photographed with a minimum of a minimum of 25 colour and b/w digital images in high resolution (300 pixels/inch: minimum size 3000 x 1900 pixels; TIF format) and the same selection in lower resolution (1000 pixels longer edge, JPG format) will be delivered to UNICEF office at the same day and immediately after the event when publishing on social media is needed. All digital photographs must contain complete caption information in “file info”. Caption information should consist of: date, place, subject names and age, and brief description of the situation photographed. The sets of digital images will be delivered on CDs and/or DVDs together with caption information. Photography subject release forms signed by parents or legal guardians of children under the age of 18 will be delivered to UNICEF Montenegro Office together with the images.</td>
<td></td>
</tr>
<tr>
<td><strong>Shooting day</strong></td>
<td></td>
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<tr>
<td>For the purposes of a providing photos for publications, promotional materials, social media, website or campaigns, a minimum of 25 colour and b/w digital images in high resolution (300 pixels/inch: minimum size 3000 x 1900 pixels; TIF format) and the same selection in lower resolution (1000 pixels longer edge, JPG format) will be delivered to UNICEF office a day after the shooting happened. All digital photographs must contain complete caption information in “file info”. Caption information should consist of: date, place, subject names and age, and brief description of the situation photographed. The sets of digital images will be delivered on CDs and/or DVDs together with caption information.</td>
<td></td>
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</tbody>
</table>
Photography subject release forms signed by parents or legal guardians of children under the age of 18 will be delivered to UNICEF Montenegro Office together with the images.

3. **Transport for shooting outside of Podgorica – price per km**
   *Prices should be rounded up to 2 decimal places*

4. **Designer to support the use of photos for social media, posters/promotional materials and similar – fee per day**

5. **Journalist to support production of the photo essays, human interest stories and web-stories for UNICEF Montenegro website, etc. – fee per day and in-country travel DSA**

6. **Preparation and implementation of workshops on photography/photojournalism/design for UNICEF volunteers – young reporters or other audiences if needed – fee per day and in-country travel DSA**

*DSA - Daily substance allowance

9. **Proposal Evaluation**

**THE PROPOSALS WILL BE EVALUATED AGAINST THE FOLLOWING CRITERIA:**

*Each proposal will be evaluated against a weight allocation of 70 for the technical proposal and 30 for the commercial (financial) proposal. The total maximum obtainable points is 100.*

A) **Technical evaluation - Maximum points: 70**

- Relevant experience in similar type of work - 35
- Organisational and technical capacity of the applicant - 35

<table>
<thead>
<tr>
<th>Technical Proposal Evaluation Form</th>
<th>Max. Points Obtainable</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Relevant experience in similar type of work</td>
<td>35</td>
</tr>
<tr>
<td>1.1 Number of customers, scope of work</td>
<td>15</td>
</tr>
<tr>
<td>1.2 Samples of previous work</td>
<td>20</td>
</tr>
<tr>
<td>2 Organisational and technical capacity of the applicant</td>
<td>35</td>
</tr>
<tr>
<td>2.1 Key personnel: Relevant experience and qualifications of the proposed team for the photography and journalist assignments</td>
<td>15</td>
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<tr>
<td>2.2</td>
<td>Production lead time and ability to respond quickly to last minute animation requests</td>
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<td>-----</td>
<td>---------------------------------------------------------------------------------</td>
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<tr>
<td>2.3</td>
<td>Client references</td>
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<tr>
<td></td>
<td><strong>Total</strong></td>
</tr>
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B) Financial proposal (Budget) – Maximum points: 30

- Technical proposal evaluation. Proposals passing the minimum technical pass score (49 points-70% of the maximum points obtainable for technical proposal) will continue into the Financial proposal evaluation;
- Financial proposal evaluation. The lowest price proposal will be awarded the full score assigned to the commercial proposal;
- Recommendation. The recommendation for award of contract will be based on best combination of technical and financial score;
- Final award and contracts. Based on verified nominations and final scores, contract negotiations could be initiated with one or more successful Proposers.

The UNICEF evaluation team will select the Proposal which is of high quality, clear and meets the stated requirements and offers the best combination of technical and financial score.