ANNEX 2. TERMS OF REFERENCE FOR INSTITUTIONAL CONTRACT

Reference:	LRPS-2026-9206695
Title:	Photography Services, Videography Services or Both on a Long-Term Arrangement Basis
Location:	South Africa
Duration:	Initial term of three (3) years, with the option to extend for up to two (2) additional one-year periods at UNICEF's sole discretion.

Refer to bid document for submission instructions.

Objective

UNICEF is seeking to enter into Long-Term Arrangements (LTAs) with selected companies to provide high-quality, inspiring, engaging and impactful photography and videography services in support of our communication, advocacy, fundraising and programme objectives. We are seeking creative visual storytellers who can capture authentic, compelling and human-centred content across a range of environments and audiences.

Successful companies should demonstrate a strong creative vision, exceptional attention to detail, technical excellence, and an understanding of current visual trends and audience engagement across digital, print and multimedia platforms. Their work should bring UNICEF's mission and impact to life through powerful imagery and video content that resonates with diverse global audiences.

As a result of this Request for Proposal (RFP) for Services process, UNICEF reserves the right to establish non-exclusive Long-Term Arrangements (LTAs) with multiple companies for an initial term of three (3) years, with the option to extend for up to two (2) additional one-year periods at UNICEF's sole discretion, subject to the satisfactory performance of the service provider.

Bidders may submit proposals for Photography Services only, Videography Services only, or a combination of both services. Financial proposals should include rates only for the services being offered.

Background

The Communications and Advocacy section develops and produces communication content—from flagship publications to photography and online videos—for key initiatives and priority campaigns. We manage the quality and consistency of communication content as a strategic asset across various platforms and facilitate and provide guidance in the development of communication content across the organization in South Africa.

UNICEF works with governments, the private sector, non-governmental organizations, and other United Nations agencies to engage communities, and help ensure affordable access for even the hardest-to-reach families.

With prior briefing for each assignment, the companies are required to submit high-quality brolls, interview footages and edited videos with English subtitles and video shortlist as per the UNICEF videography guideline. The videography and photography companies should be available at very short notice in case of emergencies and may be required to work on Saturdays and Sundays, based on the requirements of the assignment.

VIDEOGRAPHY

Specific tasks

- Attend pre-production briefing on issues being covered and participate in preparatory research and production planning.
- Develop scripts in English for the film and finalize with UNICEF.
- Film and edit footage to produce creatively designed video packages based on pre-defined advocacy priorities, complete with shot list, script, broll and voice-over.
- Produce short films based on human interest stories, capturing stories of change through the story of one or few protagonist(s) from the field.
- Shoot at various locations within South Africa.
- Source and obtain the relevant music that can accompany the video, in alignment with objectives of the product.
- Record voice over with good quality professional voices in various languages including English and local languages.
- Edit the film into an emotive, high quality and engaging product including the addition of graphics where required and subtitling of sound bites in English and local languages as required.
- Ensure that UNICEF videography consent form is signed by parents/guardians of all children featured in the video as per UNICEF guidelines.
- Present the film to UNICEF and make necessary changes post UNICEF feedback.
- Submitting the final products and related broll and interviews.

Responsibilities of the videographer:

- The videographer will use their own equipment; cameras, microphones, software and other accessories that may be required for this task.
- The videographer will not give the footages 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 videographer will not put their own name or logo/emblem on the footages. The only organization branding will be UNICEF, if required.

Responsibilities of UNICEF:

- UNICEF will provide all details pertaining to the activity and the requirements
- UNICEF will orient the videographer 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

PHOTOGRAPHY

1. Photography production:
    - Professional magazine-style documentary coverage of the highlighted campaigns in the selected locations, including donor funded programmes.
    - Photojournalism/documentary visual storytelling focused on an individual subject, telling the story through the life and experiences of an individual.
    - Environmental photo portraits, wide and medium close shots in context of individuals and the humanitarian situation with direct-gaze as well as off-camera gaze.
    - Environmental portraits of children in context of humanitarian situations with direct-gaze as well as off-camera gaze.
    - UNICEF staff interacting or talking to a child or others, explaining something, providing their expertise, etc.
2. Photography post-production:
    - Photographers transmit a broad edit of photographs with the required metadata and **captions** as specified by technical guidelines. The photographer is required to do a broad edit at the end of each day's coverage.

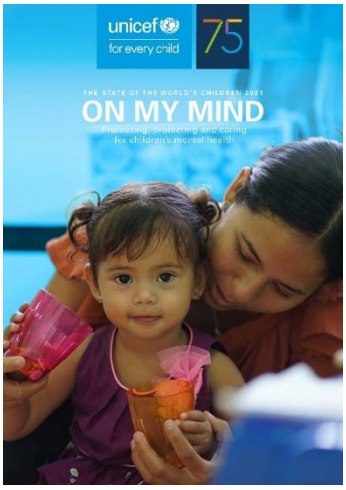
Expected results: (measurable results)

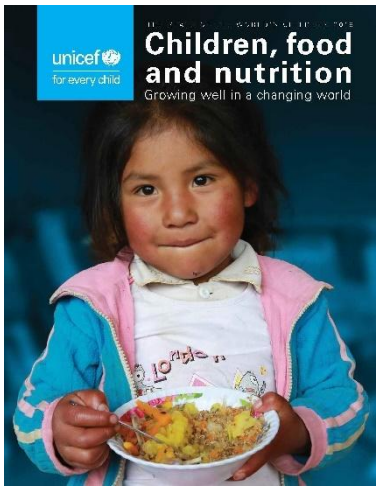
The videography and photography service providers will produce high-resolution images of the utmost technical quality and aesthetic caliber. Videos and images will be acquired into UNICEF's WeShare Digital Asset Management (DAM) archive/permanent collection for use by UNICEF HQ, UNICEF Regional and Country offices, UN offices, and affiliates, Donors, NGOs and partners, and external media.

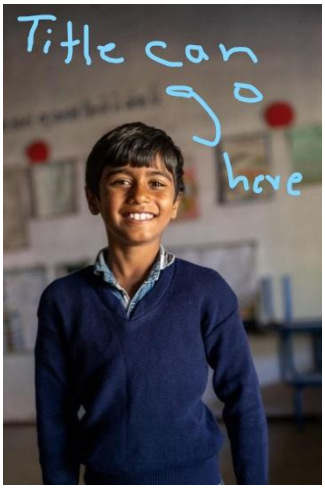
Videos and images will be used in a broad variety of UNICEF products on a range of platforms. Possible UNICEF uses include reports and publications, on unicef.org websites, on the UNICEF intranet (ICON), and on social media channels, including Facebook, Instagram, YouTube, LinkedIn, TikTok and Twitter.

General requirements

- Horizontal and vertical formats required.
- Iconic imagery: Please shoot photos that echo the UNICEF brand, e.g. a caregiver lifting a child. Examples: https://weshare.unicef.org/Package/2AMZIFZVB7FA
- Cover portraits: Please also shoot vertical photos that can be considered for the cover. Cover photo requirements include:
    - Vertical format
    - Portrait of one or two individuals at most
    - Significant negative space at the top of the frame
    - Please see examples







Informed consent

Verbal informed consent is required for all photo & video coverage. For subjects profiled at length, please obtain signed subject releases. Please download the forms here: https://weshare.unicef.org/Package/2AMZIFVRI4WB and have translated to the subject's language, if necessary.

Photo - *Specifications*

- Please shoot at the highest resolution possible, 4000 x 4000 pixels or above. **Photographs MUST be delivered at 300dpi**
- Please shoot RAW or JPEG FINE formats. Largest, non-compressed original files must be retained for submission on request.
- DO NOT compress JPEGs for transmission unless source locations are excessively slow. Never compress more than 30 per cent [= 7 on a scale of 10 or 10 on a scale of 12].
- Do not overly process any original image files beyond standard techniques; using what would be possible in an analogue darkroom as a guide. No digital manipulation is permitted.
- Please photograph both horizontal and vertical formats.
- Please include photographs that provide ample "negative space" created through the use of shallow depth of field or incorporating blank/monochromatic areas in the image. This permits the use of text or other elements of graphic design when creating reports or other communications products.
- Please photograph from a variety of heights and angles. Note that capturing images from a perspective closer to the ground—the same as, or beneath, a child's eye height—can have the effect of making children appear equal to the audience, encouraging a viewpoint of dignity and respect.

Photo - *Caption requirements*

Captions must be provided by embedding them directly into each image (in the IPTC fields), together with credit, copyright and other relevant information. Your caption is made up of two or three parts, each composed of one or more complete sentences:

The first part describes the action seen in the photo, and must answer these questions:

- Who? Are the names spelled correctly with the correct name on the correct person? Are ages included for minors and adolescents (0-19)?
- What is in the picture? Describe what is seen in the photo.
- When? The date, including the year, must appear in the body of all captions.
- Where? Be specific. Use village/town/city and province/region.
- Why? Explain the circumstances; avoid hyperbole or editorializing. Is it specific? Is it easy to read?

The second part gives context to the image. This describes why the action, situation or content of the picture is important or interesting. Add value through including personal quotes and relevant character-driven narrative.

The third part of the caption explains the UNICEF programme or other relation, if relevant.

In summary

Individuals	Names and ages
	Dates, in order of Day Month Year, e.g. 30 September 2026
	Relationship (mother and daughter/son; parents and child; classmates, etc.)
Places	Name: South Africa, Durban, Eastern Cape, etc
	Location, country, city, town, region, etc.
	Situation: A school, a home, a clinic, etc.
Background	Basic information about programme, donor, partners, stakeholders etc.

Photo - *Metadata specifications*

- Captions must be provided by embedding them directly into each image (in the IPTC fields), together with date created, country, photographer credit, original file name. Many photos requiring the same information can be batch processed using software such as Photo Mechanic. UNICEF photographs use the following metadata fields for retrieval in the digital asset manager, WeShare. All other fields should be scrubbed of information. English usage aligned with the Oxford English Dictionary and found on www.lexico.com is to be used.
- Caption - enter as described above.
- Date created - enter the date the photograph was taken. Make sure the camera date is accurately set, and it won't be necessary to change this.
- Country - enter the name of the country the photograph was taken in.
- Creator/photographer - enter the full name of the photographer - first name mentioned first, family name second.

- Original file name – enter original file name of the image straight from camera. Photo Mechanic batch variable is {filename}.

Photo - *Postproduction specifications*

The following tools may be used in standard photo post-production:

- Minor brightness and contrast adjustments in Levels, using only the extreme left and right sliders without clipping or removing detail from highlight and shadow areas.
- Crop, providing the crop, does not remove information with journalistic value. Use the crop tool to straighten a slightly slanted horizon but not add a tilt to an otherwise level photo or flip a picture upside down or left to right.
- Minor use of Levels and Curves to fix the colour balance of a photo to its natural state.
- Use of the Levels and Curves tools.
- Use of the Burn tool.
- Use the Shadow Highlights tool.
- The Eye Dropper may only be used in a neutral grey area to set colour.
- Use of the Saturation tool.
- Cloning or Healing Tools may only be used for sensor dust removal.

Photo – *Equipment, transmission and rights*

Consultant videographer/photographer supplies all photographic equipment and agrees to provide, if requested, transmissions of rough edit selections of best images, with complete caption information.

On assignment completion, the broad edit will be transferred electronically to UNICEF Commissioning Photo Editor with complete captions with copies for the respective field office. Preferred method for transmission of high-resolution image edit is via Dropbox. WeTransfer is also accepted. In certain limited circumstances, transmission may be required by physically sending a portable drive via courier service.

- UNICEF has first selection rights with non-exclusive concomitant world rights in all selected media in perpetuity.
- UNICEF has first selection rights with non-exclusive concomitant world rights in all selected media in perpetuity to the photographs without the high-profile goodwill ambassadors and advocates' likeness.
- UNICEF has exclusive concomitant world rights in all selected media in perpetuity to the photographs including the high-profile goodwill ambassador/advocates' likeness.
- Photographer/photo agency may be able to distribute photography after consultation and liaison with UNICEF with a dual byline acknowledging UNICEF, eg. John Smith for UNICEF or John Smith/UNICEF. The exception to this is coverage of high-profile goodwill ambassadors and advocates, where the right to further distribute the photography is not granted.

Core Photography Values:

The contracted photographer will be responsible for creating photographic content that is original, creative and matches with editorial standards. UNICEF requires images that can be used to communicate globally on the situation of children, both on UNICEF channels and in the media.

UNICEF does not require or desire one-dimensional images depicting children as vessels of charity. The objective is to depict children in a way that captures the nuances and complexity of their experience—not one which reduces them to mere visual stereotypes of "happy" or "sad."

UNICEF has a mandate to uphold the rights of all children. We work to ensure every child is protected, healthy and educated, focusing on the children left behind by wider economic and social progress. Photographs must aim to represent children in ways that are truthful, dignified, empowering and illuminating. That is not to say that photographs shouldn't capture the harsh situations that many children are forced to endure. It is extremely important that coverage, where appropriate, incorporates elements depicting the challenges that children and families face.

Issues Photography: UNICEF is an advocacy organization and requires images that can be used to draw attention to issues and inequities affecting children, showing why change needs to happen.

Programme Photography: Visual coverage showing possible solutions or ways of creating positive social change in response to the issue, for example, the response/intervention implemented by UNICEF and its partners.

Ultimately, UNICEF needs videos/photographs—and videographers/photographers—capable of evoking empathy and compassion in audiences across the lines of nationality, age, gender, race and religion.

- **Dignity.** By ensuring the representation of children's inherent dignity, UNICEF subjects and priorities, the image of the organization as a whole is consistently represented. The most important contextual element in on-brand photography is the embodying of child rights and respecting the dignity of all children.
- **Respect real situation.** Overwhelmingly, children don't control how they are depicted visually. This underscores the need for UNICEF to ensure that its use of images of children upholds their right to be treated with honesty and respect.
- **Be inclusive.** Include children with disabilities, as well as including a cultural diversity and gender balance.

Protect children at risk. Advocating against human rights abuses can put individual children or women at risk of reprisals, including additional physical or psychological harm and life-long stigmatization or rejection by their local communities. These risks require that both the taking of images and the subsequent use of those images, respect the subject's rights to privacy, to participate in decisions affecting them, and to protection.

Travel

- In line with the UNICEF policy, the service provider will be responsible for administering their team's travel.
- Travel expenses will be reimbursed for air travel based on a signed invoice indicating the actual cost of the air ticket, and for road travel based on the UNICEF mileage rates.
- The service provider is solely responsible for ensuring that the visa (if applicable) and health insurance required to perform the duties of this contract are valid for the entire period of the contract where applicable.

Budget

Task Assignment	Deliverables	Timeline	Estimated Cost
Photography assignments, videography assignments, or combined photography and videography assignments, as determined prior to commencement of each assignment.	Photography: Number of edited photographs delivered, including captions and metadata. Videography: B-roll footage, interviews, short videos, documentaries, edited video packages, subtitles and associated deliverables as specified in the assignment brief.	As determined prior to commencement of each assignment.	1. Photography daily rate (per photographer/per day) 2. Videography filming rate (per videographer/per day) 3. Video editing rate 4. Photography editing/post-production rate (if applicable) 5. Drone operator rate (where applicable) 6. Travel costs - UNICEF will reimburse approved airline/vehicle and related costs upon presentation of supporting documentation. *Maximum 8-hour working day. Half-day rates applicable for assignments are under 4 hours.*

Bidders may submit proposals for Photography Services only, Videography Services only, or a combination of both services. Financial proposals should include rates only for the services being offered.

Key competences, technical background, and experience required

I. The Service Provider guarantees that the personnel assigned to handle UNICEF activities shall be fully qualified, trained, have strong skills in their specialized area, as well as logistic and communication skills, and shall receive periodic training as required.

II. The Service Provider shall assign adequate numbers of personnel to provide fully satisfactory services according to the activities envisioned to fulfill its obligations under the Contract with the UN. In general, the Service Provider shall assign the relevant personnel according to their technical know-how and reliability.

III. The Service Provider's employees shall perform their functions in a highly efficient and professional manner, maintaining full confidentiality of all UNICEF and UN activities.

IV. Language requirements: Competency in English

V. The Service Provider should demonstrate that the following roles and functions can be fully met

a) Coordinator/focal point. Minimum experience and qualifications required:

- At least 3 years of experience in the provision of high-quality photographic and/or videographic services.

- At least 3 years of professional experience as a professional photographer and/or videographer.

- Experience as photo- and/or video-editor using image editing software including Premierpro, Photoshop, Lightroom and/or Photo Mechanic

- At least 3 years of experience in managing teams and supporting staff.

- Proven successful experience in similar assignments projects with acknowledged results, especially working with UNICEF, other UN agencies, or Civil society organizations.

b) Photographers.

- At least 2 years of professional experience in the provision of professional, high-quality photos.

- Extensive and demonstrated experience in photo-editing.

- Experience working with vulnerable people and/or beneficiaries of humanitarian/NGO/CSO programmes and services would be a strong advantage.

- Knowledge of Child Safeguarding Principles would be a strong advantage.

c) Videographers.

- At least 2 years of professional experience in the provision of professional, high-quality videos.

- Demonstrated experience in video editing would be an advantage.

- Experience working with vulnerable people and/or beneficiaries of humanitarian/NGO/CSO programmes and services would be a strong advantage.

- Knowledge of Child Safeguarding Principles would be a strong advantage.

d) Producer/Video-editor.

- At least 2 years of professional experience in the production of high-quality videos.

- Extensive and demonstrated experience working with UNICEF, other UN agencies, or Civil society organizations would be a strong advantage.

Equipment shall include:

#	Equipment	Description
1	Cameras for photos	Top quality. Capable of shooting high-resolution photos for digital as well as large scale prints.
	Cameras for videos	Top quality. Capable of shooting in 4K and capture footage for slow motion.
2	Lenses	A wide array of camera lenses to be employed for the different settings photo and video shootings will take place in (including outside, in low light, etc.)
3	Microphones (lavalier/boom)	At least two high-quality microphones should be owned by the Service Provider to allow for interview of multiple people at the same time.
4	Tripods, filters (UV, Polarizing, etc.)	As required by the various settings shootings may take place in.
5	Drone(s)	As required by the creative concept behind the initiative at hand.
6	PCs with Adobe editing software (e.g., Premiere Pro, Lightroom, Photoshop)	Licensed.

Application and evaluation process:

Please submit the supporting documentation as follows.

- Samples of previous photography and videography work, especially in relation to children and families, in the development context.
- CVs of core team members for the proposed assignment.
- Owned equipment list

Evaluation weighting criteria:

The evaluation and award criteria that will be used are Cumulative Analysis evaluation (point system with weight attribution). The weighting ratio between the technical and financial proposals will be 70:30. The respective importance between technical and financial scores will be weighted by 70% and 30%.

- Weightage for Technical Proposal = 70%
- Weightage for Financial Proposal = 30%
- Total Score = 100%

The technical evaluation criteria are 70 points.

All technical proposals will be evaluated using the evaluation criteria as indicated below.

The following documents shall be included in the technical proposals:

Financial Capacity
Bidders may be requested to provide evidence of financial capacity upon request. New and emerging businesses will not be disadvantaged provided sufficient evidence of their ability to perform the contract is submitted.

A. A copy of your company's certificate of legal registration
B. A copy of your Official list of authorized signatures
C. Your company's UN Global Marketplace (UNGM) registration number. You are kindly requested to register for, at the very latest, Basic and Level 1 stages. For registration and instructions on how to kindly refer to the attachment or the UNGM site: www.ungm.org/RegistrationProcess

Note: All these documents need to be submitted together with your technical proposal.

Technical evaluation criteria table:

Technical proposals will be evaluated using the criteria outlined below:

Criteria	**Maximum points**
PROPOSED METHODOLOGY AND APPROACH	**50**
• Overall preparation and presentation of submitted proposal	5
• Understanding of children's rights and UNICEF related issues	5
• Company/videographer/photographer portfolio and equipment list	40
COMPANY AND KEY PERSONNEL	**20**
• A copy of the company's registration documents	**10**
• Experience of key personnel in photography/videography and editing	**5**
• References and recommendations	**5**
TOTAL POINTS	**70**
Minimum Acceptable Score	**49**

Financial evaluation criteria 30 points.

Financial quotation should be provided as applicable to the services offered:

- Daily rate for photography services; and/or
- Daily rate for videography services
- Video editing rate (where applicable
- Photography editing/post-production rate (where applicable)
- Any other costs (specify nature and breakdown)
- VAT should be indicated as a separate line item.

The rates submitted in response to this solicitation shall remain firm and fixed for the initial three-year LTA period. No annual escalation or rate adjustment shall apply during this period unless otherwise agreed by UNICEF in writing under exceptional circumstances

The total amount of points allocated for the price component is 30. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those invited institutions which obtain the threshold points in the evaluation of the technical component.