

TERMS OF REFERENCE FOR SERVICE CONTRACTING FOR INSTITUTIONS

Assignment: Long Term Arrangement (LTA) for hiring Photographer & Videographer to provide photos and video services covering UNICEF Iraq program work.

Location: All over Iraq

Duration: 24 months with the possibility to extend the LTA for an additional 12 months.

Reporting to: Communication & Advocacy Section (C&A)

1. JUSTIFICATION/BACKGROUND

UNICEF Iraq Country Office (ICO) requires engaging and compelling multimedia content (photos, videos) to show children-centered stories and the work of UNICEF in Iraq for advocacy and resource mobilization purposes.

To minimize the time required to establish multiple contracts and increase cost-effectiveness, a Long-term Arrangement (LTA) is required with a company to meet the needs of ICO for twelve (24) months, with the possibility of extension for another 12 months based on continued need and satisfactory performance.

2. OBJECTIVE AND TARGETS

Hiring professional camerapersons with full equipment to produce high-quality photos, b-rolls and video interviews based on UNICEF guidelines, rules, and regulations of branding & advocacy.

3. DESCRIPTION OF THE ASSIGNMENT

The contractors shall provide UNICEF with photography/videography services about children & women in support of UNICEF's advocacy and programme communication activities through the guidance of the Communication and Advocacy team (C&A).

The contractor will provide a list of professional camerapersons who can cover some or all governorates (two camerapersons for each governorate) in Iraq.

On each assignment the Cameraperson will sign a job order form (which will be agreed by C&A and the contractor) which has assignment details of time/date/location of the event, and the agreed cost, and time of delivery of the taken materials. Any delay or neglect to deliver services in agreed timeline will translate in a proportional deduction of the payment in line with the contractual provisions provided in the LTA/Contract.

Deliverables:

- Video: raw footage, shot list and edited video in two agreed formats (9:16, square, 16:9).
- Photo: pictures in raw and edited versions with comprehensive captions.

All content is expected to follow UNICEF brand book, ethical reporting on children guidelines and other UNICEF technical guidelines to be shared before the assignment.

FOR VIDEOS:

- Technical specs:

- Film in 4K or full HD 1080 24p.
- Film interviews strictly on tripod.
- Always use external professional microphones. No internal camera microphones. Use lavalier microphones for interviews (wireless or wired).
- Transcribe and subtitle interviews from Arabic/Kurdish to English or vice versa.
- Ensure that videos produced for use on social media follows the specifications required by the C&A section.
- Possessing all necessary audio-visual equipment and software required to produce the required products.
- Subtitles should be in white with a slight black outline in Roboto Medium at size 90 in Adobe Premiere. To increase legibility, apply a foreground to transparent linear black gradient behind the text.
- Lower thirds should consist of the person's name in Roboto Medium Uppercase and, below it, the person's title in Roboto Light Lower Case. If the person featured in the video is a child, then their title should include their age (e.g.: "13-years-old").
- Children are normally only identified by their FIRST NAME.

- Artistic specs:

- A script or guidance from C&A Section will be shared with the cameraperson before any event that requires video/video interviews.
- Ensure that all requests and instructions from C&A section pertaining to videography and video-editing requirements are fulfilled.
- Unless necessary, no panning moves. Unless necessary, no zoom in/out.
- Set your frame and let things happen inside the frame. Then re-frame.
- Keep every frame for a minimum of 10-20 seconds (think of it as a still image).
- Microphone to be hidden behind clothes (scarf, sweater, tie, shirt etc).
- Consult about the scope of the shooting on each location and plan in advance on what needs to be captured.
- Font sizes need to be mobile-friendly.

- Informational text refers to text slates that relay information and data related to the story. The prescribed font is Roboto Medium, size 100, in white or UNICEF Blue. For emphasis or if the background shot renders text unreadable you may choose to highlight words and phrases with a blue background strip. The strip can also be animated. On certain occasions, font size can be adjusted to avoid covering important elements of a moving image, including a face or other important visuals that help tell the story. Various font sizes can also be used to avoid covering important elements of image.
- Ethical specs:
 - On assignment for UNICEF, the cameraperson is expected to show appropriate sensitivity towards the people they are filming. Cameraperson is also required to follow UNICEF filming 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 Cameraperson will obtain the relevant written consent for filming usage from concerned people/authorities.
 - Ensure that videos are delivered in the time agreed with UNICEF - No more than 48 hours for the rough video and 72 hours for the masterpiece.

FOR PHOTOS:

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.

- Photographs at the highest resolution possible. The MINIMUM accepted resolution is 2000 x 3000 pixels or 6 megapixels with zero compression; PREFERRED is 4000 pixels on the long side or above.
- Shooting RAW or JPEG FINE formats. The largest, non-compressed original files must be retained for submission on request.
- DO NOT compress JPEGs for a 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 over-process any original image files beyond standard techniques; use what would be possible in an analog darkroom as a guide. No digital manipulation is permitted.
- UNICEF Iraq will be the owner of the photos and credits will be under the name of UNICEF and the photographer.
- 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 and women in various settings and on occasions specialized conceptual photos.
- On assignment for UNICEF, the photographer is expected to show appropriate sensitivity towards the people they are photographing.
- Photographers are 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.
- The photographer will be required to work in close coordination with the communication team in the country office, with overall supervision by the Chief of Communication.
- Provide comprehensive captions to accompany the photos; in addition to supplying photos, the photographer will also be required to submit photo captions. The captions should include the below:

Use British English, and not US English. Your caption is made up of two or three parts, each composed of one or more complete sentences:

1. 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?
 - 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 and country.
2. 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 by including personal quotes and relevant character-driven narratives.
3. The third part of the caption explains the UNICEF programme or other relation, if relevant.

4. EXPECTED DELIVERABLES

Final products to be delivered on time and in formats specified by the C&A section /UNICEF Iraq.

5. REPORTING REQUIREMENTS

- The Contractor(s) shall provide UNICEF with a detailed invoice and Certificate for Services Completed for each assignment within ten (10-15) days of the completion of the assignment.

GENERAL REQUIREMENTS

6. STRUCTURE AND EVALUATION PROCESS OF THE PROPOSAL

- Companies can submit cameraperson proposals for photos, videos or both depending on their expertise.
- Each proposal should include a technical and a financial proposal that should be submitted as separate documents in separate emails.
- UNICEF requires photo/video specialists who focus on storytelling production for a digital audience, as well as those excelling in creating visual materials for marketing/advertising purposes and those focused on producing quality materials.
- Companies specializing in at least one of these three priority areas will be considered in the evaluation process.
- Experience producing human-centered documentary/storytelling in photos/videos for a digital audience.

In addition, a list of samples (online links) of photos/videos should be submitted as per the guideline given below. The Evaluation Team reviews the technical aspect of the offer along with the samples. The Technical evaluation is followed by the review of the financial offer of the technically compliant vendors.

Technical proposal

- Companies should provide information including date of establishment; copy of company registration; organogram; Provide list of camerapersons of photos/videos producers specialist and their CVs.
- List your hardware and software items required for photos/videos.
- Describe how you will protect/share UNICEF files/materials against loss and piracy/misuse
- Provide samples (online links) of at least three (3) photo essay and (3) videos.

Financial Proposal

The financial proposal should include the following breakdown:

- Pre-production day for shooting photos/video footage with UNICEF standards and fulfilling the assignment's criteria and objectives.
- UNICEF-C&A section will decide on the number of days required for each assignment.

7. REQUEST FOR PROPOSAL EVALUATION AND WEIGHTING CRITERIA

All requests for proposals will be weighed according to the technical (60 points) and financial considerations (40 points).

TOTAL TECHNICAL SCORE: 60 points

The evaluation will be based on a combination of different technical aspects that include but not limited to:

- **Overall Response (10 points):** Responsiveness to Terms of Reference and call for proposals, elaborated and articulated understanding of the TORs and assignment, demonstrated knowledge on evaluation.
- **Organizational capacity (15 point):** Profile of the team being proposed for the assignment, profiles of the individual team members; and the quality of owned equipment.
- **Organization Methodology (10 points):** Company provides a detailed description of the proposed methodology, describing the approach that will be taken to deliver the outputs for each of the phases, including a description of activities, envisaged working modalities, which stakeholders are sought to be involved and how stakeholder involvement will be secured (the methodology shall be in accordance with the Terms of Reference).
- **Outline of relevant experience (15 points):** Company meets legal, skills and experience requirements; has previously conducted similar work with evidence (minimum three examples should be submitted); Company portfolio should be submitted with prior experience and demonstrated successes in providing similar services.
- **Experience in documenting children's issues, including knowledge and practice of ethical reporting on children (10 points).**

Only companies that reach the minimum technical score on technical evaluation will be qualified and considered in financial evaluation.

Minimum technical score: 42 out of 60

FINANCIAL PROPOSAL: 40 points

The total number of points allocated for the Financial Proposal is 40. The maximum number of points will be allocated to the lowest price proposal that is opened and compared among those bidders who obtain the threshold points in the evaluation of the Technical Proposals. All other Price Proposals shall receive points in inverse proportion to the lowest price.

The most-favoured proposal shall be selected on the basis of the best overall value to UNICEF in terms of technical score/merit and price.

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