

Terms of Reference (ToR) - Videography & Photography Services (Baghdad)

Date of issue: January 13, 2026

Closing date of ToR: January 22, 2026

1. About Shedo

Shedo is the next-generation Social Enterprise & NGO, which connects, equips, and champions women leaders across Iraq & KRI, and the international community working here. Think of SHEDO as a two-motor vehicle: the NGO engine powers community outreach and advocacy; the social-enterprise engine earns revenue through L&D, network services, consulting, and data dashboards. Both run on the same fuel—women’s untapped potential.

Before we kept meeting brilliant women who “just needed a runway,” SHEDO now builds that runway end-to-end: A to Z project delivery that starts with needs diagnosis and ends with measurable social and economic returns—no hand-offs, no cold chains, just seamless impact.

2. Introduction to the Project & Call for Experts

Building Modern Economy Inclusion for Women MSMEs in Iraq Program is implemented by Shedo as part of SPACE (Strengthening Participation, Peaceful Coexistence and Equality in Iraq). SPACE is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ) and supported by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH.

The project's objective is to strengthen the economic participation of women in Federal Iraq by improving their access to formal financial services (access to finance/A2F). We will achieve this through a dual strategy of building women's financial capabilities and co-designing better, more transparent lending tools with Iraqi financial institutions.

To achieve this, Shedo is seeking a qualified service provider for the **Photography & Videography services** in support of the project’s training and implementation needs in Iraq.

3. Scope of Work

The selected service provider will be responsible for the following:

- **Event Coverage:** Provide professional photography and videography coverage for all project events in Baghdad, capturing high-quality photos of participants, sessions, and key interactions.
- **Technical Quality:** Ensure clean audio, proper lighting, and professional framing for all video recordings.

- **Editing & Post-Production:** Edit all captured content into polished, ready-to-use videos and color-corrected photos suitable for reporting and social media following Shedo/GIZ branding.
- **Branding & Subtitles:** Add subtitles, branding templates, intro/outro screens, and lower-thirds to edited videos when required.
- **Logistics & Archiving:** Organize and deliver all raw and final edited materials in high-resolution formats via an approved digital platform (e.g., Google Drive).
- **Compliance:** Follow all visibility, branding, and consent requirements set by Shedo and GIZ SPACE.
- **Quality Control:** Ensure all digital materials are durable, consistent in quality, and free from editing errors; the provider must replace or fix any misprinted or poorly edited items at their own cost.

Media Deliverables & Outputs (Baghdad)

Session	Specification per each event	Quantity	Delivery Location
<i>Financial Literacy Workshops</i>	30+ edited photos, 1 short recap reel, and all raw data per session and 1 success story/ interview video	4 sessions	Baghdad, On site
<i>Policy Roundtable #1</i>	30+ edited photos, 1 policy-focused reel, 1 Interview video	1 Event	Baghdad, On site
<i>Policy Roundtable #2</i>	30+ edited photos, 1 policy-focused reel, 1 Interview video	1 Event	Baghdad, On site

4. Period of Assignment

- **Short-Term Assignment:** This is a short-term procurement assignment. The services are expected to be implemented starting from February 2026 until the completion of all project activities in Baghdad (estimated June 2026).
- **On-Site Presence:** The selected service provider is responsible for being present at the designated event locations in Baghdad with all necessary professional equipment (high-resolution cameras, lighting, and audio gear) according to the project calendar.
- **Digital Delivery:** The provider is responsible for the editing, post-production, and digital delivery of all materials via an approved platform (e.g., Google Drive) within an agreed timeframe (e.g., 3–5 working days) after each session or event.
- **Cost Inclusion:** All costs related to equipment, professional editing software, and local transportation within Baghdad must be included in the financial offer.
- **Coordination & Content:** Shedo will provide the final event schedule and any specific branding requirements (logos, intro/outro templates) prior to the start of each activity.

5. Required Qualifications & Eligibility Criteria

The ideal Service Provider must demonstrate the following:

- **Essential:** Demonstrated professional experience in photography and videography services for events, workshops, conferences, or development projects.
- **Essential:** Proven ability to deliver high-quality event photography, video coverage, and edited media content.
- **Essential:** Strong technical skills in filming, audio recording, lighting, and video editing/post-production.
- **Essential:** Ability to deliver both raw and edited files in professional formats and within agreed timelines.
- **Essential:** Availability to attend and document project activities in Baghdad as required by the project schedule.
- **Essential:** Ownership and use of professional-grade camera, audio, lighting, and editing equipment.
- **Eligibility:** The applicant must be able to issue official financial invoices or receipts acceptable under Shedo's policies.
- **Eligibility:** Both individual freelancers and media companies are eligible to apply.
- **Eligibility:** Submission of a portfolio of relevant previous work (links or samples) is mandatory.

6. Evaluation Criteria

The evaluation will use a 60/40 split:

a) Technical Proposal (60%)

- **Portfolio & Relevant Experience:** Evaluation of previous photography and videography work, specifically focusing on the quality of event coverage, reels, and storytelling content.
- **Technical Capacity & Approach:** Assessment of the proposed workflow, equipment quality, and the ability to meet the specific documentation needs of the project.

b) Financial Proposal (40%)

- **Total Financial Offer:** Evaluation of the total cost and overall cost reasonableness for the services provided in Baghdad.
- **Cost Efficiency:** Assessment of the price breakdown in relation to the required quantities and professional specifications.

7. Proposal Response Requirements

To be considered, your proposal must include the following documents:

a) Technical Proposal:

- **Company Profile / CV:** A brief profile of the media company or a CV of the lead photographer/videographer, including years of professional experience and a list of available equipment (cameras, audio, and lighting).
- **Samples of Previous Work:** Clear links to a portfolio or digital samples of relevant photography and videography work, specifically focusing on event coverage and social media reels.
- **Technical Specifications:** A brief description of the professional standards used, including video resolution (e.g., 4K/Full HD), audio recording quality, and editing software capabilities.
- **Ability to Submit Within Deadlines:** A confirmed production schedule demonstrating the capacity to attend all Baghdad sessions and deliver edited materials within the required turnaround time (e.g., 3–5 days post-event).

b) Financial Proposal:

- **Financial Offer in IQD:** A clear financial offer in IQD for providing all photography and videography services as specified in the Scope of Work and Deliverables table.
- **All-Inclusive Costs:** The financial offer must include all costs related to professional equipment, on-site filming, post-production editing, and local transportation within Baghdad.

c) Eligibility Documents:

- **Company registration certificate** (if applying as a registered company), if available.

8. Submission Details

Kindly send us all your questions & requests for clarifications if applicable **no later than 5:00 PM (Baghdad Time) on January 18, 2026.**

- All proposals must be submitted by email no later than **5:00 PM (Baghdad Time) on January 22, 2026.**
- Please send your complete proposal (Vendor Quotation Form) to: procurement@shedoiq.org alongside all other required documents.
- The email subject line must be: **"ToR – Procurement of Printing Services – Building Modern Economy Inclusion (BMEI)"**

- **Required Documents:** Completed Annex A: Vendor Quotation Form (Financial & Technical); Copy of Company Registration; Photos/Samples of previous relevant work.

9. Compliance

This procurement is part of a GIZ-funded project and will be managed in accordance with Shedo and GIZ procurement guidelines. All bidders must comply with Shedo's Anti-Corruption & Anti-Fraud Policy. The selected vendor will be subject to mandatory UN/EU/OFAC sanctions screening as required by Shedo's AML/CTF policy.

10. Annex A. Vendor Quotation Form

Procurement of Videography & Photography Services

Please complete all sections of this form and submit it as a Word or PDF document. Do not exceed the word limits. The form attached as a separate editable Word file.

All technical responses must be based on the vendor's independent analysis and professional judgment. Use of artificial intelligence (AI) cannot substitute the vendor's own analysis or professional input.

Vendor Information

Company Name:

Registration No.:

Contact Person:

Phone Number:

Email Address:

Date of Offer:

2. Financial & Technical Offer (Bill of Quantities)

Please confirm specifications and provide your best unit price in IQD.

#	Session Description & Required Specs	Vendor Specification Notes	Session no	Unit Price (IQD)	Total Price (IQD)
1	Workshop Coverage: 30+ edited photos, 1 recap reel, and raw data per session.		4		
2	Policy Roundtable: 30+ edited photos and 1 recap reel per event.		2		
				GRAND TOTAL:	0.00

3. Timeline & Capacity

- On-Site Availability (Baghdad): _____ Day's notice required
- Photo Editing Turnaround: _____ Days after event
- Video Editing (First Draft): _____ Days after event
- Final Delivery (All Materials): _____ Days after event

4. Experience & Quality Check

Please attach photos/videos of previous work with this form.

Requirement	Yes / No	Details / Reference
Previous Experience	☐ Yes	Client Name: _____
Samples Attached?	☐ Yes	(e.g., Links to YouTube, Drive, or Website)
Valid Registration?	☐ Yes	Please attach copy of registration if available

5. Vendor Declaration

I, the undersigned, certify that the information provided is correct and that I have the capacity to provide on-site coverage in Baghdad and deliver all edited materials within the timelines stated above.

Name: _____ Signature & Stamp: _____