



UNITED NATIONS POPULATION FUND

TERMS OF REFERENCE (TOR)

Professional Photography and Videography Services For the UNFPA Safeguard Young People programme

I. Purpose of work

UNFPA, East and Southern Africa Regional office (ESARO) is implementing the Safeguard Young People Programme (SYP). The SYP programme has been designed with the intent to identify and scale-up proven sexual and reproductive health (SRH) interventions for adolescents and young people in Southern Africa. The SYP programme adopts a multi-sectoral approach for improving the policy, planning and delivery processes pertaining to sexual reproductive health services and rights of adolescents, in particular it is trying to improve: integrated HIV and SRH youth friendly services; comprehensive sexuality education (CSE) for in and out of school youth; and, youth participation and empowerment. In 2023 SYP is celebrating its 10 year anniversary and is looking for a company to provide photography and videography services to support with the documentation of best practices in Zimbabwe. These will be used during events, meetings, publications and other promotional materials.

II. Objectives of assignment

UNFPA Zimbabwe is seeking the services of a company to document the best practices of the SYP programme. The company will use photos and videos to capture and edit high-quality human-interest stories, stakeholder interviews and messages of support from government counterparts.

III. Scope of work, Methodology, Deliverables, Timeframe

Scope of work

The company will:

- Take digital content - photos and videos - of best practices from the SYP initiatives in selected districts in Zimbabwe.
- Visit project sites and focus on project beneficiaries as follows;
 - For photos: horizontal and vertical photos of same subjects; dramatic angles; close-up, midrange and wide-angle shots. The photographs should be action-oriented and be usable for diverse audiences with universal appeal.
 - For videos: footage and final edited videos comprising of documentation of interventions; interviews with beneficiaries, partners and UNFPA staff; in-depth features of some youth their support networks (peers, mentors, families, community leaders) as well as testimonials from implementing partners for the human interest stories

Deliverables

Photography

1. 20 x High resolution jpeg (300 dpi at 2610 x 3900 pixels) photos related to UNFPA SYPs areas of work.
2. Each photo should have its metadata with detailed captions, copyrights, and other relevant information.
3. Each photo should be edited in high definition.
4. Provide both high resolution and low resolution photos.
5. Caption information should include: full names; location; and brief description of project activity.

Videography

A total of 3 high quality videos with closed caption subtitles in English, voice overs and data graphics. These include:

1. VIDEO 1: 3x3-minute video featuring interviews with UNFPA staff, government partners, implementing partners
2. VIDEO 2: 3x3-minute video featuring adolescent and youth human interest stories.
3. VIDEO 3: 90 second video for social media, summarizing the SYP programme in Zimbabwe - combining footage and photos from videos 1 and 2 and graphics on text

OTHER INFO:

- Complete edits of the 3 videos must incorporate rounds of feedback from UNFPA staff at regional and country level and the Government of Zimbabwe.
- Original b-roll versions of the edited videos to enable future translations, sub-titling and further edits, as may be required.
- Costs should include 3 rounds of editing per video.

Supervisory arrangements

UNFPA SYP Regional Coordinator and the Regional Communications Adviser will oversee the documentation with support from the Zimbabwe Country Office Adolescent Sexual Reproductive Health and Communication teams.

Duration of assignment

The assignment shall be carried over a period not exceeding 1 month. The contract will begin on 15 July and it will conclude on 15 August, 2023 after submitting all the listed deliverables. Interested service providers should submit a proposal detailing how the work will be undertaken to: zimbabwe.office@unfpa.org by 30 June, 2023.

The service provider will deliver the draft products in a Google Drive Folder.

Please note: To take videos or photograph children under 18-years-old, explicit parental or tutorial consent must be sought. UNFPA will provide the videographer / photographer with a blank consent form to be filled in these cases, following UNFPA guidelines.

IV. Qualifications, Background, Experience

The consultant(s) is expected to bring together the following expertise, qualifications, and competencies:

- The vendor should have photography and videography experience in English.
- The vendor should have quality experience in producing development work related documentation for other international organizations with the aim of reaching both local and international audiences (experience with Reproductive Health preferred).
- The vendor should be able to provide examples of past productions that demonstrate its creative vision and cutting-edge technology.
- Good interpersonal skills and experience in journalism, interviewing and writing is desirable.
- The vendor must be in a position to guarantee timely delivery of draft and final videos.
- In-house edit suites will be an advantage to ensure smooth and timely production.
- In-house owned equipment will be an advantage to ensure smooth and timely production.

V. Evaluation criteria

Proposals will be evaluated against the following criteria:

#	Criteria		Points	%
1	Proposed timeline and strategic approach		30	30%
1.1	A technical proposal detailing the approach and plan to be adopted and which adequately address the requirements in a creative manner		20	
1.2	A financial proposal on completion of each task and the cost involved		10	
2	Expertise of Firm - Team Experience and Qualifications		70	70%
2.1	Relevant team expertise for media and public relations		10	
2.2.2	Knowledge of current evidence on storytelling and narration		20	

2.2.3	Experience in documenting human interest and high impact stories		20	
2.2.4	Availability of in-house equipment needed for the duration of the project		20	
	Total (Minimum Threshold = 70%)		100	100%

Candidates that make the first round of selection against the above criteria will be invited for an online interview to further elaborate on the proposals and respond to questions from UNFPA.