Terms of reference (ToRs) for the procurement of services below the EU threshold

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Photography	**Project number/ cost centre:** **94.9064.0-001.00**

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0. List of abbreviations

AVB	General Terms and Conditions of Contract (AVB) for supplying services and work 2022
ToRs	Terms of reference

1. Context

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is an international cooperation enterprise for sustainable development with worldwide operations. Its corporate objective is working to shape a future worth living around the world. Sustainability stands at the core of the company's values.

GIZ is a German public-benefit enterprise that works on behalf of the German government. As part of the German Development Cooperation, GIZ supports its partners' development goals. The Ethio-German development cooperation concentrates on the three priority areas (i) Sustainable Economic Development, Training & Employment, (ii) Transformation of Agri-food Systems as well as (iii) Peaceful & Inclusive Societies. Furthermore, GIZ implements projects in the areas of migration, energy, private sector development, health and governance.

The GIZ Office in Addis Ababa oversees around 78 bilateral, regional and global projects working in Ethiopia and Djibouti. In Ethiopia, GIZ implements programmes for the German Federal Ministry for Economic Cooperation and Development (BMZ) as the main client. In addition, other German federal ministries entrust GIZ with the implementation of projects, such as the German Federal Ministry of Agriculture (BMEL) or the German Federal Ministry for Economic Affairs and Energy (BMWi). International donors such as the European Union, Great Britain, Switzerland or the Bill and Melinda Gates Foundation make financial contributions to ongoing programmes.

To help communicate the work of GIZ-supported projects under the framework of German development cooperation, GIZ procures a range of communication services. Professional photography services are regularly requested for GIZ-supported projects to address specific target audiences in Ethiopia, Djibouti (IGAD), African Union member states and Germany.

Photos are a key visual element of communication products produced on behalf of GIZ´s commissioning parties. They capture the nature of the development cooperation work and activities. Documenting the impacts of the German Development Cooperation will complement communication products to convey the challenges, the approaches, the results and the impacts of projects. Be it as a standalone or in combination with other means of communication, photos enable better information and promotion of stories from development cooperation projects in Ethiopia and Djibouti with key audiences. For this purpose, GIZ is looking for a professional freelance photographer to capture high-quality photographic content for its public relation purposes and to meet partner communication needs.

2. Tasks to be performed by the contractor

The objective of this assignment is to capture, edit and deliver in an organised manner promotional, project and decorative photos based on specific Terms of Reference, requirements and assignment definitions to support the Communication & PR Unit and other administrative units of the GIZ Country Office, as well as programmes and projects within the portfolio of GIZ in Ethiopia and Djibouti (IGAD), and the GIZ liaison office to the African Union.

The freelance photographer for this work is expected to capture three categories of images for communications that convey the German Development Cooperation as well as GIZ's corporate messages and values. These include:

1.) **Project photos**, which are of reportage or documentary style and function, showing project activities or people supported by the projects in Ethiopia and Djibouti or experts working with partners, as well as events proceedings and delegation visits;

2.) **Promotional images** that convey GIZ corporate values and present GIZ as a modern, competent, experienced company with worldwide operations; and

3.) **Decorative photos,** such as close-up images of objects relevant to specific areas of the German Development Cooperation's work that are selected based on context in combination with the two previous categories of images.

The purpose of the photography services for the GIZ country office and programmes/projects include the following:

- Photography (where required, short video snippets and sound footage) from project sites in Addis Ababa and in various regions of Ethiopia and Djibouti as well as in African Union member states.
- Photography of interviewee(s) at programme and project sites to be used as part of success stories from the field – such as brochures, books, social media posts, flyers, and the like.
- Photography of various activities undertaken by programmes and projects, for example training sessions, people benefitting from the interventions at work, structures constructed and so on.
- Photographic documentation of events which include handover events, launches, training sessions, workshops or alike.
- Photography close ups and creative shots of people and objects for promotional or decorative use in communication materials and online platforms.
- Photographic documentation of high-level visits by delegates and other stakeholders to programmes and project offices and implementation sites, for instance Technical and Vocational Education and Training centres, farms, factories, etc.
- B-roll footage (photography) or establishing shots of actual project sites, objects, structures, landscapes, and surroundings, which include city impressions, scenic shots, landscapes, fields, farms, homes of people benefiting from the project, health centres, schools and the like.
- Post-production of photos produced as part of the above tasks.
- Basic photography skills training for selected employees of programmes to help get better photographic footage, when photography contractor is not available. These trainings should also include mobile photography.

These and other conditions for the photography service will be set by the respective GIZ-supported programme/project requesting the service.

The potential freelance photographer must have the professional capacity, work experience, professional equipment and logistical capacities to fully execute the following tasks.

The contractor is responsible for providing the following services:

Pre-production

This stage generally refers to the part of production that takes place before the beginning of actual production. It includes activities such as researching and reviewing documents, planning and deciding on image-specific contents and locations and forming travel plans. The freelance photographer is also expected to develop a shooting list and/or a story board identifying the types of shots of scenes, people and close-ups, which are considered suiting for the allocated task. The shooting list and/or story board will be developed in close coordination with the assigned project focal person and based on specific requests. The freelance photographer is required to request photo release forms and get acquainted with corporate image guidelines. The shooting list and/or story board draft must be shared and agreed upon with the contractor to create a common understanding on the task and get approval or consent prior to the start of the photo production.

Production

At this stage of production, the freelance photographer will perform photo shooting and obtain necessary written/video consent as well as editing and organising photos, including preparing photo detail list. The photography production can be of project activities, situations, individuals, groups of people, events, high delegation visits, natural and man-made sceneries, objects, etc. in urban, rural or remote locations of Ethiopia, Djibouti and African Union member states.

Expected photography equipment and qualities

- The photo production equipment expected to be used by the freelance photographer for the production, including professional camera (lenses, tripod), lights, reflectors, editing software, computer/laptop, etc., should be the latest in the market. The equipment that directly affect the quality of photos, like the camera for example, should not exceed 5 years since manufacture.
- *Image quality*: the desired photo qualities for any and all photography productions are:

    1. RAW image format
    2. TIFF and JPEG image formats, both in high resolution (minimum 300 dpi) and low resolution (72dpi) for online usage

Technical requirements for photo productions:

Before photographing potential supernumeraries/subjects, the freelance photographer in collaboration with GIZ will ensure the safety and consent of all participants on the set by explaining about their inclusion in our communication products. The freelance photographer shall make sure that all people displayed on the images fill in and sign consent form which will be provided by GIZ.

During the production, the freelance photographer must collect all the necessary footage from the field, offices or events as outlined in the agreed upon shooting list. He/she is also

required to take notes that will contribute to the organisation and preparation of a photo detail list.

Note: During both, the pre-production and especially production stages of the photography mission, the freelance photographer must follow GIZ and/or commissioning party corporate image design guidelines, which will be provided by the project via the responsible communication focal person, who is assign to this task.

Post-production

The freelance photographer will select and professionally edit selected images to remove blemishes, add effects and/or enhancements using professional photo editing software as well as organise images and prepare a photo detail list - all in line with the agreed upon shooting list. Through the project client, the freelance photographer must submit the final photo footage from the production to the Communication & PR Unit in the GIZ Country Office Addis Ababa before the contract is concluded and final payment is made.

The Communication & PR Unit in the GIZ Country Office Addis Ababa will check and approve the organised images and photo detail list for corporate communication standards (visual and technical), visibility guidelines and other GIZ-wide production compliance matters.

Exemplary timeframe for an A to Z (production steps mentioned above) photography production

The total duration of a standard photography production is recommended not to exceed 7 working days after the contract is awarded and agreement is signed. However, this duration can be shorter or longer based on the specific requirements, needs and condition of the GIZ-supported project.

Activity	Timeframe
Pre-production	**2 days**
Reviewing documents and planning on photo-specific contents, locations and forming travel plans	1 day
Briefing and developing a story board and/or shooting list (in close coordination with communications focal persons or person assigned to the job)	1 day
Get approval or consent from production commissioning party to start photography production	
Production	**3 days**
Capturing photographs per the agreed upon shooting list	3 days

Post-production	2 days
Select, edit and organize photo footage collected, including developing the detail photo list	1.5 days
Submit selected and organized photo footage along with detail photo list	0.5 day

Deliverables

The freelance photographer must capture, edit, organise the images as agreed in the shooting list approved by the commissioning project and submit the photos in soft copy on a CD and/or USB stick and/or via GIZ's file transfer platform.

The required photo format of production and delivery for GIZ productions is RAW (uncompressed, unprocessed data file captured by the camera's image sensor, before any in-camera processing has been applied) and TIFF/JPEG in high definition and web quality, which are usable on digital devices and suitable for printing.

The photographer is required to submit written consent – with the support from programme communication focal persons – from all subjects for use of their photographic images in GIZ and German cooperation media and communication assets. GIZ will provide the standard consent forms in the relevant local language for the assignment.

The photographer should include the following information in the data of the images in a photo detail list.

- name of city/town/village/exact location
- title, brief description of situation, adding names of persons in the photos (where possible)
- date

All raw data and processed photos in all forms and types stated above should be submitted on a USB stick and/or hard disk and/or through a file transfer tool to the respective contact person on programme/project level.

All user rights of all photo footage will remain with GIZ, for an unlimited of time.

Period of assignment: Two years

3. Concept

In the bid, the bidder is required to show how the objectives defined in Chapter 2 are to be achieved, if applicable under consideration of further specific method-related requirements (technical-methodological concept).

Technical-methodological concept

Strategy: The bidder is required to consider the tasks to be performed with reference to the objectives of the services put out to tender (see Chapter 1). Following this, the bidder presents and justifies the strategy with which he/she intends to provide the services for which he/she is responsible (see Chapter 2).

The bidder is required to present and explain his/her approach to **steering** the measures with the project partners and his/her contribution to the results-based monitoring system.

The bidder is required to describe the key **processes** for the services for which he/she is responsible and create a schedule that describes how the services according to Chapter 2 are to be provided. In particular, the bidder is required to describe the necessary work steps and, if applicable, take account of the milestones and contributions of other actors in accordance with Chapter 2.

The bidder is required to describe his/her contribution to knowledge management for the partner and GIZ and promote scaling-up effects (**learning and innovation**).

Photo sample: Furthermore, the bidder is required to hand in samples of promotional, project and decorative photos from previous assignments via USB flash.

Project management of the contractor

The bidder is required to explain his/her approach for coordination with the GIZ project.

- The contractor makes available equipment and supplies (consumables) and assumes the associated operating and administrative costs.
- The contractor manages costs and expenditures, accounting processes and invoicing in line with the requirements of GIZ.

4. Personnel concept

The below specified qualifications represent the requirements to reach the maximum number of points.

Three Freelance photographer (duty station: Ethiopia) – these requirements apply to all three experts that will be under the framework agreement

Tasks of the freelance photographer

- Overall responsibility for the advisory packages of the contractor (quality and deadlines)
- Coordinating and ensuring communication with GIZ, partners and others involved in the project
- Personnel management, in particular identifying the need for short-term assignments within the available budget, as well as planning and steering assignments and supporting local and international short-term experts
- Regular reporting in accordance with deadlines
- Planning shooting lists and setting up production sites/scenes

- Operating camera / camera equipment
- Editing and organising photographic footage

Qualifications of the freelance photographer

- Qualifications (2.1.1): Diploma or higher in photography
- Language (2.1.2): Good business language skills in English
- General professional experience (2.1.3): 5 years of professional experience in the photography production sector
- Specific professional experience (2.1.4): 3 years of professional experience working with national communication and media experts/teams/companies on documentation of development activities
- Leadership/management experience (2.1.5): not applicable
- Regional experience (2.1.6): 3 years of experience in photography productions for clients based in Ethiopia (region); experience in photography productions located in the Horn of Africa region is an asset
- Development Cooperation (DC) experience (2.1.7): 2 years of experience of working with or on behalf of international organizations within the development cooperation sector

In addition to their specialist qualifications, the following soft skills are required:

- Team skills
- Initiative
- Communication skills
- Sociocultural competence
- Efficient, partner- and client-focused working methods
- Interdisciplinary thinking
- Creativity

The bidder must provide a clear overview of all their individual qualifications.

5. Costing requirements

Unless indicated otherwise, all costs deemed necessary to deliver the scope of work described in these terms of reference are to be covered by the freelance photographer and be reimbursed later as part of the final payment. This includes, but is not limited to, expert rates, as well as planning, preparation and participation in fieldwork, and meetings.

Travel

The freelance photographer is expected to reside in Ethiopia and be able to travel in/to Ethiopia or African Union and IGAD member states, such as Djibouti.

Daily allowance, accommodation expenses, flight costs and other travel expenses will be reimbursed according to the GIZ Ethiopia National Travel Regulation.

Other costs

- Visa costs (African Union and IGAD member states)

6. Inputs of GIZ or other actors

GIZ and/or other actors are expected to make the following available:

- Clear information on project, the respective project site and specifications/regulations (format, deadlines) on the job regulations/guidelines on GIZ corporate language
- Regulations/guidelines from third parties, if applicable
- Photo/video consent forms
- GIZ guideline on visual language
- GIZ guideline on photography technique
- Guidelines for commission parties upon request
- Corporate Design guidelines upon request

7. Requirements on the format of the bid

The structure of the bid must correspond to the structure of the ToRs. In particular, the detailed structure of the concept (Chapter 3) is to be organized in accordance with the positively weighted criteria in the assessment grid (not with zero). It must be legible (font size 11 or larger) and clearly formulated. The bid is drawn up in English (language).

The complete bid shall not exceed 8 pages (excluding CV).

The CV shall not exceed 4 pages. The CV must clearly show the position and job the proposed person held in the reference project and for how long.

If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

Price scheme: the bidder is required to provide a fixed lump sum on the services and formats/products listed in *ANNEX 1 – price scheme photography*.

Please calculate your price bid based exactly on the aforementioned costing requirements. In the contract the contractor has no claim to fully exhaust the days. The number of days and the budget amount shall be agreed in the contract as ‘up to’ amounts. The specifications for pricing are defined in the price schedule.

After contract award, an upfront payment will be made per each assignment to cover initial expenses and travel costs of up to 20 % of the proforma invoice. The remaining will be reimbursed according to actual expense in compliance with GIZ guidelines after the issuing of the invoice. Invoices must include receipts. Receipts shall also be issued for the advance payment/s.