



Terms of Reference

Photography Services in Uganda

Climate Resilient Agribusiness for Tomorrow (CRAFT) Project

# **Background**

Climate change projections for East Africa show an increase in temperatures and a higher occurrence of climatic shocks (droughts and floods). This, coupled with the expected exponential increase in human population currently averaging 3% in Tanzania and Uganda, and 2.5% in Kenya, poses a serious threat to the future development of the three East African economies.

SNV Netherlands Development Organisation is the lead implementing party for the Climate Resilient Agribusiness for Tomorrow (CRAFT) Project in Kenya, Tanzania and Uganda. This five-year project, with funding from the Netherlands Ministry of Foreign Affairs, is implemented in partnership with Wageningen University and Research, CGIAR’s Research Program on Climate Change, Agriculture and Food Security (CCAFS), Agriterra, and Rabo Partnerships. The consortium offers a strong platform to not only manage and coordinate a robust climate smart agriculture project, but also provide targeted technical assistance, business facilitation, as well as research and knowledge management support.

The project uses an Inclusive Business development approach to support the international and Dutch efforts on climate change and sustainable production in arable farming. The project, through its Climate Innovation and Investment Facility, will leverage €10 million in private sector investments, and will work with and through the private sector and support public sector partners in creating an institutional environment for wide-scale adoption of climate smart agricultural practices and technologies.

The project is anchored on three pillars.

1. ***Productivity:*** sustainably increase agricultural productivity and incomes.
2. ***Adaptation:*** reduce the exposure of farmers and agri-businesses to short-term risks, while also strengthening their resilience by building capacity to adapt and prosper in the face of climatic shocks.
3. ***Mitigation:*** reduce greenhouse gases emissions, increase water and energy efficiencies.

# Scope of Work

Photography is a powerful tool in communicating what we are doing as a project. Photos create a story of our interventions and why we are intervening.

As a capacity development organisation, SNV through the CRAFT project seeks to increase availability of climate-smart food for the growing population in Kenya, Tanzania and Uganda. Our clients are not victims, but active agents of change. While we do not avoid accurate portrayals of need in the contexts and communities we engage with, our stakeholders are never disempowered, and we work to express our focus on capacity building through showing recipients of our project support who are active and engaged members of their community.

* Business champions (BC) that are championing business ideas / innovations that provokes positive change and climate resilience within the targeted value chains. Our focus on **gender and youth should be emphasised by highlighting images of women and youth who are actively leading or engaged** in bringing about change within the business case. We therefore encourage depictions of women and youth in empowered positions and professional roles, deriving true benefits from our interventions. The BCs are spread across 16 districts though some have operations across two or more districts namely - Kisoro, Mubende, Masindi, Wakiso, Kampala, Kasese, Tororo, Kapchorwa, Soroti, Dokolo, Omoro, Packwarch, Lira, Kole, Gulu and Kitgum.
* Subjects, situations, and people are always authentic. We do not use models but always real people. The photographs and/or videos we use should never look staged or artificial.

In line with the above, the CRAFT project seeks the services of a photographer to work with the project team in producing the following products:

* Produce and deliver at least 100 photos carefully selected per assignment and edited high resolution photos in line with the four streams listed belowthe photos must be accompanied by captions (in a word document), and properly labelled with accompanying consent forms in line with the SNV Photography consent form.

***The consultant will work with the CRAFT team to develop a photo board/ guide highlighting potential activities that must be captured during the documentation. All pictures should demonstrate correct COVID-19 SOPs***

1. **Signature**

Our signature photos are images that are unique to the CRAFT interventions areas – Value chains and specific project activities through the business champions that tell the story of the project (working towards increasing availability of climate-smart food for the growing population in Uganda. Focus on the signature stream will be capturing photos of predominantly Agri-entrepreneurs/SMES from the three countries and intervention areas that evoke emotion, such as:

* Images of SMEs/ Agri-entrepreneurs that show their climate smart practise/technology or how they are dealing with climate change along the value chain.
* Images of people working in good looking the fields that demonstrate the climate smart agricultural practices and different cropping stages
* Images of different actors in the value chain showing how they are adopting climate smart agricultural practices[[1]](#footnote-1) (innovative ways that they are dealing with climate change in the identified value chains) which should be directly linked to the business champions/SMEs.

1. **Agricultural**

This focuses on action photos that capture the work of the people in the two countries and in the intervention areas. For example

* SMEs/Agri-entrepreneurs bulking, drying, storing, transporting, processing (adding value).
* Photos of farmers on their land planting, weeding, harvesting (capturing only CSA practices);
* Photos of climate smart innovations by the SMEs
* Members of the cooperative – drying, bulking/aggregating, storing, marketing, etc.

1. **Campaign**

Campaign imagery will focus on a specific theme or idea. For instance, it will depict how the project will benefit Agri-entrepreneurs and farmers. Focus here will largely be on showcasing:

* New climate smart technologies/innovations/practices (e.g., storage, processing, insurance, energy saving technologies etc.)
* Trainings e.g., farmer field schools/ demonstrations e.g., establishment of demonstration gardens, climate risk assessment trainings/meetings and multi-stakeholder platform gatherings, SME business management skills, FI climate financing training, etc.
* Investments and business support to SMEs and cooperatives– e.g., fund awards and transfers, activities with financial institutions, best-business practices,

1. **Texture:**

Texture imagery are photos that show close ups or conceptual ideas to support the projects intervention.

For example:

* Close up photos of crops in the field – growth to show case climate smart practice/technology application.
* Photos of harvest and post-harvest handling
* Storage
* Crop photos – different value chains
* SME operations – stationary machinery/technologies or action related to transportation, product handling, marketing/trading, etc.

# Guidelines for submission of all products:

**Photos**

Images must be delivered in high resolution digital format. Final Images should be delivered in electronic format (.jpg, .png, .tiff, jpeg, etc.) on an external device and through a cloud-based link. To aid in image selection and filing, photographers are expected to:

* Keep all digital images for SNV final edit/selection
* Maintain images in the sequence in which they were shot, so the shoot logic can be easily traced
* Maintain and supply complete caption information, including:
* The file name of each image
* The SNV project to which the image relates
* The location and date where the images were shot
* The name of the subject (where possible)
* Fully signed consent forms for all individuals whose images are captured in videos or still photos (only signatures are accepted, no thumb prints – refer to the SNV consent form)

**Duration**

This assignment will be carried out on a retainer basis for three months (October – December 2021) subject to satisfactory delivery on the first assignment.

# **Payment**

This will be based on negotiations between SNV/CRAFT team and the Company. All invoices shall be paid

Upon completion of agreed upon milestones and completion of required deliverables.

# Proposal Submission

Interested service providers are invited to submit their technical and cost proposal(s) comprising of the following:

* Team composition and tasks assignment.
* Detailed reference list indicating the scope and magnitude of similar assignments.
* Relevant services undertaken in the past three (3) years.
* Registration and other relevant statutory documents.
* Sample works: photos of similar work.
* Full costing for proposed work in local currency (Ugandan Shillings).

# Evaluation Factors

The Proposals for this contract will be evaluated according to the following criteria:

* Thoroughness in complying with all the elements laid out in the tasks; Consultant’s experience and capacity.
* Past performance, especially in nature photography and producing short documentaries for development context.
* Strong familiarity with scope of work.
* Quality of technical proposal.
* Budget (value for money proposition).

Additionally, all eligible technical proposal shall be evaluated based on consultants demonstrated capacity to undertake the assignment as per the following assessment criteria.

Administrative or eligibility criteria shall be on a pass/ fail and the following must be submitted:

* Certificate of registration for firms/companies
* Constitution (Memo & articles of association/ companies act)
* Valid trading licence
* C.V’s of recommended consultants showing education background and related experience

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| # | Criteria | Max. score |
| 1 | Eligibility | 10 |
| 2 | Team expertise and experience *(education, competencies, and experiences)* | 30 |
| 3 | Adequacy and completeness of the technical proposal | 40 |
| 4 | Financial proposal | 20 |

Ethical Code for Visual Communications

* We research and respect the culture we are documenting.
* We value our subjects by taking measures to interact with or involve them, and by treating storytelling and image-making as a collaboration.
* We use discernment in candid photography and videography, and all published material, because another’s dignity and honor matters to us.
* We inquire about how others are impacted by our images, examining the actual results of our best intentions.
* We are intentional about highlighting common humanity through images and storytelling.
* We refrain from making an image if asked not to.
* GDPR compliance
* No children

Submission of technical and financial proposals

Interested firms or individuals can submit their technical proposal including CVs of experts and financial proposals to the email address below by October 22nd 2021.. All proposals should be submitted in soft copy to the address [ugandatenders@snv.org](mailto:ugandatenders@snv.org) Only successful applicants shall be contacted.

1. Adoptive practices should be checked with technical experts from SNV, to ensure that they are good practices [↑](#footnote-ref-1)