TERMS OF REFERENCE

Photography of DFCD Success Stories

Title	Photography of DFCD Case Stories
Purpose	Production of DFCD Project high quality still pictures and short video clips plus editing.
Locations	Lusaka, Southern, Northern and Eastern Provinces
Expected Contract Duration	33 days
Starting Date	May 2023 – August 2023
Deadline for application	24th April 2023
Open to	Individual consultants or Firms

A. Background

SNV Netherlands Development Organisation (SNV) is a non-for-profit international development organisation founded in the Netherlands in 1965, with local presence in over 25 developing countries in Asia, Africa and Latin America. SNV provides advisory services, knowledge networking and supporting advocacy in the agriculture, water, sanitation and hygiene and renewable energy sectors. Driven by the Sustainable Development Goals (SDGs), SNV makes a lasting difference in the lives of people living in poverty by helping them raise incomes and access basic services.

The Dutch Fund for Climate and Development (DFCD) Project

Climate change remains one of the biggest challenges of today. Already its impacts are being felt by people and nature across the globe, with developing countries being most affected. The Dutch Fund for Climate and Development (DFCD) enables private sector investment in projects aimed at climate adaptation and mitigation in developing countries.

The Dutch Ministry of Foreign Affairs has made available €160 million to increase the resilience of communities and ecosystems most vulnerable to climate change.

The DFCD is managed by a pioneering consortium of Climate Fund Managers (CFM), WorldWide Fund for Nature Netherlands (WWF-NL) and SNV Netherlands Development Organisation, led by the Dutch Entrepreneurial Development Bank, FMO. Climate change projections for Southern Africa show an increase in temperatures and a higher occurrence of climatic shocks (droughts and floods).

Call for consultancy services

DFCD invites bids from competent firms or individual consultants to submit their Expression of Interest to provide professional photography and videography services on the project that has been successfully undertaken since the beginning of this year.

Rationale and scope for the assignment

The purpose of the assignment is to:

- Increase the visibility of DFCD brand and work in Africa, particularly in Zambia.
- Showcase the power of partnerships that is evident from the consortium efforts and the various clients we have engaged.

- Highlight the effects of climate change in Africa whilst highlighting the need for climate adaptation.
- Promote gender and youth involvement in climate change and climate adaptation activities.
- Showcase best practise of business ventures we have already engaged in as well as capture the positive impacts of the same in the communities that we are working in.
- Showcase the vibrancy of the communities and value chains that we work in.

B. Aims and Objectives

In view of the above, SNV is seeking the services of a photographer and videographer to produce a photo bank and videos that will capture success stories of its implementing partner (company).

Objectives

The assignment shall be guided by the following objectives:

1. **Campaign**

Produce a short video that promotes climate smart agriculture and climate in the fight against climate change.

- Demonstrate the effects of Climate change and how it has affected different communities.
- Promote the concept of climate adaptation through the documentation of best practise in use of improved seeds to help small holder farmers scale their production.
- Demonstrate community capacity building for women and young farmers who are being trained on various techniques.
- Demonstrate the benefits of climate smart agriculture when farmers get more returns due to increased yields giving more returns more returns.

2. **Texture:**

Texture videography are visual productions that show close ups or conceptual ideas to support the projects intervention. For example:

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

Guidelines for submission of all products:

Videos

- Video Script that will result in 3–8 minute film in high-definition of the Steward's Globe Ltd story or farmer / farming process.
- Raw video footage (clips) on agreed upon visuals/activities.
- All videos should be broadcast quality.
- All music used in the video must be properly licensed and the producer should be able to show proof if required to do so.

Photographs:

- Produce at least 50 high-definition edited photographs showing various aspects of the value chains covered in the Steward's Globe Limited business case study
- Produce at least 50 high definition edited photographs of the solar powered water desalination units in use and the various beneficiaries covered in the Steward's Globe Ltd business case.

- Capture at least 10 portraits of the DFCD / SNV project management teams.

In addition to Lusaka, the photographer will also be expected to travel to Southern, Central, Eastern and Northern provinces where the project is being implemented to conduct interviews and capture photographs of farmers, factory workers, distributors, DFCD staff, implementing partners, and other relevant stakeholders in order to compile, analyze, and synthesize case studies demonstrating the project's social, environmental and commercial impact.

C. Tasks

Photography
High-resolution photographs, edited and captioned

Video
High-resolution video, edited and captioned

Report
A report on all photography, including names and contact details of all individuals interviewed and original copies of signed consent forms filled out by each interviewee/ photo subject.

Visit selected project sites (Lusaka, Northern, Central, Eastern and Southern) and interact with representatives from the companies, local communities/beneficiaries who have been impacted by the Steward's Globe Ltd project to get context and content. The sites will be selected as follows:

- **Lusaka Province**- Industrial area, Chongwe and Mumbwa,
- **Southern Province**-Mazabuka and Choma.
- **Northern Province**: Kasama and Mporokoso, and
- **Eastern Province** – Chipata

The successful consultant photographer will need to develop a detailed field plan and storyboard and perform appropriate photo shoot interviews with the projects' beneficiaries and stakeholders.

D. Scope of Study

TECHNICAL PROPOSAL

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

- Cover letter with the applicant's current contact information including how the candidate's previous experience matches the assignment objectives as well as their interest for the position (no longer than two pages);
- Technical proposal on how they intend to carry out the assignment including during pre-production, production, and post-production, with timeframes.
- Financial proposal/detailed budget for the assignment in ZMW.
- Brief presentation of the team, with CVs, Portfolio and functional responsibilities of the key people to be engaged in the production of the documentary.
- Two professional references or letters of recommendation from previous clients.
- Samples of previous similar assignments: online portfolios and links to video work/documentaries.

Mandatory requirements:

1. For Zambian national individual consultants: copies of Tax Registration certificate TPIN, the valid tax clearance certificate and Bank details on bank letterhead.
2. For a firm registration documents: Company profile, Certificate of incorporation, Valid tax clearance certificate, Valid ZPPA certificate, TPIN Certificate and Bank details on bank letterhead

Qualifications of the consultant

The service provider will be required to have the following:

- More than 3years experience working in similar field and a qualification related to photography or still films production will be desirable.
- Extensive experience in producing development work related success stories and documentaries for international organizations with the aim of reaching both local and international audiences.
- Experience in working with International NGOs.
- Excellent technical capacities (state of the art filming equipment preferably High Definition) to ensure smooth and high-quality production.
- Experience in development communication.

Based upon the scope of the assignment, the consultant is expected to submit along with their proposal, a production schedule, a brief proposal describing the type of photographs it would produce if awarded the contract. Bidders should demonstrate professional competency in their submissions.

Bidders must be able to demonstrate their capability to produce work of the highest quality through the submission of past work and at least three references from their present/previous clients.

The Technical Proposal should clearly and specifically cover but not necessarily be limited to:

Criterion	**Percentage**
Interpretation of the Terms of Reference: Demonstrations of the understanding of the work to be done, a proposed work approach and methodology	15%
Creativity: A proposed design and production approach demonstrating innovation and ingenuity	30%
Capacity: Copies of CVs or portfolio for the key staff or company profile in case of a firm for the proposal should be attached to the application.	15%
A detailed work plan, which must include clear timetable/ schedule of the work activities that will be performed	20%
Samples: performance reference- including size of past similar contracts and contacts	20%

FINANCIAL PROPOSAL

The financial proposal should provide a clear and detailed breakdown of all costs that would be associated with undertaking the entire project, together with the proposed payment schedule. (Note that WHT of 15% on consultancy fees to be deducted at source).

Only proposals that have attained a rating above 70% in the technical evaluation will proceed to the financial evaluation stage.

E. Methodology & Timeline

Activity	Responsible	Deadline
Signing of the contract	Procurement/ Project Manager	01/05/2023
Submission of schedule and planned content to be produced	Photographer	03/05/2023
Review of schedule and proposed content	Communications Officer/ Project Manager	05/05/2023
Photo (and video) shooting	Photographer	Refer to photo shoot schedule below
Editing/ cleaning of photos / short video (1-2 minutes duration) and adding summary narrative of the photo/video (s)	Photographer	After every shoot of an activity
Review of the photos and at least 3 short videos (including testimonies of both company staff as small holder farmers participating in the proposed investment project) One video narrating climate challenges that are addressed by SGL, One video explaining the business proposition by SGL and one video with the view/opinion of small holder farmers (thos that are engaged in seed production but also potential buyers of the seeds)	Communications Officer/ Project Manager	After every shoot of an activity
Final Edit/ cleaning	Photographer	July or August /2023
Approval of the photos and video	Project Manager	August /2023

Photo Shoot Schedule			
Activity #	**Activity**	**Location**	**Period**
1	Climate Smart Agriculture Practices Training	Chipata, Petauke and Mporokoso	June

2	Financial Literacy & Village Banking	Serenje and or Choma	June
3	Stakeholder analysis and mapping	Chongwe/Mumbwa	May
4	Agroforestry pilot with Small Holder Farmers	Mpika or Kasama	July
5	Smallholder Farmer Identification and Selection	Chibombo, Lusaka and or Chipata	July
6	Seed Grower trainings	Lusaka	August
7	Climate Seed Trials	Mazabuka	May
8	Depict Climate and Sector Development challenges that are addressed by SGL case (poor yields, droughts, malnourishment, low income of women in value chain)	Locations mentioned above and Lusaka	Throughout assignment

For areas out of Lusaka, work is 3 Days from the indicated period depending on confirmation of activity from company. Maximum of 4 days including travelling day (to-and-fro) and 1 or 2 days of shooting. For Lusaka locations, you pick a day from the indicated period to shoot. The dates are subject to vary but the total a maximum of 33 Days.

F. Deliverables and Payments

Payments will be processed as follows:

- Initial 30% payment in May after contract signing
- 25% payment in June after shooting, editing/cleaning photos from activity 3 and 7
- 15% payment in July after shooting, editing/cleaning photos from activity 1 and 2
- 25% Final payment in August after shooting, editing/cleaning photos from activity 4, 5 and 6 and upon submission and approval of assignment report

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 honour 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 guidelines to be followed (consent form to be in place and traceable)
- Adhere to SNV child policy.

Failure to provide a full package of documents listed above will result in disqualification of the whole bid. Only Shortlisted Candidates will be contacted.

Proposals and inquiries/queries should be submitted via email to: The Contracts and Procurement Department: Zambiaprocurement@snv.org Proposals should be submitted by 5pm on Friday 24th April 2023.