



Vi Agroforestry

TERMS OF REFERENCE

Position: Professional Photographer (Consultancy)

Reporting to: Regional Communications Officer and Project Officer

Background

Vi Agroforestry is an International Non-Governmental Organization (INGO) with headquarters in Stockholm, Sweden and registered in Kenya, Uganda, Tanzania, and Rwanda as an international NGO. Its target groups are smallholder farmer families living in poverty with a focus on women, youth and children, who are members or potential members of democratic farmers' organizations, in areas vulnerable to climate change. Vi Agroforestry's priority is on agroforestry, sustainable agriculture, and empowerment of women and youth.

Objective of the consultancy

The overall objective of this consultancy is to produce high quality media material including high-resolution photographs and short videos accompanied by relevant short interviews, to support fundraising and communications with meaningful human interest stories for target audiences that can be used in various communications platforms to raise awareness on our work and increase the organizations visibility. The images will be used for illustration in publications, websites, newsletters, social media and institutional magazines. Photographs may also be used by the media and other partners on request as a resource to portray Vi Agroforestry's work.

Scope of work

- The photographer will visit the project areas in the country, to collect photo, video and interview material of projects and projects beneficiaries (women, youth, men, children, farmer families)
- Prior to each field trip, Vi Agroforestry will provide the Photographer with a detailed brief of expected outputs and relevant background information.
- The Photographer will travel to the field accompanied by Vi Agroforestry staff members and/or implementing partner organizations staff.
- Photo opportunities will be arranged in collaboration with implementing partners.
- The Photographer can request additional photo opportunities where need arises in order to fulfil the brief.

Obligations of the Photographer

The Photographer will:

- Follow Vi Agroforestry photography /Image guidelines in the development of their assignment
- Agree with Vi Agroforestry on a detailed budget and shooting schedule prior to the assignment



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- Ask permission and a signed consent from the people in the photos in accordance with Vi Agroforestry guidelines.
- Respect the privacy and dignity of the people being photographed.
- Document when and where images are captured, along with who and what is captured in the photo (see more details below)
- The photographer will adhere to Vi Agroforestry policies on child protection, anticorruption, sexual harassment policies etc

In addition, the Photographer is responsible for:

- Obtaining the official work- and travel documentation or permits needed to carry out the assignment.
- Arranging their own traveler's insurance.
- Managing and insuring own photographic and other equipment.
- Following the safety regulations and code of conduct of Vi Agroforestry and partner organizations in the area.
- Paying relevant taxes in accordance with country regulations.

Photography specifications

Style and recording:

- Photo material delivered should include horizontal and vertical photos of same subjects; dramatic angles; close-ups, midrange and wide-angle shots; portraits, group photos and illustrations of Vi Agroforestry work (including lifestyle and landscapes).
- Video: at least 90% of all shots clear, well-lit and stable.
- Preferred recording format is HD Camera (1920 x 1080/50i or 25i), or superior format. The important thing is to maintain the same set-up for the whole process (import, edit, convert).
- Audio: dialogue and speeches are recorded with a dedicated microphone. Volume level throughout the video is consistent. Background noise and wind, as well as music, should not be distracting.

All photographs and videos must be accompanied by:

- Short descriptions of the situation: what, where, when, who
- Names of all people portrayed in the material, and other additional information, such as age, occupation, short quote (to be specified in each brief) and signed consents.

All photographs and videos will be delivered in digital format:

- Photo files in TIFF, PNG and JPEG, with minimal retouching, print quality high resolution.
- Video files in MPEG4 or .MOV with no editing or retouching.

Obligations of Vi Agroforestry

Within the framework of the assignment, Vi Agroforestry shall:



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- Agree with the Photographer on the scope of the assignment, budget and shooting schedule and provide, a detailed brief on expected outcomes and pricing prior to the field visit.
- Arrange for relevant personnel to assist the Photographer during the field visit.
- Provide the Photographer with transportation to and from filming locations or reimburse the Photographer for reasonable transportation costs (this will be agreed in advance).
- Provide the Photographer with relevant information material on projects in a timely manner.
- Be available for on-going consultation with the Photographer throughout the assignment to ensure best outcome.

Copyright

The Photographer grants to Vi agroforestry the following full usage rights of photographs and other visual materials gathered for the purposes of fulfilling the assignment:

- For use in Vi Agroforestry digital publications and social media channels
- For use Vi Agroforestry print materials
- For publication in other external media channels both print and online
- For use in Vi Agroforestry fundraising campaigns and marketing materials both in print and online
- For use in various donor and stakeholder communications

NB: Vi Agroforestry will have exclusive rights to the materials. In the following territory: global
For the following time period: indefinitely. *Please note that the photographer assigns all right, title and interest in the photographs to Vi Agroforestry.*

Payment

This will be based on negotiations between Vi Agroforestry and the Photographer. All invoices shall be paid in accordance to the procurement policies of Vi Agroforestry.

Qualifications

- Photographer must have prior experience in photographing similar projects/activities - minimum of 4 years.
- Photographer must use own high quality, light, sound and photography equipment capable of delivering high resolution files.
- Photographer must guarantee timely delivery of photographs.
- Photographer with bilingual skills is preferred.
- Track record of successful materials filmed in the region and/or on similar topics would be an asset
- Demonstrated ability to work in a multicultural environment and establish harmonious and effective working relationships
- Ability to work under tight deadlines

Application:



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- Share three links to work samples demonstrating most relevant previous productions
- Three references (with contact information) from previous clients
- Detailed list with technical information of the equipment intended for use, including camera, light, sound, editing software etc.
- Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the documentary.
- Creative Direction
- Brief letter, describing previous experience on similar projects as well as proposed creative direction for the film. Creative ideas and suggestions are encouraged.

NB: The photographer will be expected to adhere to all COVID 19 restrictions from Government and Vi Agroforestry during this time.

The short-listed candidates will be invited to participate in a call to further present and clarify their ideas. Deadline for application is 8th December 2020 not later than 4.30pm. Email applicationsKE@viagroforestry.org