



## **Terms of Reference - Photographer for Vi Agroforestry's SLM Dry Lands Manual Project**

### **About Vi Agroforestry**

Vi Agroforestry is a Swedish non-profit foundation established in 1983. We work with local partner organisations in East Africa, mainly in Kenya, Rwanda, Tanzania and Uganda to empower smallholders' farmers and their organisations to improving their living conditions.

Vi Agroforestry has 39 years of experience in promoting agroforestry, sustainable agriculture, human rights-based approaches, gender equality, and empowerment of women, men, youth, and children.

Vi Agroforestry works in partnership with farmer organisations, government agencies, and other civil society organisations to promote sustainable food production, a safe environment, and human rights-based approaches that benefit women, men, young people, and children.

### **Background**

Vi Agroforestry is currently engaged in the development of a Dry Lands Agriculture Manual aimed at assisting farmers in dryland regions with sustainable agricultural practices. As part of this initiative, it is essential to document various species of plants found in these regions to provide visual references and educational resources within the manual. In addition, animal species shall also be photographed as part of the livestock images to be included in the manual.

### **Summary**

Vi Agroforestry seeks a professional photographer to capture high-quality images of diverse plant and animal species across the Kitui/Kibwezi, Marigat, and Taita Taveta areas of Kenya. These photographs will be used to illustrate the Dry Lands Agriculture Manual, providing farmers with visual aids for identification and understanding of different species.

### **Objectives**

The primary objective of this assignment is to procure a comprehensive collection of photographs showcasing the diverse flora and livestock of dryland regions in Kenya. These images will serve as valuable visual resources for inclusion in the SLM Dry Lands Manual.

### **Scope of Work**

- Collaborate with Vi Agroforestry team to identify target plant and animal species for documentation.
- Conduct field visits to the Kitui/Kibwezi, Marigat, and Taita Taveta areas to capture photographs of selected plant species in their natural habitat and livestock in homesteads.
- Ensure high-quality, professional-grade images that accurately represent the morphology and characteristics of each plant species.
- Ensure high-quality, professional-grade images that accurately represent the features and characteristics of each animal species.
- Provide metadata for each photograph, including species name, location, and relevant details.
- Submit all captured images to Vi Agroforestry in digital format, organized and labelled appropriately.

### **Deliverables:**

1. A minimum of 50 high-resolution, professionally edited photographs of various plant and animal species:

- Resolution: 300 pixels per inch (PPI) or higher.
- Color Mode: CMYK (Cyan, Magenta, Yellow, Black).
- File Format: TIFF (Tagged Image File Format) or PSD (Photoshop Document), with minimal compression for JPEG files.
- Size: Image dimensions should match or exceed the dimensions of the intended print area. For example, if the manual will be printed at 8.5 x 11 inches, ensure the images are at least that size.
- Bit Depth: 8-bit or 16-bit color depth.
- Color Profile: Use an appropriate color profile such as Adobe RGB or sRGB, depending on the printing process and output requirements.

2. Metadata accompanying each photograph, detailing species name, location, and any other relevant information.

3. Submission of all images in digital format to Vi Agroforestry before October 2024.

5. A detailed production plan: At the commencement of the assignment, deliver a production plan detailing how the assignment will be carried out including the pre-production, production, the field plan, the post-production, delivery of photographs and the considerations to be factored in the assignment etc. This will be discussed with Vi Agroforestry before the commencement of the field photography.

### **Approach**

The photographer will adopt a systematic approach to capture images of target animal and plant species across the designated regions. Emphasis will be placed on achieving clear, well-composed photographs that effectively convey the distinctive features of each animal and plant species.

## **Timelines**

The photography assignment is scheduled to take place in late July or early August 2024, with field visits planned for the Kitui/Kibwezi, Marigat, and Taita Taveta areas. The photographer is expected to submit all deliverables to Vi Agroforestry within a specified timeframe to be agreed upon, no later than October 2024 following the conclusion of fieldwork.

## **Qualifications**

- Proven experience in botanical photography or similar field, with a portfolio showcasing relevant work.
- Proficiency in digital photography techniques and equipment, including post-processing and editing skills.
- Ability to work independently and collaboratively with project stakeholders, demonstrating strong communication and organizational skills.
- Ability to deliver photographs with the above mentioned technical specifications.

\*Note: The number of deliverables, specific timelines, and qualifications can be adjusted as per project requirements.

## **Bid Submission**

Qualified consultants (or consultant teams/firms) are invited to bid with technical and financial proposals including their timeline and budget. The proposals should also include.

- Three references (with contact information) from previous clients
- Curriculum vitae (CVs) or professional biography of the consultant's team members. The CV should include details on similar/ relevant engagements carried out by the consultants, including ongoing assignments indicating responsibilities assumed, qualifications and experience.
- The period when the consultants are available to undertake the assignment.

Submissions will be done through email with the subject heading as: 'Photographer for Vi Agroforestry's SLM Dry Lands Manual Project'

Send Technical and Financial proposals to: [procurement@viagroforestry.org](mailto:procurement@viagroforestry.org)

Submission deadline: **10th July 2024**