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## TERMS OF REFERENCE:

### PRODUCTION OF FIELD PHOTOGRAPHS OF PIND PROGRAM AND PROJECT PARTICIPANTS/SUPPORT ACTORS/PEACE ACTORS IN 5 NIGER DELTA STATES FOR USE IN COMMUNICATION COLLATERALS.

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## 1 CONTEXT

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The Foundation for Partnership Initiatives in the Niger Delta (PIND) is a Nigerian non-profit Foundation established in 2010 with initial funding by Chevron Corporation to support a portfolio of socio-economic development programs for Nigeria's Niger Delta in order to improve standards of living of communities in the region. PIND supports projects in collaboration with a diverse range of donor partners including bilateral and multi-lateral aid agencies, federal and state government agencies in Nigeria, private companies and foundations. With an overarching goal of increasing income and employment in the region, the Foundation uses regional knowledge to understand the root causes of economic instability and forge community owned, market-driven, sustainable results. Its activities fall under two distinct but interrelated program areas:

- An **economic development program** focused on generating opportunities for pro-poor market development and employment generation.
- A **peace-building program** that strengthens conflict resolution mechanisms for enabling integrated peace and economic growth.

To place the synergies more clearly as part of the change logic, the two program areas are reinforced and synergizes along different cross-cutting themes, including

- A **capacity building intervention** that will build the service delivery and engagement capacity of government, private sector, civil society and communities.
- An **advocacy initiative** that improves influencing of policies, practices and programs that premise on an in-depth analysis and understanding of systemic constraints to growth in the Niger Delta region.
- A **communications** effort that enhances PIND's reputation via multiple and consistent messaging of its transformative approaches, impacts and learning.

Using the outcome from an intensive Participatory Stakeholders Review (PSR) in 2019 that sought feedback from a wide array of its stakeholders and the public on its performance so far and their inputs on future direction, PIND developed new strategic goals and objectives for 2020 – 2024. One of the strategic components of the 2020-2024 PIND communication strategy is the Foundation's stakeholder communications aimed at creating visibility, positive image and long-term reputation for the organization among internal and external stakeholders. This engages the use of various tools, channels and strategic activities to reach PIND's target stakeholders, one of which is the use of the Foundation's annual report. The annual report is PIND's foremost means of Stakeholder Communication as it provides detailed information and insights to program and project activities, results and impact, financial statements and other achievements and reporting activities during the previous year.

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## 2 PURPOSE AND USE OF THE FIELD PICTURES AND CAPTURED STORIES

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The Purpose of this activity is to provide photography support for the gathering of field-based activity pictures showcasing PIND’s project participants/service providers/peace actors in 5 states of the Niger Delta (Bayelsa, Delta, Ondo, Rivers and Imo States) which will be used in the production of the 2020 PIND Annual Report and other general PIND communications. These pictures gathered will showcase human angle engaging pictures of the project participants/service providers/peace actors in locations within the context of their stories (field location photos).

## 3 SCOPE OF WORK

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The scope of work for these video case studies is outlined below:

### 1. Photography:

- i) Take field-based pictures of PIND’s project participants/service providers/peace actors in 5 states of the Niger Delta (Bayelsa, Delta, Ondo, Rivers and Imo States) carrying out field activities, smiling and other human angle shots that gives the persons story a visual perspective.
- ii) Take at least 10 field pictures of each PIND’s project participants/service providers/peace actors in each state.
- iii) Edit the pictures to enhance its quality and colour texture. ALL pictures taken should be captured as raw files and not jpegs for efficient use in post-production.
- iv) Caption the pictures taken to represent the individual(s)/activities captured in the picture. The caption should answer the questions; who, what, where, when, and why.
- v) Deliver both raw and edited pictures (all captioned) to PIND’s Media for Development Coordinator.

The engaged consultant photographer will provide a detailed creative concept for the photography production that is inclusive of a production plan/schedule which will be submitted for review, discussions and building consensus on scope and methods and timeframe and approval by PIND and the consultant photographer. This production plan will be as a results of pre-engagement phone calls and scheduling with the respondents by the consultant photographer.

Innovative approaches of collecting field pictures is expected to be proposed by the consultant photographer in adapting to the new challenging context of COVID–19, with risks minimized to the barest. Field visits to selected project sites; and briefing and debriefing sessions with PIND are envisaged. Field ***pictures of the project participant/support actor/peace actor which depict COVID-19 compliance such as use of facemask etc. should be captured among other pictures captured.***

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In all cases, the consultant photographer *is expected to get all persons photographed to sign a PIND photo release consent form as part of the deliverables.*

#### 4 ACTIVITIES AND TIMELINE

The scope of work above is broken down to key activities and timeline set against them, with the total number of days required to deliver each:

S/N	Description of activities	No of days	Associated Deliverables (Codes)
T1	Develop detailed creative concept for the photography production that is inclusive of a production plan/schedule.	1	D1
T2	Take pictures of field/action-based activities showing PIND's project participants/service providers/peace actors in 5 states of the Niger Delta (Bayelsa, Delta, Ondo, Rivers and Imo States).	10	D2
	Take aesthetic and aerial and close-up pictures of dimensions of PIND's agricultural value chains and SMEs sectors: poultry, palm oil, cassava, aquaculture, cocoa and offshoot businesses related to them		
T3	Collect signed photo/video release consent form from program participants/support actors/peace actors	1	D3
T4	Edit the pictures to enhance their quality.	4	D4
T5	Caption the pictures taken to represent the individual(s)/activity captured in the picture.		D5
	Deliver both raw and edited version of pictures and their photo release consent forms to assigned person(s)		

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Website: [www.pindfoundation.org](http://www.pindfoundation.org) Facebook: [www.facebook.com/PINDFoundation/](https://www.facebook.com/PINDFoundation/) Twitter: @PINDfoundation

YouTube: @PINDfoundation

Instagram: @PINDfoundation

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## 5 DELIVERABLES

Deliverables stated in the table below are directly linked to specific tasks in previous section. Due dates are tentative and dependent upon contract execution date.

Item		Due date
D1.	Detailed creative concept for the photography production that is inclusive of a production plan/schedule approved.	April 4, 2021
D2.	Treated and captioned AND raw field-based activity pictures showing PIND's project participants/service providers/peace actors in 5 states of the Niger Delta (Bayelsa, Delta, Ondo, Rivers and Imo States) delivered to PIND. All pictures captured (raw and edited) are captioned to answer the question; who, what, where, when, why.	April 15, 2021
D4.	Treated and captioned AND raw aesthetic and aerial and close-up pictures of dimensions of PIND's agricultural value chains and SMEs sectors delivered to PIND: poultry, palm oil, cassava, aquaculture, cocoa and offshoot businesses related to them.	April 15, 2021
D5.	Signed photo/video release consent forms from program participants/interviewees delivered	April 15, 2021

## 6 DURATION

The assignment is expected to be done in April 2021.

## 7 COSTS

Cost proposal for this assignment must be presented in two separate parts:

1. A bulk figure professional fee for the services (not daily rate)
2. Travel and logistics costs for the assignment

The Consultant will be paid the professional fees and provided with logistics costs as negotiated with PIND's procurement – these are subject to withholding tax. Professional fee as negotiated with PIND's procurement shall be subject to the appropriate withholding tax and will be paid upon successful completion of all the deliverables.

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## 8 QUALIFICATIONS

Given the objectives, scope of work and expected outputs of this engagement, interested consultants or firms is expected to possess relevant qualifications and extensive work experience in documentary/still life field photography for the development sector or related sector, with the following qualifications and experiences:

- Expertise in:
  - Sourcing of suitable photographic subjects, conduct research and prepare for a professional shoot
  - Using a wide range of photography equipment and software and also organize use of life objects, products, scenes, props and backgrounds to create appropriate images
  - Shooting a range of photos in different locations and lighting conditions
  - Using appropriate tools to digitally enhance the images
  - Combining highest level of creative artistic flair and technical expertise to produce emotion-evoking and compelling images that tell stories
  - Taking documentary, photo-journalism and aerial photography
- Excellent creative mind-set towards human angle photography story telling
- Excellent interviewing techniques to extract insightful information for a good and powerful story.
- Ability to deliver quality within fast deadlines and budgets
- Excellent communications – written and oral- and ability to relate to people of different cultures, demonstrating ability to see issues from others’ perspectives.
- Ability to coordinate activities and productions in a professional manner exhibiting good work ethics.
- Must be able to work with little or no supervision while maintaining the highest level of creativity.

### CRITERIA FOR ASSESSMENT AND SELECTION OF APPLICANTS

S/N	Scoring criteria	Scores allowed	Scored earned	Remark
1	Understanding of scope of work/TOR, evidenced by completeness of the proposal in addressing every aspect of the scope of work and good interpretation of the TOR	18		
2	Quality of previous projects as a measure of expertise in	40		
3	Quality of proposed ideas/tactics for creatively delivering the assignment within a tight deadline	25		
4	Cost proposed –important	17		
	<b>Total score</b>	<b>100 points</b>		

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Application containing a technical and cost proposal of between 2 – 5 pages maximum should be emailed to [procurement@pindfoundation.org](mailto:procurement@pindfoundation.org) with the subject “**PIND Project and Program Field Photography**”. The proposal should include:

- ✓ Your understanding of the assignment
- ✓ Why you are suitability for the assignment
- ✓ How you will deliver the assignment (proposed tactics and ideas for delivering the work creatively and within time), including expected challenges and the mitigation strategies
- ✓ **A photography portfolio** which showcases evidence of previous field-based documentary, still life and photojournalism photographs as evidence of previous work done. This is **MANDATORY** and applications without this will not be considered
- ✓ Proposed cost for the assignment
- ✓ A checklist of mandatory documents provided

**Application should be received not later than 26th March, 2020 along with the following mandatory item/supporting documents.**

**Mandatory Required items from vendors/consultants who intends to bid any work or service in PIND**

1. Certificate of Business Registration/Mean of Personal Identification
2. Profile of organization or Resume in case of a consultant
3. Completed PIND bio data form in case of consultants
4. Most Recent Tax Clearance Certificate
5. Tax Identification Number
6. Full physical contact address
7. Bank Reference Letter
8. Bank details as follows:
  - I. Name of Account
  - II. Account Number
  - III. Name of Bank
  - IV. Address of Bank

**Non-Discriminatory Clause:**

PIND Foundation provides equal opportunity in employment and engagement for all persons, vendors, and contractors, and prohibits unlawful discrimination and harassment in all aspects of a contractual engagement or employment because of age, sex, gender, marital status, disability, nationality, race, religion or any fact.

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