

Terms of Reference (TOR)

Institutional Contract

SUMMARY

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| Title | How Local Finance Drives SDGs Achievement: Documentation and developing a narrative of UNCDF Tanzania work through the Global LFI programme through high quality videography and photography to support and sustain communication and fundraising initiatives. quality hi-res images accompanied with stories and captions |
| Production timeline | May to June 2019 |
| Reporting to | UNCDF Tanzania, Global LFI Manager |
| Location | Dar es Salaam, Tanzania, including travel to project sites throughout Tanzania. No travel (include Bangladesh, Uganda) The list of 10 projects to be confirmed by UNCDF at the internal project identification workshop. |
| Internal Budget Code | The LFI component (One UN Fund Tanzania) |

Background

The United Nations Capital Development Fund (UNCDF) is the UN's capital investment agency for the world's least developed countries. The Local Finance Initiative (LFI) programme is designed to unlock the flow of public and private sector capital to help finance small and medium-sized infrastructure projects that are needed to accelerate local economic development.

In order to document results and how our work has supported the government's local development agenda and how the lives of ultimate beneficiaries have changed, UNCDF is seeking the services of a professional services firm with relevant experience to work with our team to deliver the scope of services and timelines defined below. The assignment is aimed to collect stories and visuals that will showcase the impact of UNCDF investments in **fostering local economic development and achievement of SDGs**. The consulting firm will take high quality photographs and videos of LFI projects and beneficiaries, (men, women and youth) involved in and impacted by the projects in both urban and rural areas. This will allow UNCDF to have a large photo library of readily available and

easily accessible quality photographs to use for publications, communications material, website and social media, etc.

Scope of Work

1. Internal workshop for story identification and messaging.
2. Prepare scripts/shooting plan for photography and video through consultation with relevant local government officials and UNCDF before the field work in the regions.
3. Produce **ten** short creative video clips of 1-3 minutes to be used for online digital platforms especially social media and website highlighting key features of the projects.
4. Produce human interest stories from the perspective of the beneficiaries i.e. men, women, and youth) accompanied by high resolution photos with descriptions of the locations, age of the beneficiaries, and names of the people captured. Consent needs to be granted by the beneficiaries.
5. Videos that are captured in Swahili should be accompanied by English subtitles.
6. Populate the materials to UNCDF Tanzania website and the Global LFI website
7. Assist with messaging for a 'reflection piece' on the LFI completed projects sharing lessons learned and impact with key stakeholders (local and national government, donors, potential partners) and a wider audience.; as well as assist with placement of reflection piece for either an external outlet or on UNCDF properties.
8. Support the creation of content that will establish UNCDF Tanzania as a thought leader in how Local Finance Drives SDGs Achievement by rolling out branded reflection series through an agreed calendar of events showcasing the impact of our work tailored for different audiences by utilizing a communication mix to include traditional and social media, media roundtables, forums, etc.
9. Collaborate with UNCDF Tanzania to tailor messaging based on the completed projects to attract partnerships with both large national and international private sector companies through their CSR initiatives.
10. Create a media outreach program that includes lists of relevant journalists in local, national and regional outlets for mass-outreach as well as one-on-one relationship building/engagement.

The consulting firm will go on field visits organized by UNCDF to document the LFI programme through high quality photographs and video. The consulting firm will be required to interview the beneficiaries and partners of LFI to gather human interest stories as well as strong captions to accompany the images. In addition, the consulting firm will be required to edit, organize, and catalogue the new images and provide captions for all of them (as meta data) as well as create a user-friendly photo archive (organized by theme) for UNCDF using the new photos. The consulting firm will also select 30 images that can be used for branding the UNCDF office in Dar es Salaam; and

will be required to edit and professionally frame the selected images ready for hanging in UNCDF's office.

Field photo mission: The consulting firm will travel to the following areas to take photos of LFI projects. A detailed schedule of the field visit will be shared with the consulting firm after signing the contract; all travel expenses will be covered by UNCDF.

Copyright: all photographs should be copyrighted to UNCDF.

Deliverables/Timeline

| No | Deliverables | Deadline |
|----|---|----------|
| 1 | Workshop for story identification and messaging. Script and shooting plan for photography and video content A minimum of 200 quality images in hi-res shared with UNCDF on a CD. All images should be edited and have meta data. | |
| 2 | Submission of draft videos and accompanying photographs in batches per completed case study. Final submission of videos. Create a user-friendly photo library for UNCDF. Edit, organize by theme, catalogue, and caption all new images. | |
| 3 | Share 30 framed images with UNCDF for branding its office in Dar es Salaam. | |
| 4 | Assist with messaging for reflection piece on completed projects Develop a 12-month content calendar for traditional and online platforms, forums and speaking engagements. Identify private sector partners for UNCDF to collaborate with through their CSR initiatives. Assist in creation of organized campaign and the placement of reflection piece for either an external outlet or on UNCDF properties. | |
| 5 | Create media list/database. Integrate email marketing tools to media outreach. Identify specific journalists as well as idea/pitches to approach them with. Establish a media engagement plan that includes a regular newsletter. | |

Desired Qualification and Criteria for selection

- Tanzanian registered organization/agency with more than 5 years' experience in documenting high impact case studies and video documentaries.
- Proven capacity to conduct field work in video production, high quality photography using professional digital equipment in documenting and recording;
- Proven capacity in video filming and editing;
- Proven capacity in applied qualitative research techniques, particularly interviews, focus group discussions and observational assessments;
- Strong capacity in field work including field visit logistics and coordination with relevant stakeholders;
- Legal status recognized by Tanzania, enabling the organization to perform the above mentioned;
 - Experienced and sensitive photographer, and editor with ability to produce quality images to attract attention, stimulate interest and encourage understanding
 - Professional experience in developing advocacy / communication material
 - Demonstrable experience and satisfactory completion of similar and or related work
 - Proven ability to work with tight deadlines
 - Experience in working with UN organizations
 - Fluency in Kiswahili and English language

Policy both parties should be aware of:

- No contract may commence unless the contract is signed by both UNCDF and the Contractor.
- Contractor will not have supervisory responsibilities or authority on UNCDF budget.