

UNITED NATIONS CHILDREN'S FUND
COTE D'IVOIRE COUNTRY OFFICE / COMMUNICATION AND EXTERNAL RELATIONS
Terms of Reference for Consultants and Contractors

1) Rationale and context of the assignment:

The situation of basic education in the Cote d'Ivoire has seriously deteriorated over the last decade due to several years of political crisis and economic decline. Most recent statistics show that despite progress in net primary school enrolment rate (55% in 2006 (MICS 2006) to 68% (2012 DHS-MICS 2012), then 77% in 2014 (Ministry of Education routine data 2013-2014)), nearly one million children remain out of primary school (MoE/UNICEF Out of school study, 2015). The low enrolment rates are associated with various socio-economic factors such as dilapidated school environments, lack of learning materials and inadequate institutional capacities, weak parental and community involvement, obsolete teaching materials and poor data collection. However, the root cause remains the high level of opportunity cost for poor families to send their children to school. In response to this situation, UNICEF is supporting the MoE to improve both access and retention in school through the implementation of a nationwide back to school campaign aiming at mobilizing the government, communities, and donors, civil society organizations to ensure that both girls and boys are able enrol, be kept in school and perform well. As part of this campaign, UNICEF has provided basic learning and teaching materials to more than 112,000 children and their teachers. To document and communicate on the achievements reached during this Back to school Campaign, UNICEF needs the support of a professional photographer.

- 2) **Objectives:** To provide professional photographic coverage in digital original of the situation of children/women in Cote d'Ivoire, and related to UNICEF's work in Education with its network of partners. A special focus will be put on the 2015-2016 Back to school campaign to promote primary school enrolment, retention and completion by Ivorian boys and girls. The consultancy also aims at producing multimedia packages (photos/shorts videos) that can be promoted and published on various global outlets.
- 3) **Methodology:** The Consultant will coordinate the UNICEF programme team to ensure adequate coverage and interactions with beneficiary populations and local partners. The Consultant will liaise with the UNICEF communication focal point for editorial matters and for clearance of the final deliverables.
- 4) **Deliverables:** Original photographs with full captions and one photo-essay for storytelling.
- 5) **Fees and Conditions:**
- A. UNICEF to cover fees for 15 days (including 12 days of shooting in Cote d'Ivoire and 3 days of post-production home based) @ USD 550 = USD 8,250 (standard global UNICEF rate), plus photo-related miscellaneous costs, final edit and distributions, if pre-approved by the Supervisor.
 - B. Photographer supplies all photography equipment and agrees to provide, if requested, transmissions of rough edit selections of best images, with complete caption information.
 - C. Image format, transmission, captioning, etc., to follow terms as described in 'UNICEF DigitalFormat&TransmissionTerms.v.2009' attached.
 - D. On assignment completion, the entire image take will be transferred to DVD or portable drive with copies left with the respective field office and another copy courier sent to UNICEF/DOC/HQ/Sr. Photography Editor and to UNICEF/IVC/Chief Communication with complete captions (courier account to be provided).
 - E. UNICEF has first selection rights to all originals taken on this assignment with non-exclusive concomitant world rights in all media in perpetuity.
- 6) **Duty Station:** Abidjan with travel in the interior
- 7) **Travel and miscellaneous costs:** UNICEF will provide an economy roundtrip ticket (lowest available fare) from the city of residence to Abidjan. UNICEF will also provide ground (or air if deemed appropriate) transportation in Cote d'Ivoire. UNICEF will pay to the Consultant a Daily Subsistence Allowance for the duration of the mission in Cote d'Ivoire at UN standard rates, and as per relevant administrative instructions on duty travel of individual contractors.
- NB: UNICEF will not reimburse expenses related to visa and vaccination required by the Consultant to complete his assignment.
- 8) **Dates:** The in-country mission will take place between November and December 2015. Exact dates will be agreed with the Consultant according to availability.
- 9) **Supervisor:** Chief of Communication
- 10) **Performance indicators for evaluation of results:** Image and performance quality.
- 11) **Qualifications or specialized knowledge/ experience required:**
- Professional photographer
 - At least 5 years of international professional experience working with UNICEF or comparable organizations or international media
 - Ability to deliver images according to the specified technical requirements.
- 12) **Payment Terms:** Submission of invoices and travel claim at the end of assignment and satisfactory completion of assignment. Paid in US Dollars.
- 13) **Administrative formalities:** The Consultant will provide a duly completed Health Statement and a Certificate of Good Health Condition. The Consultant is also responsible to provide a proof of medical insurance coverage for the duration of the contract and will complete the Designation of Beneficiary form for MAIP.

UNICEF recourse in case of unsatisfactory performance: Payment will only be made for work satisfactorily completed and accepted by UNICEF.

Signature: _____
Supervisor of Contract
Chief Communication

Date: 20-October-2015

Signature: _____
Reviewed
Jeremy Lukamba/HR Specialist

Date: _____

Signature: _____
Approval

Date: _____

UNICEF PHOTOGRAPHY DIGITAL FORMAT & TRANSMISSION TERMS. v. 2009

I: Original Image file format:

1. Please shoot at the highest resolution possible. The MINIMUM accepted resolution is 2000 x 3000 pixels or 6 megapixels with zero compression.
2. Please shoot RAW or JPEG FINE formats. Largest, non-compressed original files must be submitted – on DVDs, sent by courier – on assignment completion.]
3. DO NOT compress JPEGs for transmission unless source locations are excessively slow. Never compress more than 30 per cent [= 7 on a scale of 10 or 10 on a scale of 12].
4. Except for clear mistakes, keep all exposures for UNICEF final edit / selection.
5. Maintain images in the sequence in which they were shot, so the shoot logic can be easily traced.
6. Do not manipulate any original image files - we will clean up on final selection.
7. Always keep the ORIGINAL FILE image reference number if re-naming, so we can find the original.

II: Sending images to UNICEF:

1. If transmitting, please send only one image per email, or query DOC Photography for a FTP directory to send images to.
2. On assignment completion, the *entire* coverage must be sent on DVD in 2 copies – via courier – to:
 - 1 - Christine Nesbitt, Sr. Photography Editor, UNICEF, 3 United Nations Plaza, Rm. 650, New York NY 10017, USA, 212-326-7281.-AND-
 - 2- Louis Vigneault-Dubois, Chief Communication, UNICEF Côte d'Ivoire, Riviera Golf IV, Cocody, Abidjan, Côte d'Ivoire.

Posting images to UNICEF HQ Photography FTP site:

If an FTP directory is required, contact photo@unicef.org and it will be sent to you separately. Using your FTP software (such as Voyager):

- a. Create a profile for the UNICEF ftp site (see creating a New Site)
- b. Enter the FTP address, ID and password information into the new profile/site dialog box
- c. If required, the "Default Directory" is: /
- d. Click on "Connect"
- e. Upload (by copy and paste or by dragging) images to the UNICEF FTP server/site.

Sending images as Email attachments -

1. Send image to BOTH: photo@unicef.org and cnesbitt@unicef.org
2. Send only one image per email message, so no single message exceeds 5MB (IT limit).

III: Caption requirements [images lacking captions cannot be edited or distributed]:

1. Captions must be provided by embedding them directly into each image (in the IPTC fields), together with credit, copyright and other relevant information. No exceptions. For assignments of three days or more, IPTC captions should also be accompanied by a Word document running caption list that references the file name of each image, with appropriate background information.
2. All subjects should be identified by what they do, if not self-evident. Names for all people are *NOT* necessary. Please provide names (and, for children, ages) if a story is related to them.
3. Names of places are essential, including whether the location is a village, town, district or whatever: we often don't know this unless you tell us!

QUESTIONS? PLEASE EMAIL – cnesbitt@unicef.org OR photo@unicef.org