

## Terms of Reference

<b>Type of Contract:</b>	Special Service Agreement (SSA)
<b>Position:</b>	Photographer
<b>Location (Duty Station):</b>	Chisinau, Moldova, with possible field visit to remote areas of Moldova
<b>Post Level:</b>	National Consultant
<b>Languages Required:</b>	Romanian, Russian. Knowledge of English is an asset
<b>Expected Duration of Assignment:</b>	Up to 100 days within 18 calendar months period

### 1. Background Information

UN Women, grounded in the vision of equality enshrined in the Charter of the United Nations, works for the elimination of discrimination against women and girls; the empowerment of women; and the achievement of equality between women and men as partners and beneficiaries of development, human rights, humanitarian action and peace and security.

The work of UN Women in Moldova is guided by its new Strategic Note (SN) for 2018-2022, which is aligned with the Republic of Moldova–United Nations Partnership Framework for Sustainable Development 2018–2022 and the Global Strategic Plan of UN Women. The Strategic Note focuses on three main areas: 1. Strengthening women’s participation in politics and decision-making 2. Economic empowerment of women, and 3. Ending violence against women and girls. To achieve progress under these areas, UN Women works with variety of national (government, civil society, private sector) and international partners to advance the implementation of existing international and national commitments to women’s rights and gender equality, it facilitates networking and exchange of good practices and advocates for women’s rights and gender equality in all areas of life.

UN Women is also mandated to strengthen coherence between the global and regional inter-governmental processes and operational activities in the field. As part of its normative mandate, UN Women strives to support the State with the realization of recommendations from the Commission on the Status of Women (CSW), Beijing Platform for Action (BPfA), Universal Periodic Review (UPR) and other treaty and charter-based bodies at the country level, as well as leads key national level processes stemming from the international agenda. Also, UN Women in its Annual Work Plan, for year 2019, foresees to provide support to public authorities in accelerated realization of gender equality and driving progress for all women and girls in partnership with other stakeholders, as well as to present reports on intergovernmental cooperation (CEDAW shadow reporting, and undertaking of a comprehensive national -level review process to assess the progress made in the implementation of Beijing Platform for Action +25).

To support this effective partnership, UN Women places an important emphasis on communicating for behavior change and bring development assistance results, as well as the donors’ contribution to these achievements closer to all. For this purpose, UN Women Moldova seeks to embark on a series of targeted communications interventions that would show-case the results of women in communities from Moldova and their impact on the lives of women, men and other community members as part of the leadership for change spirit. This is particularly important when communications efforts are geared toward resource mobilization, and donor countries are increasingly insisting on documented results to demonstrate value for money.

As a part of UN Women work in Moldova there are also planned a series of events and activities such as conferences, workshops, roundtables, study visits, trainings, communication campaigns, for which visibility needs to be ensured and target audience reached. A prudent approach is to have on hand a long-term agreement with a photographer who can be brought on board to address visual communications needs on an ad hoc and as-needed basis.

In view of documenting the activities and creating a pool of image resources UN Women Moldova seeks to hire a photographer for providing timely and qualitative still photography services.

## **2. Organizational Context:**

Under the overall guidance of the Programme Specialists and direct supervision of Communications Officer and/or Communication Associate, the photographer provides high quality photography services, when required (with advance notice). The photographer demonstrates a client-oriented approach, tact and ability to work with people of different national and cultural backgrounds. The photographer ensures effective and efficient provision of services, full confidentiality in all aspects of assignment, management of information flow and follow-up on deadlines and commitments made.

## **3. Objectives of the Assignment:**

Capture and provide high quality and high-resolution images of events, missions, including visual stories of women, men and children in the target communities where UN Women is implementing its activities.

The photographer will be required to have his/her own equipment (a semi-professional or professional DSLR camera, lenses, flashes and all other necessary accessories) and be available for travel immediately as needed to communities from Moldova in order to cover various stories, events and topics. The transportation and logistical arrangements will be ensured by UN Women Moldova Programmes.

## **4. Scope of Work:**

- To generate compelling photography to illustrate specific stories or events. Capture high resolution images of individuals, families, groups, events at field locations related to the implementation of the UN Women activities and programmes;
- Provide at least 15 selected images from minor assignment/event and at least 30 inspiring images from the major events immediately following the events in electronic format;
- Caption each photograph with specific details such as geographical location, name of the person, a quote or a short description of the person's story, a few lines (when required).

## **5. Duty Station:**

This is a home-based assignment with field visits in local communities in Moldova and events.

## **6. Duration of the Assignment and Expected Deliverables against Timeframes:**

The Consultant is expected to spend up to 100 working days on a non-consecutive basis throughout the assignment within an 18 months period from the contract signature.

### **Expected Deliverables:**

- Photographs – both color and black and white, and related cut lines (photo descriptions);
- 'Best of' photographs that have been taken during each of the assignment (at least 15-30, depending on event);
- Photographs shall be provided to UN Women through online transfer or on an external format, e.g. hard drive, flash disk, when requested;
- In order to reflect an event in media and social media in an appropriate and effective time, min 10 photographs shall be provided within the first couple of hours after the closing of the event.

Photographs shall conform to UN Women ethical reporting guidelines and appropriate visual portrayal of UN Women programme related areas. The photographs should be a mix of portraits and action shots. The majority of the images should be portraits of the subjects against a setting that is relevant to the story. For instance, if the subject is a researcher, the photograph could be set in her office, to provide important context to the story. The portraits should be posed against a desired backdrop and lit well and evenly.

However, in addition to the portraits it is also important to capture the subject in action, either in conversation with a beneficiary of the programme they spearheaded, or otherwise engaged in an activity that helps drive the story home. For

these images, it may not be possible to control the environment and so it is not necessary that these images are lit or posed in the same way as the portraits.

The photographs should depict the subject as empowered and strong, and the mood should be uplifting and positive as opposed to dark or moody. The case studies focus on the process of change, in finding positive solutions to overcoming challenges to achieving women's economic and social rights, and the subjects' role in developing programmes or campaigns that protect and uphold these rights and empower women. In this context, it is especially important for the photographs to portray the subjects as leaders and as activists who embody this positive change.

**Specific requirements for photos:**

- Color and Black and White;
- In electronic form or flash-card;
- Format of electronic pictures: JPEG, TIFF, BMP, PNG;
- Colors: minimum RGB, maximum CMYK;
- Resolution: high (minimum 300 dpi scale up to A1 size for print and minimum 72 dpi for web) that will be of an internationally acceptable standard;
- Pixel dimension: 1600x900.

**Copyrights**

The photographs will be copyrighted to UN Women and any violation of copyright law will be pursued appropriately. All photos taken by the photographer will be credited to the name of the person as well.

**7. Financial arrangements and performance evaluation**

Payment will be done in separate installments upon delivery of services and certification by UN Women no later than at the end of each quarter. In case the amount of work to be paid exceeds 5 days during a month period, payment will be done after the submission and approval of the delivery.

Photographer's performance will be evaluated against such criteria as: timeliness, responsibility, initiative, communication, accuracy, and quality of the products delivered.

**8. Services and Facilities to be provided by the UN Women**

The photographer will work under overall guidance of the Programme Specialists and direct supervision of Communications Officer and/or Communication Associate. The consultant will use his/her own equipment. The transportation to targeted communities and logistical arrangements will be ensured by UN Women Moldova.

**9. Competencies:**

**Core Values:**

- Respect for Diversity
- Integrity
- Professionalism

**Core Competencies:**

- Awareness and Sensitivity Regarding Gender Issues
- Accountability
- Creative Problem Solving
- Effective Communication
- Inclusive Collaboration
- Stakeholder Engagement
- Leading by Example

Please visit this link for more information on UN Women’s Core Values and Competencies: <http://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-employment-values-and-competencies-definitions-en.pdf>

**Functional Competencies:**

- Mature judgment and initiative;
- Ability to think out-of-the-box;
- Promotes the vision, mission, and strategic goals of UN Women;
- Ability to work in multi-disciplinary and multi-cultural teams;
- Ability to work under pressure against strict deadlines;
- Ability to present complex issues persuasively and simply;
- Flexible and open to learning and new experiences;
- Displays cultural, gender, religion and age sensitivity and adaptability.

**10. Qualifications:**

Education:

- University Degree preferable in an area related to this position (journalism, production, fine arts or other related);
- Formal training in photography is an asset;

Experience:

- At least 3 years of work experience in photography in social/development area
- Proven ability in photography and ability to assimilate and communicate complex visual messages in an engaging and user-friendly manner (*sample portfolio to be provided*);
- Prior experience of working with UN agencies, NGOs and INGOs and understanding of the development sector is required (*sample photographs taken from various donor or government led events*)
- Advanced knowledge and skills of MS Office, including Corel Draw, Adobe Photoshop and other editing tools is required
- National and/or international awards and prizes in photography, would be an asset.

Language Requirements

- Fluency in Romanian and/or Russian. Knowledge of English will be an asset.

**11. Application Procedure:**

Interested candidates are invited to submit their online applications with the following documents:

- Duly filled Personal History Form P11, including records on past experience in similar projects/assignments and specific outputs obtained (downloadable from <https://www.unwomen.org/-/media/headquarters/attachments/sections/about%20us/employment/un-women-p11-personal-history-form.doc?la=en&vs=558>);
- Letter of Intent to include a brief overview about which of your previous experiences makes you the most suitable candidate for the advertised position.
- A selection of photos (no more than 10) featuring stories and portraits of women and girls, including from various social, age and professional groups; plus, descriptive captions.
- A selection of photos (no more than 10) from various events
- Financial proposal (with breakdown of fee on a per day and a per half-day basis, which would also include delivery of at least 15 electronic photos per a specific event). The financial proposal shall include a breakdown of this lump sum amount (daily rate and number of anticipated working days), Please see Annex I: Price Proposal Guideline and Template and Annex II: Price Proposal Submission Form

In July 2010, the United Nations General Assembly created UN Women, the United Nations Entity for Gender Equality and the Empowerment of Women. The creation of UN Women came about as part of the UN reform agenda, bringing together resources and mandates for greater impact. It merges and builds on the important work of four previously distinct parts of the UN system (DAW, OSAGI, INSTRAW and UNIFEM), which focused exclusively on gender equality and women's empowerment.

The United Nations in Moldova is committed to workforce diversity. Women, persons with disabilities, Roma and other ethnic or religious minorities, persons living with HIV, as well as refugees and other non-citizens legally entitled to work in the Republic of Moldova, are particularly encouraged to apply.

## 12. Evaluation of Applicants:

Initially, individual consultants will be short-listed based on the following minimum qualification criteria indicated in the ToR.

For evaluation of short-listed candidates, a cumulative analysis scheme will be applied with a total score being obtained upon the combination of weighted technical and financial attributes. Cost under this method of analysis is rendered as an award criterion, which will be 30% out of a total score of 300 points.

Evaluation of submitted offers will be done based on the following formula:

$$B = T + \frac{C_{low}}{C} \times X$$

where:

- T* is the total technical score awarded to the evaluated proposal (only to those proposals that pass 70% of maximum 210 points obtainable under technical evaluation);
- C* is the price of the evaluated proposal;
- C<sub>low</sub>* is the lowest of all evaluated proposal prices among responsive proposals; and
- X* is the maximum financial points obtainable (90 points)

Technical evaluation will be represented through desk review of applications and further interview will be organized if needed, depending on the short-listed candidates' qualifications.

**A) Technical Evaluation:** The technical part is evaluated on the basis of its responsiveness to the Terms of Reference (TOR).

#	Criteria for technical evaluation	Max. points
1	University degree ( <i>University degree – 10 pts, formal training in photography - 10 pts</i> )	20
2	At least 3 years work experience in photography in social/development area; ( <i>3 years – 20 pts, for each subsequent year – 10 points, max – 40 points, experience with media and communications – 10 points</i> )	50
3	Proven ability in photography and ability to assimilate and communicate complex visual messages in an engaging and user-friendly manner. Story telling ability. ( <i>sample portfolio to be provided</i> )	40
4	Prior experience of working with UN agencies, NGOs and INGOs and understanding of the development sector is required ( <i>sample photographs taken from various donor or government led events</i> )	30
5	Advanced knowledge and skills of MS Office, including Corel Draw, Photoshop and other editing tools is required ( <i>no – 0 pts, yes – 30 pts</i> )	30
6	Excellent command of Romanian and/or Russian. Knowledge of English will be an asset ( <i>Romanian and/or Russian – 30 pts, English – 10 pts</i> )	40
	<b>Total Technical Scoring</b>	<b>210</b>

**B) Financial evaluation:**

*In the Second Stage, the financial proposal of candidates, who have attained minimum 70% score in the technical evaluation (at least 147 points), will be compared.*

*C) An interview/practical test may also be used for the selection of best candidates.*

**Winning candidate**

The winning candidate will be the candidate, who has accumulated the highest aggregated score (technical scoring + financial scoring).

## **Annex I: Price Proposal Guideline and Template**

The prospective Individual Consultant should take the following explanations into account during submission of his/her price proposal.

### **1. Daily fee**

The daily price proposal should indicate a "lump sum amount" which is "all-inclusive"; All costs (professional fees, communications, consumables during field related missions, etc.) that could possibly be incurred by the Contractor needs to be factored into the proposed price.

UN Women will not withhold any amount of the payments for tax and/or social security related payments. UN Women shall have no liability for taxes, duties or other similar charges payable by the Individual Contractor in respect of any amounts paid to the Individual Contractor under this Contract, and the Contractor acknowledges that UN Women will not issue any statements of earnings to the Individual contractor in respect of any such payments.

### **2. Travel costs**

UN Women will ensure transportation to local communities. UN Women will not cover transportation cost within Chisinau.

### **3. Daily Subsistence Allowance**

Not applicable.

### **4. Currency of the price proposal**

The applicants are requested to submit their price proposals in MDL. In case of proposals in other currency, these shall be converted into MDL using the official UN exchange rate for currency MDL conversion to MDL at the date of applications' submission deadline.

**Annex II: Price Proposal Submission Form**

**To:** United Nations Entity for Gender Equality and the Empowerment of Women  
**Ref:** National Photographer

Dear Sir / Madam,

I, the undersigned, offer to provide professional consulting services to UN Women within the scope of the referred Assignment.

Having examined, understood and agreed to the Terms of Reference and its annexes, the receipt of which are hereby duly acknowledged, I, the undersigned, offer to deliver professional services, in conformity with the Terms of Reference.

My maximum total price proposal for the assignment is given below:

Deliverables	Daily price (MDL)	Total price for 100 days (MDL)
Photos with captions		

***Please be informed that for shorter assignments than a full day, the daily rate will be prorated into hourly rate.***

I confirm that my financial proposal will remain unchanged. I also confirm that the price that I quote is **gross**, and is inclusive of all legal expenses, including but not limited to social security, income tax, pension, etc., which shall be required applicable laws.

I agree that my proposal shall remain binding upon me for 100 days.

I understand that you are not bound to accept any proposal you may receive.

[Signature]

Date:

Name:

Address:

Telephone/Fax:

Email: