

Terms of Reference

Individual contractors: Photographer & videographer to document UrbanShift Asia Forum

Duration: 25th September to 28th September 2023, New Delhi, India.

Background: ICLEI is organizing a project event (UrbanShift) in collaboration with the Ministry of Housing & Urban Affairs (MoHUA) and the National Institute of Urban Affairs (NIUA). This flagship event will gather senior political and technical representatives from UrbanShift cities and countries in the region, including China, India, and Indonesia. Additionally, international organizations, financial institutions, and the private sector will join this momentous occasion. The UrbanShift Forum aims to foster knowledge exchange and collaboration on targeted urban development challenges. To ensure comprehensive coverage and effective documentation of this significant event, ICLEI is seeking the expertise of a talented and innovative photographer and videographer. The selected professionals will play a crucial role in capturing the essence of the UrbanShift Forum and producing captivating visual content.

Purpose of the assignment: ICLEI is seeking 2 individual professional photographers and videographers to supply still photographs and video production services during the event. The selected materials will be used for advocacy and communication purposes.

Objectives of the Consultancy

The contractors shall provide ICLEI with photography and videography services during the event in conjunction with the agenda and requirements of the communications team. The key objectives are:

- To document the key moments, activities, and interactions during the UrbanShift event.
- To produce high-quality photographs and videos that effectively showcase the event's atmosphere, sessions, speakers, and participant engagement.
- To provide ICLEI with a comprehensive collection of visual content that can be utilized for promotional materials, reports, and future event documentation.

Scope of Work

The selected photographer and videographer will be responsible for the following tasks:

- Capturing high-resolution photographs and videos of the event, including plenary sessions, workshops, panel discussions, networking breaks, and other relevant activities.
- Ensuring that all essential aspects of the event are covered, such as keynote speeches, special sessions, award ceremonies, and participant interactions.
- Delivering a diverse range of shots that depict the diverse audience, cultural elements, and overall ambiance of the UrbanShift event.
- Conducting on-site editing and selection of the best photographs and video clips for immediate use by ICLEI (i.e. for social media purposes).
- Providing ICLEI with all raw and edited visual content within a mutually agreed timeframe.

Details of how the work should be delivered

The Contractors will be expected to deliver any of the following as required during the whole duration of the contract:

- Production of photos and videos (script writing, videography, editing, audio balancing, sub-titling, format exporting, archiving raw and edited work etc.) according to ICLEI standards. All photos and videos produced must be of the highest quality to adequately represent the organization. The optimal standards are: 1080 25p/1080 29.97p or 30p. All material should be shot in 16:9, HD 1080;
- The contractors shall use their own HD quality video camera and professional editing software;
- Edit the still photos and footage in line with the script agreed and approved by ICLEI focal person and produce a professional quality package / report / PSA of broadcast quality;
- Record and edit narration / voice over where needed in according with guidance from relevant ICLEI focal person;
- Embed sub-titles in the video as per need;
- Audio balance the final product and convert it in formats for use on TV, radio, web;

- Clearly identify location, name and age of interviewees, quotes and any relevant details;
- Include appropriate ICLEI branding and crediting of ICLEI ownership for the produced videos.
- Archive the edited output in DVD format along with professional log.

Deliverables and delivery date

	Deliverables	Target deadline for deliverable*
1.	<p>Production of 5-10 videos with various type of durations ranging from 30 sec to 20 min. The production will involve, but will not be limited to</p> <ul style="list-style-type: none"> - Creation of the general concept of the videos; - Development of the detailed scenarios of the videos; - Coordination and approval of the scenarios with ICLEI; - Video production (types of content: mini documentary, short journalistic reports, short human-interest video stories, etc.) - English/Mandarin/Bahasa Indonesia voice titration or subtitles - on needs basis; - Post-production (assembly, sound, processing, etc.); - Delivery of the final video in different formats (for TV, Radio, online). 	<p>1 week after the event</p> <p>Photographs to be submitted within 48 hours</p>
2.	<p>Production and documentation of all sessions during the event with UrbanShift Forum with various type of images ranging from stills, group photos, in-action, mood photography etc. in high resolution format.</p>	

Reporting requirements

- The contractors will report to the Communication Leads, who will regularly communicate with the contractors and provide feedback and guidance on their performance and all other necessary support so to achieve objectives of the assignment, as well as remain aware of any upcoming issues related to contractors' performance and quality of work.
- All activities and deliverables undertaken by the contractors shall be discussed and planned in consultation with ICLEI team. The contractors are expected to deliver each component of the workplan electronically.
- The UrbanShift event will take place from September 25 to September 28 in New Delhi, India. The photographer and videographer are expected to be available throughout the event duration, including pre-event preparations and post-event wrap-up activities. The exact schedule and requirements will be communicated in advance to ensure proper planning.

Performance indicators for evaluation of results

The evaluation of the contractors' performance will be based on:

- Completion of tasks specified in ToR;
- Compliance with the established deadlines for submission of deliverables;
- Quality of work;
- Demonstration of high standards of work with ICLEI and with counterparts.

Qualifications and experience

The contractors are expected to possess the following qualifications:

- At least **five years** of experience in photography/videography/video editing, experience of editing using **final cut pro, any other editing software the consultant is proficient in;**
- Demonstrated experience of conception, production and editing of photos, mini video documentaries and PSAs;
- Experience covering social, human-interest and sustainability events will be an asset,
- Experience with ICLEI and /or other NGOs will be an asset;
- Knowledge on ethical standards in reporting on issues related to international work will be an asset.

Proposal submission

Interested photographers and videographers are requested to submit the following:

- A detailed proposal outlining their understanding of the requirements and approach to the assignment.
- A portfolio showcasing previous event photography and videography work.
- A clear breakdown of the proposed fees and any additional expenses.
- Relevant references or testimonials from previous clients.

Selection Process

Interested candidates are requested to submit their applications, including a detailed CV, relevant experience, and references, to ICLEI South Asia latest by 14th July 2023. Shortlisted candidates will be invited for an interview or further assessment to evaluate their language proficiency, interpreting skills, and suitability for the role. The final selection will be based on qualifications, experience, interview performance, and alignment with the event objectives.

Confidentiality

The selected contractor shall adhere to strict confidentiality guidelines and refrain from disclosing any sensitive information acquired during their involvement with the UrbanShift event. This will be stated in the contract.

Intellectual Property

Any materials produced or translated by the contractor as part of their services shall remain the exclusive property of ICLEI.

For any questions, please contact Ms. Avantika Arjuna, Senior Manager, ICLEI South Asia at avantika.arjuna@iclei.org and Ms. Kaushani Banerjee, Communications Manager, ICLEI South Asia at kaushani.banerjee@iclei.org