



## **Terms of reference for content collection (video and photography) to document Nutrition International's programs in Senegal**

### **About Nutrition International**

Nutrition International is a global nutrition organization headquartered in Ottawa, Canada. For 30 years, we have focused on delivering low-cost, high-impact nutrition interventions to people who need them. Working alongside governments as an expert ally, we combine deep technical expertise with a flexible approach, increasing impact without increasing complexity or cost. Our Investment Case, the first for a nutrition organization, showcases our low-cost, high-impact approach as well as our health and human capital impacts.

We serve as a force multiplier across the development ecosystem, using our unique combination of capabilities to help countries overcome barriers to scaling up nutrition, domestic resource mobilization, as well as local government capacity and ownership. In more than 60 countries, primarily in Asia and Africa, Nutrition International nourishes people to nourish life.

### **Consultancy Overview**

Nutrition International has worked to improve health and nutrition in Senegal since 2006, working in partnership with the Government of Senegal in its efforts to address malnutrition. This partnership has included the provision of both technical and financial assistance to the government in implementing and scaling up nutrition interventions through the health system.

This consultancy falls under Nutrition International's Storytelling Initiative. This initiative is highlighting compelling stories from the field to showcase the important work we do in the areas of supplementation, universal salt iodization, integrated gender and nutrition projects, newborn care, infant and young child nutrition services, adolescent nutrition, maternal health and nutrition, and technical assistance. The stories captured in the field can range from independent protagonist-based stories to community-based interventions to national and subnational legislative bodies looking to advance the nutrition priorities in the country.

We are seeking a skilled documentarian individual or team who will collect photos and videos (both b-roll and on-camera interviews) to visually tell a pre-identified story. Prior to production, Nutrition International will provide a shot list and an interview guide, and outline the narrative focus for photography and video assets. It is the expectation that the Consultant will utilize these materials to capture content (video and photos) in line with the organization's wishes and aims. It is important that the Consultant is familiar with capturing content that visually showcases a narrative arch that "tells a story" and has experience capturing content related to international development.

### **Objectives**

The main objective of this consultancy is to collect video content (b-roll and interviews) and photography (approximately 150 edited images per shoot) that will be used to support communications and advocacy work related to identified programmatic areas and related initiatives. This content will be fed into a larger video/content

collection project and used across various channels and purposes by Nutrition International. This consultancy does not include editing video footage.

It is expected that a team of one to four people will be involved in the filming and photography for this TOR, with roles such as producer, videographer, photographer, and audio technician (noting some individuals may play dual roles). Individual photographers who would like to be considered for projects that require solely images may also apply. Anyone who is applying for videography is expected to include photography within their proposal.

## Scope of Work

1. Pre-production: Briefing/planning session (virtual or hybrid)
  - a. Participate in an overview meeting with Nutrition International communications team (HQ and regional) and country lead to gain clarity on requirements of consultancy and execution.
  - b. Plan for the field assignment.
2. Filming/photography
  - a. Film b-roll, conduct on-camera interviews and photograph programs/projects, following guidelines Nutrition International will provide to the successful Consultant based on the production requirements.
3. Post-production: File organization, transcribing, uploading
  - a. Properly name, organize and upload all captured content to a cloud-based platform pre-determined with Nutrition International to allow Nutrition International HQ team, based in Canada, to access and download for use.
  - b. Upload soft copies of all consent forms (forms provided by the organization).
  - c. Transcribe in English (with timecodes) all non-English interviews.
  - d. Captions for photos.

## Timeline

This consultancy has the potential to cover a range of program areas and may include multiple shoots ranging from one to three days.

Filming/photography is expected to take place between September and December 2022.

Activity	Deliverables	Timeframe
Planning session (0.5- 1 day)	<ul style="list-style-type: none"> <li>• Plan of action and shooting schedule</li> </ul>	Two weeks prior to shoot
Filming and photography (1-2 days per shoot)	<ul style="list-style-type: none"> <li>• Content capture pre-identified stories</li> <li>• Interviews with program beneficiaries</li> <li>• Interviews with 2-8 stakeholders (frontline workers, community members, parents, teachers, etc.)</li> <li>• Interviews with government officials (subject to their availability at the time of shooting)</li> </ul>	Exact day/month will depend on the story being captured. Timing and specific deliverables will be worked out with Consultant who moves forward.

	<ul style="list-style-type: none"> <li>Collecting B-roll</li> </ul>	
File organizing, uploading, and transcribing, and photo captions	<ul style="list-style-type: none"> <li>All useable footage, photography, timecoded transcriptions, photo captions, and soft copies of consent forms to be organized, uploaded, and delivered to Nutrition International (digitally)</li> </ul>	To be delivered within two weeks of finalizing content capture.

## Duty station/location

The Consultant will undertake this work in Senegal with travel to a primary intervention region such as Fatick/Ndiemou, Dakar, Pikine, Kaolack, Ziguinchor and Thies as required to film, photograph and conduct interviews. Not all locations will require all the components, but some may require a variety between filming, photography, and conducting interviews. Specific cities, towns and villages will be confirmed with the successful applicant. The exact location will depend on the story being pursued.

## Profile/qualifications of Consultant

For this assignment, Nutrition International requires a Consultant with the following experience and technical capacity:

- 5+ years' experience conducting professional-level videography and photography services
- Experience working amongst government officials and/or vulnerable populations
- Experience conducting video interviews
- Experience filming and photographing in a natural environment (not studio)
- Familiar with informed consent and committed to following Nutrition International's consent policy for videography and photography
- Ability to provide own filming/photography equipment, including professional cameras and audio equipment

## Support Provided by Nutrition International

The Consultant is expected to provide all the technical tasks and support associated with pre-production, during production, and post-production. Nutrition International will support the consultancy in the following areas:

- Nutrition International will provide an employee or technical assistant to the Consultant as focal point(s) to help coordinate interviews, locations, dates, and guide the direction of the production
- Nutrition International will be responsible for obtaining permission to photograph and film from designated national governing bodies
- Nutrition International will arrange for any other permissions needed within communities or regions pre-production
- Nutrition International will provide a detailed shot list and interview guide

## Financial Proposal

To be considered, every application must include a costed quote. The Consultant is expected to fill out the [Excel quote template](#) and send it alongside the proposal. Any expected fees/expenses associated with the Consultancy needs to be reflected within the quote.

The quote should contain your daily rate for fees (one for planning or production days and one for travel days, if applicable) and any expected expenses. Note the successful Consultant will receive a [standard per diem based on country and location \(referenced here\)](#) and does not need to provide the per diem rate within the quote. If included, it should be in line with Nutrition International's standard per diem as per that country.

## Application Process

Proposals should be submitted by email to: [proposals@nutritionintl.org](mailto:proposals@nutritionintl.org)

Before close of business on **Friday, September 16**. Only complete applications will be reviewed.

- Subject line within email submission: "Storytelling for Senegal"
- Up-to-date curriculum vitae (CV)
- Cover letter detailing how applicant fits the profile
- A link to a portfolio (photography) and show reel + other relevant samples (video) that demonstrates technical capabilities
- An overview of applicant's equipment, including camera bodies, lenses and other materials key to professional-level content capturing
- **Financial proposal:** Use the [excel quote template](#) to indicate all associated fees and expected expenses. Fees would include a daily fee rate per professional, daily travel fee (if relevant), and fee for transcribing and timecoding non-English interviews. If it is a team proposal, daily rate fees are to be listed per job title with the corresponding individual's name. Expenses would include travel (such as vehicle hire/mileage per day), per diem as per Nutrition International's standard rate, and any other expenses required to fulfil the terms of the consultancy.

**Note:** The total cost to be paid to the Consultant will be adjusted based on how many days will be required for production and travel.

This position is open to Senegalese nationals or persons with necessary permits to work in Senegal. Nutrition International is committed to the fundamental principles of equal employment opportunity. Women are encouraged to apply.

We thank all applicants and will follow up directly with the successful proposal.