

Request for bids for video and photography for Nutrition International in Ethiopia

RFB Number: NIE/E/0194/25

ABOUT NUTRITION INTERNATIONAL

Nutrition International is a global nutrition organization headquartered in Ottawa, Canada. For over 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.

Nutrition International has worked to improve health and nutrition in Ethiopia since 2005, working in partnership with the Government of Ethiopia 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.

CONSULTANCY OVERVIEW

Nutrition International is seeking production services for video (filming and editing) and photography to support advocacy efforts to highlight research on double fortified salt in Ethiopia. This will include producing two flagship videos, social media cut-downs, and high-level photography.

The successful production team (herein referred to as consultant) knows the importance of the 3-second window to capture a viewer's attention, believes in the power of video storytelling to educate and inspire, and creates intrigue through thoughtful editing that builds and creates momentum.

The selected consultant will work closely with Nutrition International's communications and technical teams to deliver high-quality, polished content that effectively advocates for the adoption of double fortified salt with iodine and folic acid (DFS-IoFA) as a mandatory national intervention in Ethiopia. This production is taking place following a multi-year research project conducted by Nutrition International, Ethiopian Public Health Institute (EPHI), UC Davis, and the University of Toronto.

Prior to production, Nutrition International will provide a shot list and outline the narrative focus for photography and video assets. It is expected that the consultant will utilize these materials to capture 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.

The consultant must be able to conduct interviews in the subject's preferred language with the ability to apply English subtitles on final products.



DELIVERABLES AND SCOPE OF WORK

Assignment 1: Program overview video and photography

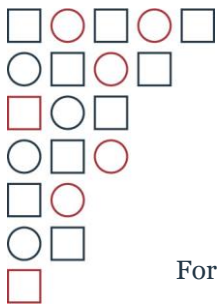
Create a video that is human-interest focused and showcases the powerful potential of double fortified salt to improve the nutrition status of people in Ethiopia. Filming to take place in September 2025.

1. Pre-production: Briefing/planning session (virtual or hybrid)
 - 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.
 - Plan for the field assignment.
2. Filming/photography
 - Film b-roll, interviews and photograph programs/projects in Addis Ababa and Hawassa of Sidama region, following guidelines Nutrition International will provide to the successful Consultant based on the production requirements.
 - Collect consent forms for all subjects filmed or photographed.
3. Post-production
 - 3-5 minute video using direction provided by Nutrition International to be ready in time for high-level event in October 2025. Nutrition International will need to review and approve script prior to cutting. Final videos will be needed in both 16x9 and 4:5 frame.
 - Five social media cutdowns (under 60 seconds each). Final videos will be needed in both 16x9 and 4:5 frame.
 - Timecoded transcripts of all interviews translated into English.
 - Properly name, organize and upload all captured content (interviews and b-roll) 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.
 - Edited high-resolution photo gallery.
 - Upload soft copies of all consent forms (forms provided by the organization).

Assignment 2: High-level event video and photography

Capture video and photography of high-level event, taking place on 21st October 2025 in Addis Ababa.

1. Pre-production: Briefing/planning session (virtual or hybrid)
 - 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.
2. Filming/photography
 - Document high-quality photos of key moments during the half-day event (speakers, panel discussions, interactions among delegates, etc.)
 - Video recording of the event, including full coverage of the speeches, discussions and any special announcements or moments.
 - Relay/share live video footage on the venues' monitor screens.
3. Post-production
 - Produce a 2-minute event highlight video, featuring key moments and talking points – using direction from Nutrition International team
 - Create three social media cut downs (under 1-minute each) utilizing event speakers.
 - Final videos will be needed in both 16x9 and 4:5 frame.
 - Videos to be received within 2 business days of event.
 - Properly name, organize and upload all captured content (interviews and b-roll) 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.



- Edited high-resolution photo gallery. Selects same-day and full gallery within 24 hours.
- Upload soft copies of all consent forms (forms provided by the organization).

For each assignment, the consultant is expected to do the following:

- Complete the assignment in accordance with Nutrition International's style guide and industry best practices.
- Incorporate feedback provided on drafts. A minimum of two rounds of video edits is to be expected, with opportunity for more.
- Submit a complete and accurate invoice in a timely manner once the assignment is complete.

TIMELINE

Filming/photography is expected to take place in September and October 2025.

Activity	Deliverables	Estimated Days
Planning with NI	Understanding the assignment Briefing meetings in advance of field work	3
Program overview field production	Film and photograph activities, interviews and other content in Hawassa and Addis Ababa	4
Post-production (video 1)	Edit main video Share high-resolution photo gallery	5
High level event production	Film and photograph event in Addis Ababa	1
Post-production (video 2)	Edit event video and social media cutdowns Share high-resolution photo gallery	3
Total Days		14

SUPPORT PROVIDED BY NUTRITION INTERNATIONAL

The consultant is expected to provide their technical expertise in a timely manner to fulfill all production and post-production needs upon request. Nutrition International will provide the consultant with the following:

- Initial information about the assignment, including the subject matter, access to existing materials, and brief and/or script.
- Access to the Nutrition International Video Editing Guidelines to ensure editing is done to our standards.
- Direction and feedback in a timely fashion.

FINANCE AND ACCOUNTING REQUIREMENTS

Payment will be made upon approved deliverables and detailed invoice.

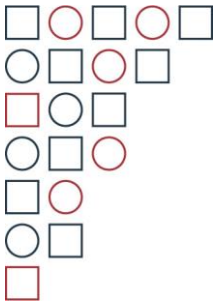
DUTY STATION/LOCATION

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

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.
- Strong competency in post-production editing and familiarity with sharing edits over FrameIO or similar platform to provide video feedback.



- Strong cultural competency, including ability to facilitate interviews in local language.
- Experience working amongst government officials.
- Experience working with under-resourced populations.
- Experience filming and photographing in a natural environment (not studio).
- Familiarity with informed consent and committed to following Nutrition International's consent policy for videography and photography.
- Ability to provide own filming/photography/editing equipment, including professional cameras and audio equipment.
- Ability to adhere to Nutrition International brand guidelines.

APPLICATION PROCESS

Proposals should be submitted by email to: proposals@nutritionintl.org before close of business on August 27th, 2025.

Reference “Video & Photography #NIE/E/0194/25” in the subject line.

All applications must include:

- Up-to-date company profile and portfolio of relevant team members.
- A cover letter outlining how you meet the requirements.
- Technical proposal: Describing the consultant's understanding of the task, methodology, execution of the work and deliverables.
 - This must include a video portfolio of a similar nature conducted by the same team.
 - This must include a photography portfolio from the listed photographer who will be responsible for this assignment.
 - References from companies/organizations previously worked with.
- Financial proposal: A budget indicating all associated fees as per scope of work and all expected expense for crew and transport to be undertaken for both assignments.

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