

TERMS OF REFERENCE

Consultancy: Freelance Photography for She Leads Programme (Kenya, Uganda and Ethiopia)

1. Background

Terre des Hommes Netherlands (TdH NL) is an international child rights organisation that works to create a world free from child exploitation. Since 1965, the organisation has protected children from violence, trafficking, sexual exploitation and abuse. TdH NL has been supporting local partners in East Africa to implement programmes that help improve the wellbeing of children in the region.

One of these programmes is **She Leads**. She Leads is a five year joint programme (2021-2025) that brings together child rights organisations, feminist/women's rights organisations, and groups led by girls and young women. The programme focuses on increasing the sustained influence of girls and young women (GYW) in decision-making and the transformation of gender and social norms in formal and informal institutions.

She Leads is a partnership of Plan International Netherlands, Defence for Children - ECPAT the Netherlands (DCI-ECPAT), African Women's Development and Communication Network (FEMNET), and Terre des Hommes Netherlands, in partnership with the Ministry of Foreign Affairs of the Netherlands. The programme is implemented in Lebanon, Jordan, Ethiopia, Kenya, Uganda, Mali, Sierra Leone, Liberia and Ghana.

Advocacy is central to the programme, specifically advocacy by girls and young women themselves. Training and empowerment of girls and young women is a key strategy of She Leads, as well as mobilisation of GYW to amplify their voices. She Leads works in three interrelated domains; central to the She Leads programme is the enhancement of collective action of GYW in a gender-responsive civil society (civil society domain), supported by increased acceptance of positive social gender norms (socio-cultural domain) and by meaningful participation of GYW enabled in decision-making by political institutions (institutional domain).

For more information about the She Leads programme, please visit www.terredeshommes.nl/en/programs/she-leads

About the assignment

The advocacy efforts and other programme activities of She Leads are supported by a sound communication and publicity initiative. To this end, actual professional photo footage from various countries of implementation is needed. This footage will serve the entire She Leads community - domestically in the countries of implementation; regionally and internationally e.g. in lobbying the United Nations; and in the Netherlands to inform and give accountability to the constituencies of the Dutch She Leads partners.

2. Objective of the Assignment

The overall objective of the assignment is to produce a series of photographs that captures the essence, spirit and work of the She Leads programme, particularly the youth advocates.

3. Scope of Work

In close consultation with TdH NL's communication team and the Ethiopia, Kenya, and Uganda County Office teams, the consultant will be required to work closely with the She Leads team as follows:

- Plan and execute photography shoots on location during two days, to capture events, specific activities as well as to generate generic images. A country specific briefing will be available pre-production, though creative input of the photographer is expected, specifically on how to capture the non-tangible concept of 'advocacy' into tangible images with strong communicative power. All photography should be digital, using professional quality equipment. All images should radiate the principles of the She Leads programme.
- Conduct post-production of all materials in full compliance with TdH NL's and She Leads quality standards and (where applicable) branding guidelines.

4. Deliverables

1. **Provision of high resolution digital photographs.** A minimum of 30 publishable photographs resulting from the whole assignment. Final, high-resolution images and captions are required to be delivered electronically within 10 working days after the last day of the shoot. It is preferred that the images are shot in RAW and supplied as high-resolution jpegs.
2. **Detailed captions in English for each photograph**, embedded in the metadata, and specifying accurately the following details:
 - a. Date of the photograph
 - b. Location of the photograph
 - c. Names of the main subject(s)
 - d. Job titles and organisations represented, of the main subjects
 - e. A brief description of the activities photographed
 - f. Name of the project involved, or other relevant context
 - g. Name of the photographer

5. Targeted users and audiences

Photographs will be used primarily by TdH NL, She Leads consortium partners, local She Leads teams and local implementing partners for communication purposes about the She Leads programme. This communication can both be in-country, within the African region, global or in the Netherlands.

6. Intellectual Property

The copyrights of all photos taken under this assignment remain with the photographer. TdH NL obtains the unconditional, non-exclusive and perpetual right to use those photos in any way TdH

NL sees fit, including publishing them on the TdH NL website, using them in promotional materials, and providing them to the media.

7. Child Safeguarding

Terre des Hommes Netherlands strives to keep children safe in all its undertakings. The successful applicant will be required to read, understand, and commit to abide by TdH NL Child Safeguarding Policy. The individual consultant will sign this policy to indicate an understanding of, and commitment to follow the policy requirements, including its annexes (Code of Conduct and Principles of Ethical Reporting on Children). During the assignment, the consultant will be accompanied by a She Leads or TdH NL representative for guidance where needed. This representative will be responsible for obtaining the necessary consent forms.

8. Timeframe

For this shoot TdH NL has tentatively planned two shooting days on location. Exact planning will be done in consultation, bearing in mind the scheduled She Leads activities and events. The tentative period will be during July-November. Final deliverables need to be submitted within 10 working days after the last day of the shoot.

9. Fee and Payment

TdH NL will arrange and cover the travel costs to the She Leads locations in-country, with the country's capital as starting point. All other costs should be included in the fee quoted. The available budget allows a maximum fee of € 450 per day, all inclusive. Full payment will be done upon successful completion of the assignment, i.e. after all images are submitted to TdH NL to their satisfaction.

10. Required Qualifications

For this assignment, TdH NL is specifically looking for local talent. In line with the She Leads programme, the photographer for this assignment is preferably a young feminist /gender advocate. The photographer should have:

- 2-3 years of demonstrable, relevant photography experience
- Experience in producing advocacy/development work related photography
- Local knowledge of the community in (Ethiopia/Kenya/Uganda)
- Excellent technical capacity and equipment (state of art photography equipment).

11. Application Procedure

Interested applicants are invited to submit their Expression of Interest. This should include the following:

- Letter of Interest, stating why you consider yourself suitable for the assignment and what your ideas are for capturing 'intangible' concepts such as advocacy;
- Personal CV highlighting relevant past experience;
- Portfolio with examples of recent work (can be online via a link);
- Budget for this assignment, breaking down the various tasks such as pre and post production, and the actual shoot itself;
- At least two references related to past assignments, with contact details (e-mail addresses and mobile phone number) of referees.

12. Contacts for Submission or Questions

Interested applicants can submit their Expression of Interest to recruitment.africa@tdh.nl on or by **19th August 2022**. Please, indicate which country you are applying for (Ethiopia, Kenya or Uganda). The application email subject should be: "***Consultancy: Freelance Photography for She Leads Programme - (name of country)***".

For more information about this position, please contact us through the same email address.