



TERMS OF REFERENCE

Procurement of Photographer and Videographer in Nairobi, Kenya

Background

Established in 1985, the Eastern and Southern African Trade and Development Bank (TDB) is a multilateral, treaty-based, investment-grade development finance institution, with 40 sovereign and institutional shareholders and assets of USD 7 Billion.

TDB serves 22 economies in its region, with the mandate to finance and foster trade, regional economic integration and sustainable development, through trade finance, project & infrastructure finance and asset management.

The consistent delivery of high levels of development impact alongside attractive financial returns have enabled TDB to position itself as a trusted partner to intermediate global and regional capital into the region it serves. Today, more than half of the Bank's portfolio directly and indirectly contributes to SDGs.

TDB has principal offices in Mauritius and Burundi, regional offices in Kenya, Zimbabwe and Ethiopia, and a country office in DR Congo.

General Communications Objectives

In the pursuit of TDB's vision to be a world-class African Development Finance Institution (DFI) advancing the economic development, integration and prosperity of the region, the role of TDB's Communications Team is to spearhead the Bank's communications activities, in collaboration with all Departments, in order to boost TDB's brand equity, enhance business development and quality growth, and in turn, achieve its vision.

Objective of the Contract

The Consultant will provide photographic and video coverage, as directed by the Communications Team, working under the Corporate Affairs & Investor Relations Department, of assigned events, meetings, profiles, or other photo/video reportage, for immediate use in the Bank's public relations activities, which can be re-produced in print, multi-media and online forms.

The Consultant will, over a period of two years, be called upon, as and when the services are required. Only work assigned and performed will be paid for, upon the submission of invoices.

Scope of Work and Expected Deliverables

The purpose of this assignment will be to cover via photography or videography of the Bank's projects and transactions, places of operation, events, meetings, executive photoshoots, etc. when requested by the Bank.

The Consultant shall provide and transmit, under the advice of the Communications Team, a selection of the best images and video files, resized, optimized, and edited as agreed upon, at the end of each day of work/ provision of service, or as agreed upon, via an agreed upon method of transmission.

Additionally, within a maximum of one week of the completion of the assignment, the Consultant shall provide the entire set of all photographs and video clippings from the assignment and a selection of an expanded selection of edited and optimized photographs in high resolution with metadata in all of the photographs. Digital originals should be shot at the highest resolution that the camera permits and all film should be in high-definition and broadcast quality.

Each file from the optimized edits as well as the full take must include in the IPTC metadata: the name of the event or assignment, the date, the venue, and the city/country. If possible and relevant, names and titles should be included as well. In addition to the required information, a descriptive caption written in complete sentences in English or French is mandatory. The caption should describe the who, what, when and where of the photo/ video.

The TDB Communications Team shall provide:

- Editorial guidance to the Consultant to enable him/her to understand the deliverables required;
- Photography/ video credentials and clearances (if needed)

The photographer shall:

- Abide by the Bank's Policies and Guidelines
- Not distribute photos taken of any TDB related assignments to any press or be posted to social media, websites without the sign-off of the Communications Team
- Represent and warrant that he/she has not, and undertakes that he/she shall not, infringe any third-party intellectual property rights in performing any activities pursuant to the Contract. For example, all music in videos must be properly licensed (with proof).

Place of Performance

The photographer must be based in Nairobi, Kenya.

Duration of Contract

The contract is for a duration of 2 years on a need basis (TDB must be invoiced for each assignment individually, upon the submission of a purchase order).

Consultant's Qualifications and Experience

- Minimum of a high school diploma or equivalent, and postsecondary coursework/ degree is preferable
- Proven experience of at least 7 years as a professional photographer/ videographer, including with corporate clients and international organizations
- Proven experience of at least 7 years working with common top photo and video editing softwares
- Key skills include: creativity, technical skills, attention to details, great interpersonal and team working skills
- Must be working under a registered company

Equipment Requirements

- The Consultant must own the equipment to be used for the assignments.
- The equipment used must be modern with minimum capabilities described below:
 - Full frame cameras with modern technology.
 - Video camera(s) functionality must be able to record a minimum quality of at least 4k video quality at a speed of 60fps. Ability to switch to lower resolution footage when needed should be included.
 - The photography camera must be a capable of capturing high resolution images.
 - Provide details of the lighting equipment that will be used for low light photography/videography.
 - Capability to produce both slow motion and fast motion videos, either within the camera or by using software applications.
 - Video camera must have a slot for microphones for high quality audio recording.
- Own a drone(s) with capability of taking both high-resolution pictures and videos and described under this section.
- Provide details of the technical specs of the drone(s).
- Have drone pilot license, if applicable.

Selection Criteria

| Criteria | Maximum Score |
|---|---------------|
| 1. Technical Competences <ul style="list-style-type: none"> - Thoroughness in complying with all the elements laid out in the tasks; - Consultant team's qualifications and experience; - Equipment owned by the Consultant - Past performance in undertaking similar work for corporates; - Quality of the technical proposals (proposals should be accompanied by links to past work, both photography and videos). | 70 |
| 2. Financial proposal | 30 |
| Total Score | 100 |

Submission

All interested Consultants must email their technical and cost proposal(s) before 17.00hrs, GMT+3 (Nairobi time) on 12 March 2021 with **Subject: TDB PHOTOGRAPHY AND VIDEOGRAPHY 2021** to the following email; procurement@tdbgroup.org

The proposal(s) that must include:

- A written proposal showcasing the Consultant's understanding of these Terms of Reference, equipment available, and previous experience
- Team composition and task assignment
- The CVs of main Consultant and team

- Detailed reference list indicating the scope\ and magnitude of similar assignments done in the last three (3) years
- Registration and other statutory documents
- Indicative quotations/ pricing for different types of activities and timeframes
- Sample works – videos and photos of similar work
- 3 corporate references with contact details

Enquiries only to: Bernard.Kobia@tdbgroup.org / Mundaula.Kaunda@tdbgroup.org

Disclaimers: TDB Group reserves the right to independently verify submitted documents, listed clients and similar works. TDB Group is not obliged to give reason for not selecting any persons/ firm. TDB Group reserves the right to discontinue this process without reference to any entity.