

Terms of Reference:

Photographer services for the Norwegian People's Aid

Background and justification for service

The Norwegian People's Aid (NPA) is the Norwegian Labour Movement's humanitarian solidarity organisation. Our vision is Solidarity in Action, and our aim is to improve people's living conditions and create a more just and democratic societies. NPA has more than 2500 employees in over 30 countries worldwide. Our international work covers three core areas: Mine Action and Disarmament, Development Cooperation and Humanitarian Aid.

About this call for tender

To document the work, results and impact of NPA's international work, NPA is seeking a stringer photographer. The first identified need is to document Mine Action programmes in mine-affected communities.

NPA's country programmes have limited in-house resources to produce professional communications content. Simultaneously, the demand to demonstrate results and impact to stakeholders through visual storytelling, is increasing. Several of NPA's country programmes have specific needs for documenting their activities, whereas NPA's Head Office in Oslo has a more general need for obtaining high quality photos, videos and storytelling for communication, marketing, donor reporting and visibility purposes.

One of NPA's strategic goals is to increase the organisation's visibility towards current and future donors, members and stakeholders. In order for this to be achieved, gathering content from the organisation, and communicating our work effectively through stories, images and films, is key.

Additionally, a specific strategy goal for NPA's Department for Mine Action and Disarmament is to set mine action and disarmament on the agenda in order to engage donors and gain diplomatic support. This includes demonstrating the impact of NPA's activities for development, peace and security in the societies and communities we work in. These goals are closely linked to the strategic goals for increased visibility, as portraying, communicating and highlighting NPA's activities and efforts on the ground is crucial in order to attract new donors, remain relevant, highlight our work to supporters, beneficiaries and donors, and communicate our work in different fora.

The deliverables will help NPA effectively communicate the problems and the solutions we as a humanitarian mine action operator provide, and the community perspective on the relevant issues NPA's country programmes address, helping NPA strengthen its brand and ability to demonstrate results to stakeholders.



Objective

The objective is to produce quality photos and videos from NPA's programme activities for the purpose of visibility, reporting, donor attraction, advocacy work and awareness building. The main objective is to hire a professional photographer who can support with producing the following;

- Content production of a type and quality that can be used multiple times in different contexts
- Capture high quality video footage and photos relating to NPA programme activities, including Explosive Ordnance Risk Education, Conflict Preparedness and Protection, and demining activities such as manual demining, Mine Detection Dogs and machines.
- Quality photos and videos from different country programmes portraying its activities and beneficiaries
- Provide quality stories with video footage and photos of our capacity development work with national authorities
- Capturing the stories of NPA staff – their daily lives, stories, life in the field camp and at work
- Documenting the daily life of communities and beneficiaries and their perspectives before, during and after clearance.
- Documenting the impact of landmines, cluster munitions and explosive remnants of war with stories of survivors and affected communities
- Ensure a gender and diversity balance; profiling women working in NPA
- Produce images featuring donor logos to ensure country programmes comply with donor visibility requirements
- Produce images featuring activities where NPA's logo is visible

Expected outputs

The expected outputs are:

- A set of high-quality captioned images (at least 75 per assignment) covering the topics listed under objectives, in high-resolution jpg format, prepared for digital use, and with supporting testimony-based text for each image.
- Information such as photographer, location, captions to build up story and keywords must be added into each photograph's metadata.
- Captions must be extensive and preferably include quotations and enable NPA to write stories based on the information in one caption, or the collected information in a series of pictures.
- A series of short 1-minute films, illustrating the impact of the capacity development project NPA conducts with national authorities
- A series of short 1-minute films illustrating the work of NPA's mine action activities and the impact on communities and beneficiaries
- Video footage (A-roll interviews, B-roll background contextual footage) that can be used by NPA for communications, marketing purposes, awareness building, etc.
- Assets for website feature, case studies and social media engagement
- Materials for public fundraising

- Where applicable: Deliver a visual story-telling training session

Activities leading to the output

The consultant would be requested to go on different missions during the time period of the Long-Term Agreement.

Documentary mission to NPA Angola

Since 1995, NPA has been supporting Angola in ridding the country of its deadly legacy with landmines and unexploded ordnance that are left behind after the country suffered from a 40 year long armed conflict. This deadly legacy of the conflict has led to thousands of people being killed and maimed and it has blocked people's possibility to return to their communities and access to land. With years of efforts, Angola is getting closer to the finish line, however 68 km² still remain to be cleared. It is essential that NPA continues to support Angola in clearing the last kilometres of land to help the in fulfilling their obligations under the Anti-Personnel Mine Ban Convention to clear all known minefields within their treaty deadline of December 2025. Angola is experiencing donor fatigue, and it is crucial to ensure that the donor funding is increased to ensure that Angola can reach the goal of becoming free of landmines. The purpose of this visit is to document through still photography, A/B-roll video and supporting testimony and texts, the problems caused by ERW faced by communities, the life-saving solutions delivered by NPA and the impact of the work on in the community – the beneficiaries.

Capacity Development work with National Authorities

Capture multi-media content to illustrate the impact of the capacity development project with National Authorities and the importance of it from their perspective. Mine action is essential for development and there is a real need to profile what has been achieved in the countries NPA works in and how the national authorities are involved, take ownership and work towards completion. National capacity development is an important strategic area of work for NPA, and visual content is needed to highlight the importance of this work, as well as to profile and secure donor support.

Inputs

The supplier would need to have the necessary equipment needed to deliver on the expected outputs listed in this term of reference. NPA will cover travel and ground costs such as per diem and accommodation, and support with logistical and administrative planning for visits to the field in country. NPA would, when suitable, support with a person from the communications team both as support and for learning purposes.

Qualifications

The consultant must have:

- Excellent track record of photography and video footage
- Work experience from similar contexts and projects
- Experience in working with mine-affected communities and beneficiaries, is preferable



- Excellent English communication skills

Timing

The contract would be a Long-Term Agreement (LTA) for two (2) years. Assignments would be based on the prices and conditions stated in the LTA. The preferred start-up date would be as soon as possible with first assignment to do a documentary mission to Angola in November 2023.

Budget

The assignments would be based on the hourly rates agreed upon in the LTA.

Reporting

The reporting line will be to focal points at Department for Mine Action and Disarmament and the Department for Marketing and Communications, consequently Per Håkon Breivik and Kaja Halvorsen.

Evaluation of offers

In the tender process, the different offers will be evaluated based on the following criteria:

- Price (20%)
- Quality of portfolio (30 %)
- Ability to deliver (30%)
- Experience and knowledge from similar contexts (20%)