

TERMS OF REFERENCE
For
Audiovisual production team/consultant/ COMMUNICATION
& MEDIA PACKAGES
Northwest Syria/Syria response

BACKGROUND

CARE is a leading humanitarian organization fighting global poverty and providing lifesaving assistance in emergencies. Founded in 1945, it is now a global confederation composed of 14 members and four affiliates, working in 104 countries around the world. CARE places special focus on working alongside women and children, who are often disproportionately affected by disasters, and assists them in becoming self-reliant and empowered, and attaining their basic rights and needs.

CARE International in Türkiye provides assistance to people affected by the Syria crisis both in Syria and in Türkiye. In Türkiye, CARE supports Syrian refugees through a multi-sectoral response focused on protection, food security and resilience, and economic empowerment. CARE also assists communities affected by armed conflict and/or displacement in Northwest Syria, through its cross-border program. CARE implements humanitarian and development programs through many partners inside Syria in five sectors: Emergency Response, Livelihoods and Early Recovery, Protection and Sexual Reproductive Health, as well as WASH (Water, Sanitation and Hygiene) and Shelter with gender as crosscutting theme. CARE has also a directly implemented operation in Jarablus area in Northern Aleppo.

CARE Türkiye is seeking the support of an experienced producer or a team of audiovisual producers (from hereof consultant-s) to increase the visibility of its ECHO funded programming in Northwest Syria by collecting and producing communications materials from CARE's program in the field to address the strategic communication objectives and promote visibility of CARE's programs with local communities, donors, and wider audience. CARE is seeking a consultant(s) who can deliver final high-quality multimedia and communications materials, including products that are ready to be published (e.g., selection of photos with finalized captions, final videos with subtitles and CARE branding applied, etc. in English and Arabic) under the guidance of CARE's communications team and specifically, CARE's communications advisor for the NW Syria. Media companies who can offer a dedicated individual, Individual freelancers and teams of freelancer audiovisual producer(s) are welcome to apply. Specific communication deliverables are listed in the sections below.

ITINERARY

Duration: 5.5 months

Working days: Estimation of 50 to 70 working days

Period: From 16/8/2023 to 28/2/2024

SELECTION & RENUMERATION

The consultant(s) will be selected based on best bid, quality of portfolio, experience, and availability as defined in the selection criteria section in ITB.

The consultant(s) will be paid based on deliverables, which constitute five content packages with each package (corresponding to a project component as defined below under the Deliverables section in details) including:

- **20 Photos:** 20 photos from each activity **with captions**, including photos from at least 3 different beneficiaries with their quotes, and at least 4 photos with 4-5 images from each sector clearly showing the CARE brand (logos) and the European Union brand as needed.
- **3 written stories:** At least 3 Human-Interest stories with displaced individuals. The stories should be submitted in English and Arabic (The range should be between 700 to 1000 words approximately).
- **1 video:** At least 1 final video per project component of a total duration of 2.30 minutes with subtitles in English (or duration may be 1.30 min, or 1min.)
- **B-roll video:** 1 b-roll compilation ranging from 7 to 10 minutes per project component.

We are estimating that a total of 50 working days will be covered in a period of 6 months between 16/8/2023 to 28/2/2024. This is an estimation of working days needed to deliver the agreed content. Please note the working days will not be consecutive, and the consultant(s) will need to be available at the request of the CARE's communications team during the above-mentioned period of time. **Remuneration will be based on delivering agreed communications materials of high quality and in a timely manner. The consultant will be alerted one week prior to the content gathering trip and the deliverables after each content trip are required to be delivered to CARE communication staff within three days after the end of the field trip.**

Transportation to and from activity areas is the responsibility of the consultant (s).

DELIVERABLES

1. WASH:

Main activities	Timeline/Notes	Communications Deliverables
<ul style="list-style-type: none"> • Solid waste management • Hygiene promotion • Drainage • Sanitation • Water supply 	<p><u>Locations:</u> Idleb - Northwest Syria Aleppo - Northwest Syria</p> <p><u>Timeline:</u></p>	<p><u>Photos:</u> 20 photos from each activity with captions, including photos from at least 3 different beneficiaries with quotes & stories.</p>

	All activities are continuous activities until July 2024.	<p><u>Written story:</u> At least 3 Human-Interest stories with a displaced person about Cholera prevention and response under WASH activities.</p> <p><u>Video:</u> 1 video of 2.30 min. including testimonies of beneficiaries, project information and b-rolls from the WASH activities (especially on solar and sewage systems rehabilitation). Provision of raw material and final edited video with subtitles in English.</p>
--	---	---

2. Protection:

Main activities:	Timeline/Notes	Communications Deliverables
<ul style="list-style-type: none"> Protection information dissemination Gender based violence services (case management, individual counselling, referrals) 	<p><u>Locations:</u> Idleb-Northwest Syria, Aleppo - Northwest Syria</p> <p><u>Timeline:</u> All activities will be conducted between 01-Apr-23 and 29-Feb-24</p>	<p><u>Photos:</u> 20 photos from each activity with captions, including photos from at least 3 different beneficiaries with their quotes</p> <p><u>3 Written stories:</u> 3 Human-Interest stories from PSS (psychosocial support), including one from WGSS (Women and Girls Safe Spaces) activity + one interview with a protection staff.</p> <p><u>Video:</u> 1 video of 2.30 min. including, testimonies of beneficiaries, project information and b-rolls. Provision of raw material and final edited video with subtitles in English..</p>

3. Livelihood:

Main activities:	Timeline/Notes	Communications Deliverables
<ul style="list-style-type: none"> Distributions of resources that enable people to protect and rebuild their livelihood assets including seeds, livestock, tools, business grant etc. Any kind of transfer modality (in-kind, voucher, cash) and combination thereof to support, protect and enable the 	<p><u>Locations:</u> Idleb (locations to be determined later)</p> <p><u>Timeline:</u> All activities are continuous until the end of September.</p>	<p><u>Photos:</u> 20 photos from each activity with captions, including photos from 3 different beneficiaries with their quotes</p> <p><u>Written story:</u> 3 Human-Interest stories</p> <p><u>Video:</u> 1 video of 2.30 min. including, testimonies of beneficiaries, project information and b-rolls, from</p>

restoration/protection/access of/to livelihood assets.		the project activities. Provision of raw material and final edited video 1 video of 2.30 min. including testimonies of beneficiaries, project information and b-rolls.
--	--	---

4. MPCA:

Main activities:	Timeline/Notes	Communications Deliverables
MPCA (Multipurpose Cash assistance) will be distributed to meet essential needs of earthquake-affected beneficiaries.	<p><u>Locations:</u> Idleb - Northwest Syria Aleppo - Northwest Syria</p> <p><u>Timeline:</u> MPCA: distribution is planned for July to September.</p>	<p><u>Photos:</u> 20 photos from each activity with captions, including photos from 3 different beneficiaries with their quotes</p> <p><u>Written story:</u> 3 Human-Interest story from multi round cash assistance activity and how this activity had an impact in their life.</p> <p><u>Video:</u> 1 video of 2.30 min. including testimonies of beneficiaries, project information and b-rolls. General coverage of the impact of the earthquake and how it has evolved to mark the 1-year mark since the earthquakes.</p>

5. Winterization cash assistance:

Main activities:	Timeline/Notes	Communications Deliverables
Winterization cash assistance	<p><u>Locations:</u> Idleb - Northwest Syria Aleppo - Northwest Syria</p> <p><u>Timeline:</u> September to October 2023.</p>	<p><u>Photos:</u> 20 photos from each activity with captions, including photos from 3 different beneficiaries with their quotes.</p> <p><u>Written story:</u> 3 Human-Interest stories with a displaced person about cash assistance.</p> <p><u>Video:</u> 1 video of 2.30 min. including testimonies of beneficiaries, project information and b-rolls. General coverage of the impact of the earthquake and how it has evolved. Provision of raw material and final edited video with subtitles in English.</p>

SCOPE OF WORK

- The consultant(s) shall capture images of [CARE activities in Area Office in Jarablus, Northwest Syria as well as more widely in Idleb - Northwest Syria, Aleppo - Northwest Syria]
- Images should include coverage of the general situation showing context of the emergency and needs for humanitarian assistance. That would be photos showing the (effects of) lack of food, water, medicine, supplies, shelter, livelihoods, and protection services in rural and camp areas. All content collected should depict what is representative of the situation on the ground, i.e., not distort reality by intentionally portraying extremes.
- Audiovisual material gathered will in some cases be linked to international days/themes and angles identified by the CARE communications staff. The consultant(s) will work in close collaboration with the communication staff to deliver material around key dates and based on written guidance by CARE communications staff. A few examples: August 6 – marking the 6 months after the earthquakes, August 19 - World Humanitarian Day, November 2023 – 16 Days of activism against GBV (Gender Based Violence), September 2023 – Back to School, February 2024 – 1 year after the earthquakes, March 8 – Int. Women’s Day, March 15 – Syria crisis 13 yrs., March 22 – World Water Day.
- Also pictures of ‘resilience’: people finding a way to cope and survive and support each other. Being able to survive, feeling hope, children playing, togetherness.
- While emphasis should be placed on showing the crisis and humanitarian need the photographer should be sure to shoot images of CARE’s response through our emergency relief and support to the resilience of people in NWS (where and if possible), showing how CARE’s work is helping and making a difference. Special attention should be paid to highlighting the plight and role of women and girls in the context of the emergency and CARE’s response. Images should also include CARE staff interacting with program participants in the field and other CARE branding as available.
- Please ensure you include at least 4-5 images from each sector clearly showing the CARE brand in the final submission.
- **CARE may request that the video or photo is re-edited a max. of two times per material, and by providing guidance and feedback as needed.**
- Photographer will provide detailed captions for each picture including context, location, names, and ages as well as quotes from the subject which cover:
 1. Specific needs of the person & their family.
 2. The emotional impact of their situation.
 3. How help from CARE would change their life.
- Images, secondary media, and related information captured will be used for a variety of CARE’s communications and fundraising efforts including donor reporting, distribution of images to media outlets covering CARE’s response and presence, and as part of CARE’s effort to raise awareness of the humanitarian crisis.
- **Daily, or at the request of CARE communications/media unit, the photographer will provide for upload or email a limited number of JPEG images to support immediate fundraising and communication needs** across CI (CARE International). If needed, specific direction and technical support to facilitate delivery of images in the directed fashion will be provided at that time.

SPECIFICATIONS

Photo Specifications:

Preferably

- Not too many people in one picture, a couple of strong individual portraits
- Seeing their faces, at least their eyes
- NOT in a condescending way (so always at the same level, not from a position 'above' the subject)
- Always linked in a way to the displacement
- Do not frame photos too tightly because our typical aspect ratio is 2:1 (and banner slides on the website are 3:1) which is more panoramic than the typical landscape photo aspect ratio.



- For banner images on the website and social media, the subject should occupy one-third of the frame and be on the right-hand side, as shown in the examples. Two-thirds of the frame for the background will allow for text/logo overlay. The subject should be strongly positioned, preferable looking to camera and should feature women/girl participants.
- Portrait photos can be 'posed' i.e., the subject of the photo should be looking directly at the camera.
- Contextual photos should be in reportage/documentary style i.e., not look posed and capture the reality.

Video Specifications:

- The Videographer will capture footage including:
 1. scene-setter footage and general b-roll of the area.
 2. Interviews with program participants and beneficiaries with focus on women and if possible, CARE staff/partner on the ground's reaction to the situation
 - Short interviews talking about their experiences, challenges, and the impact of the project on them.
 3. Action-oriented b-roll footage of interviewees

- Interacting with CARE's program work
 - In their homes or jobs
 - Outdoors walking/playing
 - Doing work or chores
-
- All Interviewees need thorough identification in the accompanying log for lower thirds, including name spelled correctly and applicable professional title.
 - Interview footage and images must be accompanied by consent forms, or the person should give permission on camera for CARE to utilize the footage of them. Consent should be acknowledged in the metadata caption.
 - The photographer should work in close coordination with [the CARE Communication Advisor] to develop story lines and ensure all needs are being met.
 - Please allow an additional day(s) for proper filing and delivery of footage; providing a log sheet that lists clip name, brief description of what it contains (including names of people featured) and if it is an interview, a summary of what is said (in English).

REQUIREMENTS

Photo requirements:

- Detailed information identifying individuals in the photographs as well as dates, places, ages, and relativity to CARE must also be included.
- Images will be made up of high-res JPEGs embedded caption information in the metadata, but photographer should be able to provide raw files on request with.
- The Photographer must employ a current and cross-platform compatible digital work-flow process.
 - For optimal compatibility it is recommended that Adobe Lightroom be used for captioning
 - Photo Mechanic version 4.6.2 or later may be used for captioning and image handling.
 - If an external hard drive is used to deliver images, it must be formatted to a FAT (i.e., FAT32) format.
 - Alternate software and/or processes must be discussed and agreed to prior to the start of the commission.
- Images must be accompanied by corresponding meta data, embedded within image files, and all applicable releases.
- Signed CARE consent forms for each subject should be provided alongside images shared.

Video requirements:

The duration of the final videos submitted per project component should be of a duration of 2 to 2.30 min(or duration may be 1.30 min. or 1min.) .

Videos should be supplied in original raw files, clearly labelled, and filed, and delivered via appropriate file transfer services (Dropbox, Google Drive, Box or WeTransfer etc).

- All footage should be recorded in Full HD.
- Interviews should be shot in 25fps.

- All other footage, B Roll, and cutaways should be shot in 60fps.
- A slow moving 60fps close-up shot of the featured woman from each story, making direct eye contact with the camera, while you slowly push in, pan around, etc should be gathered for each woman interviewed. [Here are some examples](#)
- Shoot with a shallow depth of field where possible so that the background is slightly out of focus.

OBTAINING CONSENT

All consent must be informed. While legally, a signature or mark is important, the policy requires that all subjects be told, in a clear manner, how any materials may be used in a way that ensures that they fully understand the implications, including how to revoke consent. While a member of CARE staff can assist you in this process, it is important that enough time is factored in for this conversation.

In the case of use by CARE, the Subject(s) – once fully informed - can give consent orally in certain exceptional circumstances, but written consent in the form of a signature or mark is the policy standard.

If the materials are to be used by a corporate partner, consent must be documented. Documented consent is also always required if the subject is below the age of 18 (a Minor) or is considered vulnerable, such as people living with HIV/AIDS, survivors of female genital cutting, internally displaced persons, survivors of gender-based violence and others who, if their identity were revealed, could be subject to harassment, discrimination or other negative consequences.

If a group of Subjects consent, each member of the group can either sign individually, or a representative of the group can sign, or mark (with an “X” or thumbprint), on the signature page. In the latter case, this must be supported by a note confirming group approval from the CARE Staff or CARE consultant gathering the stories and interviews [Interviewer] or photographer/videographer [Photographer].

CARE PRACTICE FOR GATHERING CONSENT:

- During the assignment, we will also help you ensure that people have given their free, prior, and informed consent to be photographed or filmed (and their parent or guardian if aged under 18) with or without restrictions. However, it is your responsibility to ensure that this has been done before you film anyone or take their photograph (including for your personal social media channels). People must not be coerced into agreeing to be filmed or photographed.
- Verbal consent is sufficient, providing the subject clearly understands why their photo is being taken, where and how it will be used, and the possible risks associated with this. It is good to record consent being obtained, if possible.
- Ensure that any sensitivities or concerns, particularly around anonymity, are clearly recorded and communicated with CARE staff.
- Ensure that all subjects are aware of the process by which they may retract their consent if they wish to do so later.

Copyrights

All photographs and footage produced as the result of photographing and filming in locations, including B-rolls, filler shots, stills as well as sound recordings within the scope of deployment for the contract, and the final products to be edited out of them will remain CARE's intellectual property. The contractor agrees to transfer the raw footage obtained during the filming of videos to CARE at the end of the project. **The contractor can reference or credit its organization for the finished product and display the visual products on its official webpage or portfolio hosted in relevant platforms, in promotional publications and can place the logo of CARE among its references on its official website in a manner protective of CARE brand identity and reputation, ONLY upon making a written request to CARE International and after the latter approves it.** The contractor cannot integrate/"burn" the agency's or the photographers/videographer name(s), or the company logo, or any additional captions or credits, to the material produced.

Child Protection Policy

Child abuse in all forms is unacceptable to CARE, which recognizes its responsibility to protect children from harm in all areas of its work. CARE is committed to ensuring a child-safe environment and is applying a zero-tolerance approach towards any kind of child abuse and exploitation.

Discrimination, Abuse and Harassment Policy

CARE expressly prohibits and will not tolerate any form of discrimination, abuse, harassment (sexual or otherwise), based upon race, ethnicity, religion, national origin, gender, age, sexual orientation, marital status, citizenship status, disability, or military status. CARE employees and related personnel must under no circumstances take part in any form of discrimination, harassment, or abuse (physical, sexual or verbal), intimidation or exploitation, or in any other way infringe the rights of others inside or outside CARE. The contracting agency/persons should strictly comply with CARE Safeguarding Policy, Code of Conduct and Safe Communications Guidelines.

I, the undersigned, hereby acknowledge my complete understanding of all the aforementioned conditions. In the event that my offer is accepted, I affirm my commitment to fully abide by all the aforementioned conditions and specifications.

Supplier's name: _____

Stamp and Signature: _____