1. Purpose and objectives of the LTA

UNICEF Haiti Country Office seeks to establish a Long-Term Arrangement (LTA) with qualified photography and videography service providers to support the implementation of communication and advocacy activities across Haiti on an "as needed" basis for an initial period of three (3) years, with the possibility of two (2) one-year extensions.

The Communication& Advocacy Section is responsible for documenting UNICEF's programme results, humanitarian response and advocacy efforts throughout the country. This includes the production of high-quality visual content to support donor visibility, resource mobilization, media engagement, digital communication, emergency response, corporate reporting, and public advocacy.

Given the breadth of UNICEF's operations, the simultaneous implementation of activities across multiple locations, and the need to respond rapidly to both planned and unforeseen events, establishing an LTA will provide the flexibility to mobilize qualified professionals as needed to ensure timely, high-quality coverage of programme activities and strategic communication initiatives across Haiti.

The purpose of this Long-Term Arrangement (LTA) is to establish a pool of qualified service providers that can be mobilized quickly to deliver professional photography and videography services, ensuring consistent quality, flexibility and timely coverage of UNICEF activities across the country. The LTA will enable UNICEF to respond efficiently to evolving operational needs while ensuring that all visual content meets UNICEF's communication, branding, and child safeguarding standards.

This RFPS does not constitute an agreement or obligation on the part of UNICEF to accept any proposal, in whole or in part, received in response to this RFPS, nor does it constitute any obligation by UNICEF to procure any services until a formal contractual arrangement has been established.

2. Scope of Work

UNICEF would like to engage the services of suitably qualified companies to submit proposals to provide UNICEF with videographic and photographic services for visual documentation of UNICEF's work in Haiti including special events, and special assignments to remote areas, in order to produce communication and advocacy materials to be used by UNICEF’s internal and external partners across various platforms.

With prior briefing for each assignment, the videography and photography companies are required to submit high-quality photos with captions or B-rolls, interview footages and edited videos with English or French subtitles and video shotlist as per the UNICEF videography guideline. The videography and photography companies should be available at very short notice in case of emergencies such as floods, etc. and may be required to work on weekends and holidays, based on the requirements of the assignment.

VIDEOGRAPHY

Specific tasks

- Attend pre-production briefing on issues being covered and participate in preparatory research and production planning.
- Develop scripts in English for the film and finalize with UNICEF.
- Film in 4K and edit footage to produce creatively designed video packages based on pre-defined advocacy priorities, complete with shot list, script, broll, audio interview and voice-over.
- Apply professional colour correction and colour grading to ensure consistent, vibrant imagery that meets UNICEF quality standards.
- Produce short films based on human interest stories, capturing stories of change through the story of one or few protagonist(s) from the field.
- Shoot at various locations within Haiti

- Source and obtain the relevant music that can accompany the video, in alignment with objectives of the product. All music must be legally licensed for the intended use, and proof of the license or usage rights must be provided to UNICEF as part of the final deliverables.
- Record voice over with good quality professional voices in various languages including English, French, Créole.
- Edit the film into an emotive, high quality and engaging product including the addition of graphics where required and subtitling of sound bites in English and local languages as required.
- Ensure that UNICEF videography consent form is signed by parents/guardians of all children featured in the video as per UNICEF guidelines.
- Present the film to UNICEF and make necessary changes post UNICEF feedback.
- Submitting the final products and related Broll and interviews.

Responsibilities of the videographer:

- The videographer will use their own equipment; cameras, microphones, software and other accessories that may be required for this task.
- The videographer will not give the footages or any part thereof, to any third party without the written permission of UNICEF. All components will be a property of UNICEF, and the agency will not share the same with anyone else.
- The videographer will not put their own name or logo/emblem on the footages. The only organization branding will be UNICEF, if required.

Responsibilities of UNICEF:

- UNICEF will provide all details pertaining to the activity and the requirements
- UNICEF will orient the videographer on UNICEF's branding guidelines
- UNICEF has first selection rights to all originals taken on the assignment with non-exclusive concomitant world rights in all media in perpetuity

PHOTOGRAPHY

1. Photography production:
    - Professional magazine-style documentary coverage of the highlighted campaigns in the selected locations, including donor funded programmes.
    - Photojournalism/documentary visual storytelling focused on an individual subject, telling the story through the life and experiences of an individual.
    - Environmental photo portraits, wide and medium close shots in context of individuals and the humanitarian situation with direct-gaze as well as off-camera gaze.
    - Environmental portraits of children in context of humanitarian situations with direct- gaze as well as off-camera gaze.
    - UNICEF staff interacting or talking to a child or others, explaining something, providing their expertise, etc.
2. Photography post-production:
    - Photographer transmits a broad edit of photographs with required metadata and **captions** as specified by provided technical guidelines. The photographer is required to do a broad edit at the end of each day's coverage.

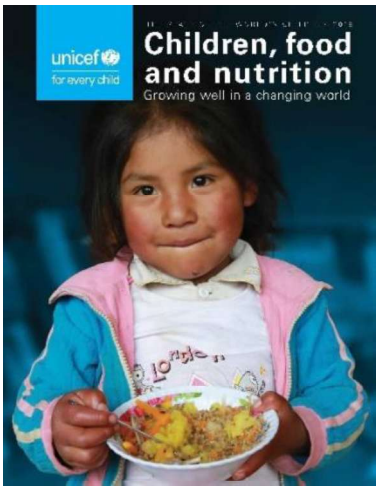
Expected results: (measurable results)

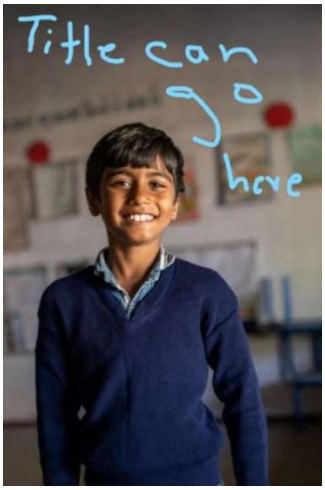
The videography and photography service provider will produce high-resolution images of the utmost technical quality and aesthetic caliber. Videos and images will be acquired into UNICEF's WeShare Digital Asset Management (DAM) archive/permanent collection for use by UNICEF HQ, UNICEF Regional and Country offices, UN offices, and affiliates, Donors, NGOs and partners, and external media. Videos and images will be used in a broad variety of UNICEF products on a range of platforms. Possible UNICEF uses include within reports and publications, on unicef.org websites, on the UNICEF intranet (ICON), and on social media channels, including Facebook, Instagram, YouTube, LinkedIn, TikTok and Twitter.

General requirements

- Horizontal and vertical formats required.
- Iconic imagery: Please shoot photos that echo the UNICEF brand, e.g. a caregiver lifting a child. Examples: https://weshare.unicef.org/Package/2AMZIFZVB7FA
- Cover portraits: Please also shoot vertical photos that can be considered for the cover. Cover photo requirements include:
    - Vertical format
    - Portrait of one or two individuals at most
    - Significant negative space at the top of the frame
    - Please see examples







Informed consent
Verbal informed consent is required for all photo & video coverage. For subjects profiled at length, please obtain signed subject releases. Please download the forms here: https://weshare.unicef.org/Package/2AMZIFVRI4WB - The version in Creole will be shared upon agreement on task.

Photo - *Specifications*

- Please shoot at the highest resolution possible, 4000 x 7000 pixels or above. **Photographs MUST be delivered at 300dpi**
- Please shoot RAW or JPEG FINE formats. Largest, non-compressed original files must be retained for submission on request.
- DO NOT compress JPEGs for transmission unless source locations are excessively slow. Never compress more than 30 per cent [= 7 on a scale of 10 or 10 on a scale of 12].
- Do not overly process any original image files beyond standard techniques; using what would be possible in an analogue darkroom as a guide. No digital manipulation is permitted.
- Please photograph in both horizontal and vertical formats.
- Please include photographs that provide ample "negative space" created using shallow depth of field or incorporating blank/monochromatic areas in the image. This permits the use of text or other elements of graphic design when creating reports or other communications products.
- Please photograph from a variety of heights and angles. Note that capturing images from a perspective closer to the ground—the same as, or beneath, a child's eye height—can have the effect of making children appear equal to the audience, encouraging a viewpoint of dignity and respect.

Photo - *Caption requirements*

Captions must be provided by embedding them directly into each image (in the IPTC fields), together with credit, copyright and other relevant information. Your caption is made up of two or three parts, each composed of one or more complete sentences:
The first part describes the action seen in the photo, and must answer these questions:

- Who? Are the names spelled correctly with the correct name on the correct person? Are ages included for minors and adolescents (0-19)?
- What is in the picture? Describe what is seen in the photo.
- When? The date, including the year, must appear in the body of all captions.
- Where? Be specific. Use village/town/city and province/region.
- Why? Explain the circumstances; avoid hyperbole or editorializing. Is it specific? Is it easy to read?

The second part gives context to the image. This describes why the action, situation or content of the picture is important or interesting. Add value through including personal quotes and relevant character-driven narrative.
The third part of the caption explains the UNICEF programme or other relation, if relevant.

In summary

Individuals	Names and ages
	Dates, in order of Day Month Year, e.g. 1 January 2026
	Relationship (mother and daughter/son; parents and child; classmates, etc.)
Places	Name: Haiti, West, Port-au-Prince,
	Location, country, city, town, region, etc.
	Situation: A school, a home, a farm, an IDP camp, a health centre, etc.
Background	Basic information about programme, donor, partners, stakeholders etc.

Photo - *Metadata specifications*

- Captions must be provided by embedding them directly into each image (in the IPTC fields), together with date created, country, photographer credit, original file name. Many photos requiring the same information can be batch processed using software such as Photo Mechanic. UNICEF photographs use the following metadata fields for retrieval in the digital asset manager, WeShare. All other fields should be scrubbed of information. English usage aligned with the Oxford English Dictionary and found on www.lexico.com is to be used.
- Caption - enter as described above.
- Date created - enter the date the photograph was taken. Make sure the camera date is accurately set, and it won't be necessary to change this.
- Country - enter the name of the country the photograph was taken in.
- Creator/photographer - enter the full name of the photographer - first name mentioned first, family name second.
- Original file name – enter original file name of the image straight from camera. Photo Mechanic batch variable is {filename}.

Photo - *Postproduction specifications*
The following tools may be used in standard photo post-production:

- Minor brightness and contrast adjustments in Levels, using only the extreme left and right sliders without clipping or removing detail from highlight and shadow areas.
- Crop, providing the crop, does not remove information with journalistic value. Use the crop tool to straighten a slightly slanted horizon but not add a tilt to an otherwise level photo or flip a picture upside down or left to right.
- Minor use of Levels and Curves to fix the colour balance of a photo to its natural state.
- Use of the Levels and Curves tools.
- Use of the Burn tool.
- Use of the Shadow Highlights tool.
- The Eye Dropper may only be used in a neutral grey area to set colour.

- Use of the Saturation tool.
- Cloning or Healing Tools may only be used for sensor dust removal.

Photo – *Equipment, transmission and rights*

Consultant videographer/photographer supplies all photographic equipment and agrees to provide, if requested, transmissions of rough edit selections of best images, with complete caption information. On assignment completion, the broad edit will be transferred electronically to UNICEF Commissioning Photo Editor with complete captions with copies for the respective field office. Preferred method for transmission of high-resolution image edit is via Dropbox. WeTransfer is also accepted. In certain limited circumstances, transmission may be required by physically sending a portable drive via courier service.

- UNICEF has first selection rights with non-exclusive concomitant world rights in all selected media in perpetuity.
- UNICEF has first selection rights with non-exclusive concomitant world rights in all selected media in perpetuity to the photographs without the high-profile goodwill ambassadors and advocates' likeness.
- UNICEF has exclusive concomitant world rights in all selected media in perpetuity to the photographs including the high-profile goodwill ambassador/advocates' likeness.
- Photographer/photo agency may be able to distribute photography after consultation and liaison with UNICEF with a dual byline acknowledging UNICEF, eg. John Smith for UNICEF or John Smith/UNICEF. The exception to this is coverage of high-profile goodwill ambassadors and advocates, where the right to further distribute the photography is not granted.

Core Photography Values:
The contracted photographer will be responsible for creating photographic content that is original, creative and matches with editorial standards. UNICEF requires images that can be used to communicate globally on the situation of children, both on UNICEF channels and in the media.

UNICEF does not require or desire one-dimensional images depicting children as vessels of charity. The objective is to depict children in a way that captures the nuances and complexity of their experience—not one which reduces them to mere visual stereotypes of "happy" or "sad."

UNICEF has a mandate to uphold the rights of all children. We work to ensure every child is protected, healthy and educated, focusing on the children left behind by wider economic and social progress. Photographs must aim to represent children in ways that are truthful, dignified, empowering and illuminating. That is not to say that photographs shouldn't capture the harsh situations that many children are forced to endure. It is extremely important that coverage, where appropriate, incorporates elements depicting the challenges that children and families face.

Issues Photography: UNICEF is an advocacy organization and requires images that can be used to draw attention to issues and inequities affecting children, showing why change needs to happen.

Programme Photography: Visual coverage showing possible solutions or ways of creating positive social change in response to the issue, for example, the response/intervention implemented by UNICEF and its partners.

Ultimately, UNICEF needs videos/photographs—and videographers/photographers—capable of evoking empathy and compassion in audiences across the lines of nationality, age, gender, race and religion.

- **Dignity.** By ensuring the representation of children's inherent dignity, UNICEF subjects and priorities, the image of the organization as a whole is consistently represented. The most important contextual element in on-brand photography is the embodying of child rights and respecting the dignity of all children.

- **Respect real situation.** Overwhelmingly, children don't control how they are depicted visually. This underscores the need for UNICEF to ensure that its use of images of children upholds their right to be treated with honesty and respect.
- **Be inclusive.** Include children with disabilities, as well as including a cultural diversity and gender balance.

Protect children at risk. Advocating against human rights abuses can put individual children or women at risk of reprisals, including additional physical or psychological harm and life-long stigmatization or rejection by their local communities. These risks require that both the taking of images and the subsequent use of those images, respect the subject's rights to privacy, to participate in decisions affecting them, and to protection.

3. Technical Requirements

The Contractor's services must include, but not be limited to, the following:

- Professional photography and videography services for UNICEF programme activities, humanitarian response, advocacy initiatives, campaigns, events, high-level missions and field visits throughout Haiti.
- Ability to deploy rapidly to assignments in Port-au-Prince and other departments of Haiti, including remote and hard-to-reach locations, when security conditions permit.
- Provision of all professional equipment required for the assignment, including cameras, lenses, lighting, audio equipment, tripods, stabilizers, and other accessories necessary to produce high-quality content.
- Production of high-resolution photographs and broadcast-quality video footage suitable for digital, print, broadcast, and social media platforms.
- Capture of interviews, B-roll, event coverage, portraits and action photography in accordance with UNICEF editorial requirements.
- Professional editing, colour correction, sound mixing, captioning (when requested), and post-production services.
- Delivery of edited photographs, raw images (when requested), edited video products, and original/raw footage in formats specified by UNICEF.
- Accurate captioning and metadata for photographs, including names (where appropriate), locations, dates, and brief descriptions in accordance with UNICEF guidelines.
- Compliance with UNICEF branding, communication, ethical reporting, child safeguarding and informed consent requirements.
- Strict adherence to agreed delivery timelines and responsiveness to requests for revisions.
- Secure backup and archiving of all original and final files for the duration of the Long-Term Arrangement, with the ability to provide copies to UNICEF upon request.
- Secure electronic transfer of files through approved file-sharing platforms or external storage devices, as requested by UNICEF.
- Maintenance of appropriate quality assurance procedures to ensure technical excellence, consistency, and completeness of all deliverables.
- Respect for confidentiality and copyright requirements, with all intellectual property rights for commissioned work assigned to UNICEF in accordance with the terms of the contract.

4. Delivery Procedures

The regular working hours for UNICEF Haiti Country Office are as follows:

8:00 a.m. – 4:00 p.m. Monday through Thursday (except UN Holidays).
8:00 a.m. – 1:30 p.m. Friday (except UN Holidays).

The photographer shall submit the edited photographic products, including captions, to the designated UNICEF focal point within 24 hours of the completion of the assignment.

For videography assignments, delivery timelines will depend on the scope and complexity of the requested product. Unless otherwise agreed in writing, the first draft shall be submitted within 48 hours of the completion of the assignment, and the final, publication-ready version shall be delivered within one (1) week, incorporating UNICEF's feedback as required.

5. Invoicing

Invoices must include a complete description of the work or service that was performed, the price for each service, purchase order/reference number, date of service, and consignee.

6. Focal person and Staff

The vendor shall dedicate an experienced Focal person to oversee the relationship with UNICEF. The Focal person shall have the ultimate responsibility to resolve any dispute or disagreement with UNICEF and have at least five (5) years of experience with an account of similar scope of work.

The Focal person must be supported by a team directly responsible to him/her and all other staff shall have a minimum of three (3) years relevant experience. The customer service staff will be responsible for assisting UNICEF departments in preparing their request for print jobs, recommending cost effective alternative methods of reproduction, proof coordination, and providing cost estimates for print requests. In addition, the customer service staff will be responsible for providing estimated turnaround and delivery times for each job, including a provision for rush orders.

Staff résumés shall be included as part of the technical submission.

7. Technical Qualifications

7.1 Company Description

This section should provide corporate orientation to include a brief description of the company including the year and a brief description of the Facility Manager’s present activities. It should focus on services related to the Proposal.

The bidder shall structure the technical part of its Proposal as follows (All questions should be answered as succinctly as possible):

7.1.1 Company description (Operational year, City) and details (Mission statement, number of offices and number of employees).
7.1.2 Will subcontractors be used in any part of the prepress, printing or fulfillment process and if so, to what extent?
7.1.3 Describe what specialized knowledge your Company possesses that best meets our requirements.
7.1.4 Indicate any history of litigation.
7.1.5 Has your Company previously worked with UNICEF or any UN Agencies, multinational Organizations or Governments? If so, indicate which Organization and briefly describe the project.

7.2 Company Personnel Resources

This section should fully explain its personnel resources. It should describe the organizational unit(s) that will become responsible for the contract and the general management approach towards a project of this kind. The Project Manager should comment on its experience in similar projects and identify the person(s) representing the facility manager in any future dealing with the procuring UNICEF entity.

7.2.1 The Focal person: Insert curriculum vitae or describe the general qualifications, suitability for the project, international experience, professional experience, and language capabilities.

7.2.2 Briefly describe the proposed workforce and include resumes of staff.

7.3 Company Equipment

#	Equipment	Description
1	Cameras for photos	Professional full-frame digital camera capable of shooting high-resolution photos (minimum 20 MP) for digital as well as large scale prints.
2	Cameras for videos	Professional digital cinema or mirrorless camera capable of shooting at least in 4K UHD with professional audio inputs and capture footage for slow motion (60fps – 120fps).
3	Lenses	Professional grade lenses covering wide-angle standard, portrait and telephoto focal lengths (16-35mm, 24-70mm, 70-200mm), with fast apertures.
4	Microphones (lavalier/boom)	At least two high-quality microphones should be owned by the Service Provider to allow for interview of multiple people at the same time. with wind protection for indoor and outdoor use.
5	Tripods, filters (UV, Polarizing, etc.)	As required by the various settings, shootings may take place in.
6	Drone(s)	As required by the creative concept behind the initiative at hand.
7	PCs with Adobe editing software (e.g., Premiere Pro, Lightroom, Photoshop)	High performance workstation equipped with the latest Licensed Adobe Creative Cloud.

7.4 Company Responsiveness

This section should demonstrate the bidder's responsiveness to the specification by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed warranty; and demonstrating how the proposed methodology meets or exceeds the specifications. This section should address timing and other terms and/or conditions which the facility manager may feel necessary.

7.4.1 Describe how your Company will handle the fulfillment of photography/videography requirements of this RFPS.
7.4.2 Describe how your Company intends to fulfill delivery of the required products and include specific details on turnaround, delivery times, and packaging. Include specifics for rush orders.
7.4.3 Describe the quality assurance procedures used by your Company. Include any certifications or warranties in this area.
7.4.4 Describe how digital files will be stored, and how long UNICEF will have access to the files.
7.4.5 What insurances do you carry to protect UNICEF against loss?
7.4.6 Does your company have space available for short term storage of our products?

7.5 Company Environmental Policy

This section should fully explain the Facility Manager's environmental policy and include copies of environmental certifications. Please specify the proposed papers and inks.

7.5.1 Describe/insert/attach your company's environmental policy/Corporate Social Responsibility (CSR) policy
7.5.2 Describe the types of ink and paper used
7.5.3 What byproducts of the printing process does your company recycle and/or reuse?
7.5.4 List any environment certifications your company has obtained. Attach a copy of the certificate in each case.
7.5.5 List the recycled and certified environmentally friendly products used by your company.

8. Client List

8.1 List your major clients for the past three years and include project values.
8.2 Does your company have any similar long-term contracts? If so, what companies and what were the project values?

9. Pricing Requirements

Task Assignment	Deliverables	Timeline	Cost
Photography Services: Coverage of events, field missions, programme activities, portraits, advocacy campaigns, high-level visits and other assignments as requested by UNICEF.	Edited high-resolution photographs, including captions and metadata. Raw images to be provided upon request.	Edited photographs, including captions, shall be submitted to the designated UNICEF focal point within 24 hours of completion of the assignment.	**Photography:** Daily rate. **Travel costs** (when applicable): Bidders shall include in their financial proposal a daily travel rate covering accommodation, meals and transportation, where applicable. ***Maximum assignment****: 8 hours per day. Half-day rates apply to assignments of up to 4 hours.*
Videography Services: Production of interviews, B-roll, event coverage, documentaries, short videos and other audiovisual content as requested by UNICEF.	Edited video products, raw footage (upon request), and any associated project files specified by UNICEF.	Delivery timelines will depend on the scope of the assignment. Unless otherwise agreed, the first draft shall be submitted within 48 hours of completion of the assignment, and the final publication-ready version shall be delivered within one (1) week**,** incorporating UNICEF's feedback as required.	**Videography (filming):** Daily rate. **Video editing:** Per project or daily rate, as quoted. **Travel costs** (when applicable): Bidders shall include in their financial proposal a daily travel rate covering accommodation, meals and transportation, where applicable. ***Maximum assignment****: 8 hours per day. Half-day rates apply to assignments of up to 4 hours.*

In your price proposal submission, the pricing templates must be returned both as an Excel file and PDF file.

10. Evaluation process and methods

UNICEF will select an evaluation team to assess each of the proposals submitted in response to this RFPS. Responses deemed to not meet all of the mandatory requirements will be considered non-compliant and rejected at this stage without further consideration.

Technical Evaluation

Each response will first be evaluated by UNICEF with the technical evaluation criteria as outlined below and according to the relative weighting that UNICEF ascribes to each criterion.

CATEGORY	POINTS	Passing Score
Company Description: Number of years in business, number of employees, general organizational capacity, will subcontractors be used, specialized knowledge, previous experience with any UNICEF, the United Nations or any other multilateral agency.	15	
Company Personnel Resources: Composition, range and depth of experience of Account Manager and dedicated support team (CVs attached to proposal), company's organizational diagram/organogram.	10	
Company Equipment Owned equipment list	35	
Company Responsiveness / Understanding Requirements: Fulfillment and distribution requirements; delivery process; quality assurance procedures; digital files storage; insurance; short term storage.	20	
Company Environmental Policy: Description of environmental policy; byproducts recycled; environmental certifications.	10	
Client List: List major clients for the past three years and include project values; Does the company have any similar long-term contracts? If so, what companies and what were the project values?	10	
TECHNICAL PROPOSAL EVALUATION	60	**40**
* Proposer must meet this minimum passing point for Technical Proposal Evaluation to be considered further for Technical Presentation		

Proposers that pass the technical proposal evaluation will be probably requested to submit samples Samples of previous photography and videography work especially in relation to children and families in the development context and asked detailed questions for clarification of their proposals.

The purpose of the samples and question and answer session is to validate the information provided and gauge the proposer's understanding of the work required under the prospective LTA. This information will be a factor in the Technical Evaluation of the proposals.

Evaluation of Price Proposal:

The price proposal should be separate from the technical proposal.

The total amount of points allocated for the price component is 40. The maximum number of points will be allotted to the lowest price proposal that is opened and compared among those price proposals received which obtain the threshold points in the evaluation of the technical component.

All other price proposals will receive points in inverse proportion to the lowest price; e.g.:

Max. Score for price proposal:

$$\text{Score for price proposal X} = \frac{\text{Price of lowest priced proposal} * 40}{\text{Price of proposal X}}$$

The price/cost of each of the technically compliant proposals will be considered using the same methodology. The proposers should ensure that all pricing information is provided in accordance with the format requested in the RFP Annex C Price Proposal Template.

The overall score for each of the proposals will be calculated based on a ratio of 60:40 between the technical and commercial proposals.

Technical Proposal	Maximum Points = 60
Commercial Proposal	Maximum Points = 40
Total Overall Proposal Score	Maximum Points = 100