TERMS OF REFERENCE FOR VIDEOGRAPHY AND PHOTOGRAPHY SERVICES

LOCATION: Trinidad and Tobago
CONTRACT TYPE: Short Term Consultancy (Videographer/Photographer)
START DATE: 29th March 2021
END DATE: 30th April 2021

A. BACKGROUND

The Food and Agriculture Organization of the United Nations (UNFAO) is implementing a project “Cassava Industry Development – Market Assessment and Technology Validation and Dissemination” in Trinidad and Tobago. The project focuses on the development of the following areas of the cassava industry:

1. On-farm research and dissemination of new cassava production technologies to increase yields.
2. Capacity building using farmer participatory extension methodologies to strengthen their capacity to conduct farmer participatory research.

The project is being executed by the FAO Sub-regional Office in Barbados (SLC) with an established Project Implementation Committee. Through Letter of Agreement, the Caribbean Agricultural Research and Development Institute (CARDI) will develop a series of short video documentaries which will serve as an educational resource for knowledge transfer to stakeholders in the cassava industry, key among which are local farmers.

Online videos are becoming the fastest way of sharing information with a constantly active public who need to consume their information quickly. It is by far one of the most powerful and persuasive mediums today. Recent studies have shown that 49% of persons watch more than four videos a day and by 2022, online videos will make up more than 82% of all consumer internet traffic. As such, CARDI and FAO intend to capitalize on this trend by preparing a series of short videos (2-3 minutes) to communicate, educate and share information to farmers, researchers, extension agents and the general public on cassava production. Information covering best practices and improved techniques for production, harvesting, post-harvest handling and value addition will...
be presented. The goal is to enhance the stakeholders’ knowledge and capacity to sustainably and profitably produce cassava.

Videos will take the format of how-to, tips and tricks, success stories and specialists speaking on topics. They will be uploaded to the Institute’s YouTube Channel and shared via social media platforms, Government Information Services and the Ministry of Agriculture, Communications Unit.

B. PURPOSE

CARDI is seeking to engage the services of an individual videographer/photographer or company to produce a series of audiovisual products in support of the Cassava Industry Development - Market Assessment and Technology Validation and Dissemination project.

Under this contract, the service provider will be required to produce eight (8) 2-3 minute video features on the following thematic areas related to cassava production:

1. Land Preparation
2. Planting Material Selection and Preparation
3. Soil and Water Management
4. Nutrients Management
5. Integrated Weed Management
6. Integrated Pests and Disease Management
8. Value Added Options

The contractor will also be expected to submit ten (10) high quality, edited and captioned digital images relevant to each of the above-mentioned eight (8) thematic areas in both landscape and portrait formats.

C. SCOPE OF WORK

The Consultant will carry out the duties stated hereunder in close collaboration with CARDI:

<table>
<thead>
<tr>
<th>Phase</th>
<th>Pre-Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>Development of Script/Talking Points</td>
<td></td>
</tr>
<tr>
<td>Develop storyboards</td>
<td></td>
</tr>
</tbody>
</table>
Location, Scouting and Set Design
Source photographs, videos and other media

Principal Production
Conduct relevant interviews
B-Roll/ Capture of supplemental footage
Capture, Edit and Caption thematic photographs
Produce video features according to approved script and with incorporated music and on-screen titles and credits as required

As part of the work package, you must ensure that:

- A standard license for non-exclusive, multiple uses of the videos, graphics and images, regionally and temporally indefinite is contained therein and provided.
- Licensed music is used in all videos.
- Videos are properly branded.
- Copies of all B-Roll, photographs and illustrations captured are made available to CARDI at end of the contract.
- The final copies of all videos and photographs in formats ready for uploading to websites and social media platforms are submitted.
- Different visual perspectives (close up, medium-range etc.), in both landscape and portrait formats, are provided.
- Photographs and videos are technically good (properly exposed, focused, edits well optimized).
- All photographic and video equipment, professional digital camera/s and a range of accessories are provided.
- A selection of best images and video files are provided with appropriate captions.

Guidelines for submission

Videos
- Videos must be filmed in High Definition 1920 x 1080p.
- All videos should be of broadcast quality.
- All music used in the video must be properly licensed and the producer should be able to show proof if required to do so.
Photographs

- Images must be delivered in one of the following digital formats - .jpg, .png - via a photo-sharing app or e-mail unless hard copies are requested. If requested, they must be delivered in the original colour.
- Images must be high-resolution jpeg or raw files (300 dpi minimum). Photograph sizes may vary between 4 x 6 and 5 x 7.
- Photographs must vary between landscape and portrait formats and be of varying angles.
- Photograph captions are descriptive, written in complete sentences in English and the date, venue and name of the photographer (for credit) attached.

Delivery Dates

29th March 2021 to 30th April 2021

Level of effort

30 working days over the period 29th March 2021 to 30th April 2021.

E. DISCLAIMER

- The copyright of all products under this contract belongs to CARDI.
- Photographs and videos cannot be distributed to any press or be posted to social media platforms or websites without written permission from CARDI.