

TERMS OF REFERENCE

Consultant for taking photos and producing promotional products.

1. Background

Catholic Relief Services (CRS) is the international humanitarian agency with the head office in the United States. CRS works to save, protect, and transform lives in need in more than 100 countries, without regard to race, religion or nationality. CRS has been operating in Vietnam since 1994. In partnership with government, social organization and communities, CRS implements programs in eight provinces/cities across Vietnam. The Vietnam Program has a diverse funding base in the sectors of Emergency, Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA); Disability Inclusion; Explosive Ordnance Risk Education.

Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) in Catholic Relief Services (CRS), Vietnam program is (i) implementing the project “Comprehensive Model for Community Resilience in Vietnam” (CMCR) in collaboration with Quang Dien People’s Committee, Thua Thien Hue province to support the community-driven DRR plan and its implementation through reinforcing Disaster Risk Reduction and Management (DRRM) structures, enhancing capacities, and optimizing resources on preparedness and readiness at community level; (ii) builds the evidence based on disaster resilient shelter by rolling out the Community-led Housing Preparedness, Recovery & Reconstruction Guideline targeting Central Vietnam in collaboration with Dien Ban People’s Committee, Quang Nam province.

Currently, CRS Vietnam is seeking for a consultant(s) to take photos and produce promotional products. The consultant will work closely with CRS staff on the mentioned assignment in Quang Dien district, Thua Thien Hue province and Dien Ban town, Quang Nam province.

2. Objectives

The primary objective for the consultant(s) is to take high quality photographs to capture the project approach, areas of intervention, best practice and results to donors, government partners and other key project stakeholders. This assignment includes:

- Two human interest stories/success stories from beneficiaries showing case of shelter demonstration;
- One hundred high resolution photographs with captions for project intervention, marketing brochure and human interest stories.

3. Key activities

The Freelance/Consultant team leader will form a team of qualified members. The following is a non-exhaustive list of anticipated primary activities to realize the objective highlighted above:

- Working with CRS to get clear understanding on assignment, agree on the objective of each promotional product, target groups, CRS branding standard and discuss the requirement for the final products;
- Studying the project documents to learn basic knowledge for better understanding of project activities, particularly, CBDRM and disaster resilient shelter;
- Proposing the working content for field trips following main areas of project interventions, tentatively:
 - Trip # 1 in Quang Dien district, Thua Thien Hue province for CMCR project: CBDRM – CBDRA, NDPC planning and implementation, specifically Disaster Resilient Shelter, Early Warning System improvement, Response skill capacity building (equipment)
 - Trip # 2 in Quang Nam for shelter demonstration under Homes & Communities project: organize training for local government, technical support group, mason; conduct house assessment;
 - Trip # 3 in Quang Nam for shelter demonstration under Homes & Communities project: repair houses; monitoring; completion of house repair; visit households; FCRM -shelter technical support through hotline;
- Developing human interest stories in English and Vietnamese
 - Developing human interest stories in English following CRS’s provided template and requirement
 - Collecting feedbacks from CRS and modifying accordingly;
 - Editing based on CRS’s comments and feedbacks;
 - Translate human interest stories into Vietnamese;
 - Finalizing the human interest stories in English and Vietnamese in compliance with CRS branding standard and submitting to CRS;
- Producing high-resolution photographs
 - Taking project activities photos (project intervention, photos for marketing brochure and human interest stories)
 - Selecting photos, editing photos, writing captions, quotes from beneficiaries and submitting to CRS.

Consultancy’s tasks, tentative timeframe:

The Consultant will engage from June 2023 to 25th September, 2023. Below is tentative schedule:

Activity	Tentative Date Range	Responsibility	Location
Initial briefing and plan between consultant and CRS team	2 nd – 3 rd week of June 2023	Consultant CRS staff	CRS office, Hanoi
Studying the project documents to understand project activities	2 nd week of July 2023	Consultant	

Activity	Tentative Date Range	Responsibility	Location
Developing the working content for field trips			Home based
Conducting field trip #1 in close collaboration with CRS staff - Taking project activities photos in Thua Thien Hue province	3 rd week of July 2023	Consultant CRS staff	Hue
Post field trip #1: - Selecting and editing photos - Writing captions, quotes	3 rd – 4 th week of July 2023	Consultant	Home based
Conducting field trip #2 in close collaboration with CRS staff to take project activities photos in Quang Nam province. Shelter demonstration: organize training for local government, technical support group, mason; conduct house assessment.	4 th week of July 2023	Consultant CRS staff	Quang Nam
Post field trip #2: - Selecting photos, editing photos - Writing captions, quotes - Developing human interest stories in English - Discussing with CRS on draft products for comments and feedbacks	1 st week of July 2023	Consultant Consultant CRS staff	Home based CRS office, Hanoi
Conducting field trip #3 in close collaboration with CRS staff to take project activities photos in Quang Nam province Shelter demonstration: repair houses; monitoring; completion of house repair; visit households; FCRM; shelter technical support through hotline.	1 st week of August 2023	Consultant CRS staff	Quang Nam
Post field trip #3: - Selecting photos, editing photos	1 st – 2 nd week of August 2023	Consultant	Home based

Activity	Tentative Date Range	Responsibility	Location
<ul style="list-style-type: none"> - Writing captions, quotes - Continue with the development of human interest stories in English - Discussing with CRS on draft products for comments and feedback 		Consultant CRS staff	CRS office, Hanoi
Developing human interest stories: <ul style="list-style-type: none"> - Developing, editing human interest stories in English - Collecting feedbacks from CRS and modifying the accordingly - Translate human interest stories into Vietnamese - Finalizing the human interest stories in English and Vietnamese and submitting to CRS 	3 rd – 4 th week of August 2023	Consultant Consultant CRS staff	Home-based CRS office, Hanoi

4. Deliverables

The period of this agreement will be from June 2023 – September 2023. The Freelance/Consultant will deliver:

- 1) Field trip plan in order to achieve the mentioned assignment;
- 2) Two human interest stories/success stories from beneficiaries showing case of shelter following template provided by CRS;
- 3) One hundred high resolution photographs with captions for project intervention, marketing brochure and human interest stories.

5. Consultant qualifications

The following is a non-exhaustive list of key profile attributes of the consultant/supplier:

- Have professional skills and experiences in taking photo in similar assignment and with similar clients;
- Have professional equipment to take photos with high quality;
- Experience using graphic and/or publication design programs;
- Be a good teamwork and have facilitation skill and open for feedbacks and comments;
- Demonstrated ability to communicate strongly in English, both written and verbal;
- Be responsive and comply with required deadline;
- Be flexible and be able to travel out of Hanoi;
- Experience working in the development sector would be an advantage.

6. Application

The application should be signed, stamped (for company), and sent to Catholic Relief Services via email: vn_procurement@crs.org **by 31st May 2023**

Applications should include an expression of interest:

- A tentative work plan with an indicative budget including PIT/VAT and travel costs.
- Samples of similar works
- CVs/ Company profile demonstrating relevant capacity and experience.
- Two reference contacts of previous clients

Only shortlisted proposals shall be contacted for interview before contracting.