TERMS OF REFERENCE
Photography Assignment – Exhibition in Global Health Event

Bernard van Leer Foundation / 15 October 2018

Application Due: October 28th 2018
Shooting Period: November 1st – November 20th 2018
Total Engagement Period: October 22nd – December 31st 2018

Background

The Bernard van Leer Foundation and our various partners are planning to hold a side event as part of a global health event in India in December 2018. The side event, titled ‘Spotlight on the many voices of the early childhood workforce’, is an opportunity to bring together conference attendees into a shared learning space for and with early childhood health professionals. By building empathy for the individual, issues surrounding the early childhood workforce would take on a different lens and added significance. In addition, the event will make concrete links across sectors, exploring the multiple roles which the frontline worker often takes on, and the ways in which the system supports/impedes collaboration.

As part of this event, we hope to exhibit a gallery of images of various early childhood workforce individuals, globally. These images should convey/document ‘a day in the life of a frontline worker who works with pregnant women, mothers, fathers, infants and toddlers (aged 0-3), in various parts of the world and in various sectors. It is also an opportunity to put a face to the variety of individuals who are “early childhood professionals” at all different levels and sectors.

In view of this, we would like to select three-five professional photographers or photojournalists that will work under individual consultancy contracts for the Bernard van Leer Foundation, to document the above, each in a different part of the world.

Note: The early childhood workforce includes community health workers, educators, home visitors, midwives, paediatricians, social workers, and others who work directly with pregnant women, young children, families and their community.
Scope of Work

The photographers will work under a short-term consultancy contract for the Bernard van Leer Foundation, reporting directly to the Early Childhood Development Specialist (Esther Goh) and working closely with the Communications Officer (Melissa van Well-Dijkshoorn) to perform the following tasks:

- Provide documentary style photographs in colour that capture ‘a day in the life of a frontline worker’. Potentially, frontline workers in five different parts of the world will be followed by the photographer, from their home all the way to their work. The photographs should look and feel like a series, together telling a story. Ideas to include in the photographs are: their home and family, route to work, what’s in their bag, their actual work (accompanied by either a pregnant woman, a mother/father and baby or a mother/father and toddler).

- Each photograph should be accompanied by a caption which describes both the situation and provide a glimpse into the thoughts and emotions of the frontline worker. Translation support will be provided if necessary.

- For a diverse, global representation, we would like the photographs to be shot in, but not limited to, the following countries/regions:
  - India
  - Latin-America (preferably Peru, Chile or Brazil)
  - one Sub-Saharan African country
  - the Netherlands or an Eastern European country and
  - Jordan or Lebanon
  - The photographer should be based in the country where the images will be captured. Local photographers are highly encouraged to apply.

- The photographs should be of high quality and resolution so that they can be printed in very large format. Exact specifications can be found in the ‘Specifications’ section.

- The pictures should reflect the overall style of the Bernard van Leer Foundation in being positive. We would like to trigger the emotions of the viewer, but in a positive and hopeful way. ‘The images of the Bernard van Leer Foundation aim to show positive social change in the life of young children, families or communities. Therefore, pictures show optimism, children with potential and capacity, and a caring environment.’

- The photographer would need to ensure that approval from Bernard van Leer Foundation is sought before commencing the photography session with selected subject and programmes. Support from the Foundation may be sought in identifying and connecting with specific programmes.

- The photographer needs to make sure that people beforehand agree that their and their children’s pictures are taken and used in publications (and other communications materials). This is particularly important to stress in relation to very young children. For children under the age of 18, a parent or legal guardian need to sign a photography subject release form (provided by the Bernard van Leer Foundation).
Expected Deliverables

To achieve the objectives of the assignment, the photographer will:

- successfully capture and emotionally express the core elements of the situation assigned for coverage
- cover a range of different locations per series; home, commute, workplace
- provide different visual perspectives (close-up, medium range, long distance), in both horizontal and vertical formats
- make sure pictures are technically good (properly exposed, processed and framed)
- provide rough edit selections of best images (up to 25 photographs), with complete caption information
- maintain images in the sequence in which they were shot, so the shoot logic can be easily traced
- deliver the final, edited photographs using WeTransfer, Google Drive or Dropbox

Selection Criteria

The qualifying photographer must fulfil the following requirements regarding experience and qualifications:

- Prior experience in similar projects/activities (share links to previous work/portfolio)
- High level of creativity and initiative
- Ability to work under a tight timeline and guarantee timely delivery of photographs
- Photographer must use own photography equipment capable of delivering high resolution JPEG or raw files (300 dpi at 2610 x 3900 pixels)
- Strong writing skills to communicate the emotions, thoughts and overall situation as captured in the image
- Language Proficiency: English (preferred). Professional proficiency in other languages used in the Foundation’s programs, e.g. currently Arabic, Dutch, French, Hebrew, Hindi, Portuguese, Spanish, Turkish (desirable)
- **Asset:** Photographer to have contacts with existing local early childhood, health, nutrition or early education programme

Timeline

October 28th, 2018  Application to be received by 11.59 PM (CET). Please send application documents to Esther Goh, Esther.Goh@BvLeerF.NL

November 2nd, 2018  Photographer selected

November 21st, 2018  Full batch of photographs submitted for selection, with complete caption information and subject release forms

November 24th, 2018  Bernard van Leer Foundation will finalise selection of around 25 photographs per series

November 29th, 2018  Selected photographs are edited and ready for print
Submission of Application

Please submit the following when applying for the consultancy:

- Letter of Interest describing your motivation and approach to this project
- CV and Portfolio of work
- Proposed fee (per day and total number of days)
- Evidence of experience in photography related to social issues
- (Optional) Letter of authorization from organization granting permission to photograph a frontline worker

All expressions of interest must be received by October 28th, 2018, 11.59 PM (CET). Please submit your application to Esther Goh, Esther.Goh@BvLeerF.NL, with the title “Photography Assignment - <insert your country here>”.

Specifications

- Each photograph should be saved as a high-resolution JPEG file at 300 dpi. The print size should be at least 2610 x 3900.

- All photographs should have its metadata with captions, copyrights and other relevant information. Caption information should include:
  o Name of the photographer;
  o Name(s) of person / people featured in the photographs, if known, and other details, such as their role or occupation or their relationship to other people in the photo;
  o The context of the photograph (where the picture was made – which country/town, whether the photo was taken at home, in a centre or within a home visiting programme, etc.);
  o Describe both the situation and provide a glimpse into the thoughts and emotions of the frontline worker.
  o Translation support will be provided if necessary.