



## **TERMS OF REFERENCE (ToR)**

### **Communication Services for Photo and Video Coverage**

**Event:** “Women Together in Fisheries”

**Location:** Tunis, Tunisia

**Dates:** April 27–29, 2026

### **1. Background and Context**

Within the framework of initiatives promoting **gender equality, women’s leadership, and sustainable fisheries**, the event “**Women Together in Fisheries**” will be held in **Tunis, Tunisia, from April 27 to 29, 2026**.

This three-day event will bring together **women professionals, community leaders, experts, civil society organizations, institutions, and partners** working in the fisheries and marine sectors. The event aims to strengthen women’s voices, share experiences, promote best practices, and highlight women’s contributions to sustainable fisheries and marine resource management.

To ensure strong visibility and effective communication, the organizing team seeks to recruit a **professional communication agency** to provide **daily photo and video coverage** throughout the event.

### **2. Objective of the Assignment**

The objective of this assignment is to ensure **high-quality visual documentation** of the event through professional photography and videography in order to:

- Capture key moments and highlights of the event on a daily basis;
- Provide same-day edited photos for communication and media use;
- Produce a short **summary video (3–4 minutes)** featuring key moments and interviews with participants;
- Create a visual archive for future communication, reporting, and outreach activities.



### 3. Scope of Work

The selected agency will be responsible for **on-site coverage during the full duration of the event (3 days)**.

#### Daily Coverage (April 27–29, 2026)

For each day of the event, the agency shall ensure:

- Professional **photo coverage** of:
  - Opening and closing sessions
  - Panels, workshops, and discussions
  - Speakers and participants
  - Audience interactions and networking moments
  - Official group photos and side activities
- Professional **video coverage** of:
  - Key sessions and highlights
  - Atmosphere and interactions
  - Short interviews with participants, speakers, and organizers

### 4. Expected Deliverables

#### A. Photography

- **Minimum 50 edited photos per day** (total minimum: 150 photos)
- Photos must reflect:
  - Diversity and inclusion
  - Women's leadership and engagement
  - Professional and dynamic atmosphere of the event
- Format: **JPEG (high resolution)**
- Quality: Suitable for **web, social media, reports, and print**

#### Delivery timeline:

- **Edited photos must be delivered the same day**, no later than the evening of each event day.

#### B. Video Production

1. **Final Event Video**
  - Duration: **3–4 minutes**
  - Content:



- Overview of the three-day event
  - Key moments and activities
  - **Interviews with participants** (women leaders, experts, organizers)
  - Style:
    - Dynamic, storytelling-oriented
    - Subtitles in English (and/or Arabic, French, if required)
  - Format: **4K / Full HD**, optimized for web and social media use
- 2. Raw Footage**
- All raw video files (interviews and b-roll)
  - Delivered on external hard drive or secure cloud link

**Delivery timeline:**

- Final edited video: **within 10 days after the event**
- Raw footage: delivered together with the final video

## **5. Technical and Quality Requirements**

- Use of **professional photography and video equipment**
- High-quality sound recording for interviews (external microphones required)
- Stable footage (use of tripods and/or stabilizers)
- Natural and adequate lighting
- Discreet and respectful presence during sessions
- Compliance with **ethical standards and consent for interviews and filming**

## **6. Profile of the Service Provider**

The assignment is open to **communication agencies or professional teams** that meet the following criteria:

- Minimum **3 years of experience** in event photography and videography
- Proven experience with **institutional, social, or development-related events**
- Strong portfolio demonstrating:
  - Event coverage
  - Interview-based videos
  - Storytelling skills
- Ability to deliver **same-day edited photos**
- Availability for full on-site coverage in Tunisia from April 27 to 29, 2026

## **7. Intellectual Property and Usage Rights**



- All photos and videos produced under this assignment shall be the **exclusive property of the contracting organization**
- The agency may not use or publish the content without prior written authorization
- Content must be **original and unpublished**

## 8. Duration of the Assignment

- On-site coverage: **3 days (April 27–29, 2026)**
- Post-production and final video delivery: **up to 10 days after the event**

## 9. Application Requirements

Interested service providers must submit:

1. **Technical Proposal**
  - Description of the proposed approach and methodology
  - Team composition and CVs
  - Portfolio or links to similar assignments
  - Description of equipment to be used
2. **Financial Proposal**
  - Detailed budget in **local currency (TND) or EUR**, all taxes included
  - Breakdown per service (photos, video, editing)

## 10. Selection Criteria

Criteria	Weight
Technical quality & relevant experience	70%
Financial offer	30%

## 11. Submission of Applications

Proposals must be submitted electronically to this mail address **procurement@wwfna.org**

**Deadline: 21 mars 2026**

**Late submissions will not be considered.**

