

Terms of Reference

City Cancer Challenge

Photographer - Video Maker

Nairobi

The following Terms of Reference are designed to serve as a guide for the quotation for the photographer and video maker in Nairobi.

The purpose of this photography project is to create a comprehensive visual documentation of the city's landscapes, landmarks, culture, and daily life. The images will be used for promotional materials, website content, and other communication channels.

General Information

Founded by the Union for International Cancer Control (UICC), and registered in Geneva, Switzerland, as a standalone Foundation on 15 January 2019, the City Cancer Challenge Foundation is building a collective movement of cities supported by a network of global and local partners to deliver quality, equitable and sustainable cancer treatment solutions for all. City Cancer Challenge is a city-based partnership initiative that aims to improve access to quality cancer care in countries around the world by transforming the way stakeholders from the public and private sectors collectively design, plan, and implement cancer solutions. The approach is built on the core principle that cities can drive impact at the national level by crafting data-driven solutions with the support of a network of global, regional, and local partners that reflect an understanding of the unique local context.

Scope of work

The photographer will be responsible for the following:

- Capturing high-resolution photographs and videos that showcase the diverse aspects of Nairobi.
- Ensuring the quality and artistic merit of the photographs and videos, paying attention to composition, lighting, and overall visual impact.
- Providing a variety of shots that can be used for different purposes, such as promotional materials, social media, and website content.
- Coordinating with the city manager to obtain permission from local stakeholders to photograph hospitals and healthcare professionals.



- Editing and retouching selected images to enhance their visual appeal while maintaining the C/Can brand identity.

Deliverables:

Please check the City Cancer Challenge photography guidelines available [here](#) to see the style, personality and examples of pictures.

The list of specifications for the shots to be captured is given below:

Media to be Captured	Specification	Minimum Quantity
City and people	<ul style="list-style-type: none"> • Landmarks • Street life • People in movement • Zenithal frame-Drone views 	20 each point
Coloured portraits*	<ul style="list-style-type: none"> • People who live in the city, from diverse age and gender • Colourful backgrounds, preferably with simple patterns and bright colours. 	20 each point
Urban portraits and stakeholders*	<ul style="list-style-type: none"> • People who live in the city, from diverse age and gender • Urban backgrounds, slightly out of focus, and trying to show the urban life behind our models. 	20 each point
Healthcare professionals (and possibly patients) in hospitals	<ul style="list-style-type: none"> • Multidisciplinary teams • Health professionals working • Surgery, Palliative care, Radiotherapy, Chemotherapy, Nuclear medicine, Pathology labs, Paediatric cancer, patient navigation, nurses. • Patients 	20 each point
City Stakeholders portraits	<ul style="list-style-type: none"> • Shots of them working • Shots of them with urban backgrounds, slightly out of focus 	2 - 3 each per stakeholder



Short Videos (15 seconds each)	<ul style="list-style-type: none">• City life (including traffic and people walking in the street)• Aerial views with drone• Hospital staff working	20 each point
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*Please note that getting pictures of strangers in the street may be difficult, as we also need the signed photo release form. We suggest to involve in this project, friends or someone you already know to shoot these pictures.

Timeline

The project is expected to be completed within 3 weeks from the start date. A detailed schedule, including milestones and deadlines, will be agreed upon before commencement.

Submission

Interested photographers should submit their proposals by 6 May 2024 to lorenzatti@citycancerchallenge.org. Late submissions will not be considered. Prices should be indicated in USD.

Selection Criteria

Photographers interested in this project should submit a proposal that includes:

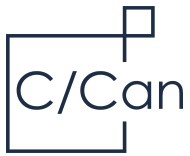
- Portfolio showcasing previous work, with an emphasis on urban photography.
- Three professional references.

Delivery

Following validation of quality and quantity by City Cancer Challenge, the final delivery of colour-corrected photos and clips are to be shared with City Cancer Challenge via Google Drive or WeTransfer.

Payment terms

Following validation of quality and quantity by City Cancer Challenge, the payment will be made within 30 days.



Contractual Agreement

Upon selection, a formal contract will be established between City Cancer Challenge Foundation and the selected photographer, outlining the terms and conditions of the engagement.

Contact Information

For inquiries or to submit proposals, please contact Ivana Lorenzatti, Digital Communications Coordinator, at lorenzatti@citycancerchallenge.org