



TERMS OF REFERENCE

PHOTOGRAPHY AND PRODUCTION OF A COFFEE TABLE BOOK ON THE MULTIVERSE OF WOMEN IN THE IGAD REGION

Background

Land governance across borders or transnational land governance looks at rule making, standard setting and institution building across borders. Empirically, one can see a variety of patterns of regulatory governance emerging. The studies commissioned by IGAD in 2016 reviewing the of land governance systems in the IGAD Member States identified four transnational elements:

- state sovereignty over land;
- legal pluralism (customary and statutory);
- gender biases in access to land;
- land tenure insecurity and land conflicts.

In the IGAD Region, national organisation as a structuring principle of societal and political action can no longer serve as the orienting reference point. This creates the need for increased cooperation among nations. The IGAD region finds itself in a time where economic, social and political developments in one country are increasingly affected by developments in others; and where opportunities and threats to people are no longer exclusively the responsibility of individual governments; The transnational sphere of land governance in the IGAD region is built neither upon nor beyond national institutional frameworks (full integration). Rather, the transnational sphere of land governance in the IGAD region transcends national borders while at the same time being entangled in historically contingent institutions and shaped by actors rooted in locally and nationally diverse contexts (Convergence). In dealing with cross border contexts in land governance, it is important to understand how transnational rules are implemented on the ground, how they are monitored by civil and public actors, and whether there is any learning from local experiences going on, or not.

IGAD through this project with the Swedish Embassy seeks to improve the performance of the land administration function in the IGAD region moving these closer to convergence and enabling the implementation of cross border initiatives that have a bearing on land. This project intends to deliver the following four result:

- 1) Enhanced Capacity Development of IGAD Region on gender responsive land administration.
- 2) Strengthened gender mainstreaming in land administration for the IGAD Region.
- 3) Strengthened Capacity of the IGAD Region to implement land monitoring.
- 4) Strengthened IGAD Land Governance project coordination and Implementation.

This project focuses on documenting best practices and generating mode or prototypes on land administration and management that can be replicated or scaled up. The model/prototype generated are mainstreamed by gender and will be used as learning ground and adaptation for use by the IGAD Member States with the expectation that there will be increased systemic change in how land governance functions at Member States level.

Problem Statement

Gender-based inequalities around land is prevalent across most countries in the region. This is in part due to some customary norms and practices which vest male members with the power to deal with important assets such as land. This is particularly so in patriarchal societies, which favor men/boys rights over women/girls. Within associated customary systems, women often have weaker and more temporary customary rights, often mediated through the men in their family. As inheritance is the primary mode of transferring land and is primarily practiced according to custom, sons are much more likely than daughters to have rights to land in many African contexts including in the IGAD region.

Virtually all societies in the IGAD regional bloc are primarily patriarchal and, even in some areas of Member States where there are matrilineal societies, these are increasingly giving way to patrilineal systems. Even where matrilineal systems prevail, some matrilineal customs and practices afford women secure rights to land, while others recognize women's right to inherit land, but men remain the primary decision makers over land. Gender biased norms and practices make it difficult to achieve meaningful positive impact on gender equity through legal interventions undertaken in the majority of Member States to promote women's land rights. In addition, insufficient understanding of the legal plurality governing women's land rights, inadequate safeguards of women's land and property rights, inappropriate mechanisms for implementing legislations, institutional constraints and limited awareness of women's rights also impede implementation of women's statutory rights. Some administrative measures taken to improve women's land rights have not been entirely effective as women are often excluded or under-represented in land related institutions. Gender discrimination in access, control, and ownership of land remains a serious impediment to socio-economic development.

Justification

The multiverse of women is the panoply of socio-economic and cultural ecosystems that comprise the worlds of women. These ecosystems frame the differentiation across women in terms of their conditions, needs and interests in relation to the access, use and control of land and property rights. It identifies and analyses the underlying relationships, barriers and layers of vulnerabilities that women encounter, which are shaped by their class, marital status, position in the family, age, location, religion, caste, income, ethnicity, among others. The aim of this action research is to examine the multiverse of women, describe the layers of vulnerabilities they experience with regard to secure tenure and identify possible tenure options work for them, summarise the state of play with respect to women's access to and control over land and real property in both urban and rural settings in the IGAD Region.

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The understanding of the multiverse of women proposes a set of actions that will apply the principles of non-discrimination to be reflected in laws, policies and practices in regard to property rights, land administration, marital relationships and inheritance that:

- acknowledges the right to secure tenure and adequate housing
- affirms the equal rights of men and women, regardless of their marital status, and whether they are in civil, customary or consensual unions
- recognises a woman's right to own and control separate property
- provides for marital regimes of separate, partial and full community of property, with full community of marital property (and its joint administration) as the default regime

- entitles spouses to a share of the deceased partners' estate, in order to guarantee women's rights to the marital home
- entitles sons and daughters to equal shares in the case of intestate succession

Objective of the Assignment

To raise global attention, advocate, and trigger local, national and regional awareness and political discussion about the situation of different women on land particularly highlighting why poverty takes on a feminine face. This therefore is a documentation describing the multiverse of women in different socio-economic contexts and their intersectionality with land in the IGAD Region.

The IGAD Land Governance Unit wants to produce a Coffee table book covering the perspective of the intersectionality of women in relation to land and productivity including single women never married, divorced women, elderly women, widows, women with disabilities, child mothers, women living with HIV AIDS and any other interesting stories that might emerge. The contractor will shoot, document, design & production (Including Editing, Photo-Editing, Developing Info graphics and Proof-Reading) and printing Coffee Table Book (hereinafter referred to as 'the Project'). The Project should resonate with both a global and regional target audiences.

Scope of Work & Technical Requirements:

IGAD welcomes creative ideas & suggestions for an impactful and innovative delivery of the message. The book using aesthetic design, real photographs, lucid write up will enlighten the target audience on the transnational nature of women's land rights in the IGAD Region. The coffee table book is to be empathy driven, moving and motivational, told mainly from the perspective of the diverse women in diverse contexts, with interviews and inputs from local communities, decision makers. The project should be produced at highest market quality standards, high-definition and colorful, with clean stylistic touches.

The scope of work is on the basis of turnkey project and deliverables will include:-

- a) Conceptualization creation/generation, designing, lay-out, photo-text content development, illustrations editing and printing of coffee table book.
- b) Photo research, photography, photo-sourcing, photo-selection, photo-correction. Only original photos are acceptable.
- c) Text-content development editing of contents, preparing the design/layout and it's editing & copy writing for the project.
- d) Design the overall look of the book, the fonts to be used and the paper to be used. This includes type setting of the book, ensuring illustrations and captions are correct, preparation of Headings
- e) Effective coordination for collating content and reference material, photos and design including appropriately placing of photographs, Preparing bibliography
- f) Layout the texts and photographs in the book. This includes ensuring high quality of work (editorial, design and production). A sample of the coffee table book should be submitted to the IGAD Land Governance Unit for approval before final production.
- g) Delivery of soft copies (Three) in COREL DRAW or IN-DESIGN.
- h) Delivery of 500 hard copies of coffee table books 27.5cm X 27.8cm in hard bound in between 180 – 200 pages each 220 GSM Art Paper; or 1500 hard copies of coffee table books 27.5cm X 27.8cm in hard bound in between 180 – 200 pages each 170 GSM Art Paper
- i) Digital adaptation of the coffee table book as E-version for the IGAD Land Governance Portal. Downloadable version of the Coffee Table Book

The Coffee book should be written in both English and French

The entire development and production process will be closely monitored by the IGAD Land Governance Unit providing continuous review, comments and thematic inputs support when needed. The IGAD Land

Governance Unit is the Producer of the coffee table book and has the final authority to approve the book as well as creative, editorial and technical direction of the project. All rights are reserved by IGAD.

The rough drafts of the project should be provided to the IGAD Land Governance Unit for review, comments and approval. Only IGAD has a final approval of the Project.

Expected timeline:

The Consultancy is for a total of 50 days spread over four months. The final product i.e. the coffee table book as well as all the raw material and project files, should be delivered to IGAD **no later than 30th March 2020.**

Location:

The contractor is expected to travel to the 7 IGAD Member States thus Djibouti, Ethiopia, Kenya, Somalia, South Sudan, Sudan and Uganda. IGAD will provide technical support in acquiring the necessary permission and authorization photoshoots at agreed places in the Member States.

Deliverables & payment distribution:

Payments of total budget will be processed upon delivery of the following product along with invoice:

1. Detailed timeline, work plan and draft outline (20%)
2. Detailed budget and shooting schedule (40%)
3. Final draft of the Coffee book approved by IGAD (20%)
4. Final Coffee book produced and delivered to IGAD (20%)

Report

A detailed report on all photography locations, including names and contact details of all individuals photographed. The report must include at least 35 powerful statements (5 from each Member State) by women, community members and other stakeholders to be used in reports and fact sheets.

Technical Requirements/Specifications

Particulars	Specifications for 1500 copies	Specifications for 500 copies
Name of Work	Photography and production of a coffee table book on the multiverse of women in the IGAD region	Photography and production of a coffee table book on the multiverse of women in the IGAD region
Quantity Size in inches	1500 copies Approx. 27.5cm X 27.8cm	500 copies Approx. 27.5cm X 27.8cm
No. of Pages	180 - 200 pages including cover	180- 200 pages including cover
Binding & Colour Schemes	Hard Bound with Multi Color Jacket Cover with aqueous coating.	Hard Bound with Multi Color Jacket Cover with aqueous coating.
Offset Printing of Photographs and illustrations	To be designed/created by the contractor anywhere and in any size as per requirement/design Photos. The Book must consist of a minimum of 60% pictorial illustrations	To be designed/created by the contractor anywhere and in any size as per requirement/design Photos. The Book must consist of a minimum of 60% pictorial illustrations.
Digital - contents of the coffee table book.	An e-version for the IGAD Land Governance Portal, content featuring the contents of the coffee table book.	An e-version for the IGAD Land Governance Portal, content featuring the contents of the coffee table book.
Language	English and French	English and French

Particulars	Specifications for 1500 copies	Specifications for 500 copies
Lamination/Varnishing	Cover Matte lamination + UV	Cover Matte lamination + UV
Binding	Hard Case with Jacket Cover Matt Laminated / Perfect binding section sewn with good quality library book style with head and tail bands, flat spine bound with hard case binding machine i.e. perfect binding with hard case. Book mark both side printing 4/c on 300 GSM super white rendezvous or similar grade.	Hard Case with Jacket Cover Matt Laminated / Perfect binding section sewn with good quality library book style with head and tail bands, flat spine bound with hard case binding machine i.e. perfect binding with hard case. Book mark both side printing 4/c on 300 GSM super white rendezvous or similar grade.
Logos	Three Logos will feature on the front cover– Swiss Development Corporation, Swedish Embassy and IGAD. The IGAD Member States Flags will run on the back cover of the book. Specifications will be provided.	Three Logos will feature on the front cover– Swiss Development Corporation, Swedish Embassy and IGAD. The IGAD Member States Flags will run on the back cover of the book. Specifications will be provided.
Process of Composing & Printing	Laser typesetting and offset printing. Proofing of the colors will be done by the contractor & get approved by the IGAD Land Governance Unit before final printing	Laser typesetting and offset printing. Proofing of the colors will be done by the contractor & get approved by the IGAD Land Governance Unit before final printing.
Proof reading	It will be the sole responsibility of the contractor in coordination with the IGAD Land Governance Unit. Dummy print to be provided before final printing.	It will be the sole responsibility of the contractor in coordination with the IGAD Land Governance Unit. Dummy print to be provided before final printing.
Liaison	It will be the responsibility of the Contractor to collect & deliver the proofs and each & every related job	It will be the responsibility of the Contractor to collect & deliver the proofs and each & every related job
Packing	Each book to be put in 200 GSM paper board envelop to be packed in corrugated boxes 5 ply of 20 copies each.	Each book to be put in 200 GSM paper board envelop to be packed in corrugated boxes 5 ply of 20 copies each.
Delivery Period	Not later than 30 th March 2020	Not later than 30 th March 2020
Delivery	The Contractor will, as part of this assignment with no additional costs to IGAD, deliver the consignment at the given addresses as and when directed by IGAD: The IGAD Land Governance Unit Intergovernmental Authority On Development (IGAD) Ave Georges Clemenceau, Djibouti P.O Box 2653, Republic Of Djibouti	The Contractor will, as part of this assignment with no additional costs to IGAD, deliver the consignment at the given addresses as and when directed by IGAD: The IGAD Land Governance Unit Intergovernmental Authority On Development (IGAD) Ave Georges Clemenceau, Djibouti P.O Box 2653, Republic Of Djibouti

General Terms & Conditions

- a) Proposals received after closing date & time shall be rejected;
- b) Corrections, if any, in the documents submitted should be duly authenticated with full signature of the authorized signatory, failing which such proposals are liable to be rejected;
- c) The proposal should be submitted neatly

- d) In the event of default in supply, the IGAD reserves the right to cancel the order and to claim damages from the successful contractor, and also reserves the right to award the contract to another vendor at the cost and risk of the successful bidder;
- e) The Technical proposal should not contain any indication of the price. In case any indication of the price quoted is included in the Technical proposal, such proposals shall be rejected. No correspondence will be entertained in this regard;
- f) All material, art work, photographs, write-ups and all such information, etc used in printing of Coffee Table Book will be the property of IGAD Secretariat and will have sole rights for its use in future. Content shared online must be copyright protected;
- g) The applicants shall provide all the necessary documents, samples and reference information as desired by the IGAD Tender Committee;
- h) The applicants shall also assist the IGAD Tender Committee in getting relevant information / references/ photographs, etc if desired;
- i) The cost indicated in the Financial Proposal shall be treated as final and reflecting all-inclusive rate of per Coffee Table Book/ E-Book
- j) Consortium of two advertising or printing or publishing houses would be allowed only for the purpose of execution of job. However, all the technical and financial formalities will have to be met by the main bidding contractor in the selection process.
- k) The expenditure on travelling, accommodation, any other allowance, etc for collecting, collating, compiling of any data, information or any other such material required for printing of the Coffee Table Book would be borne exclusively by the contractor.

Copyright and Intellectual Property Rights

In consideration of the fees paid, the Consultant expressly assigns to IGAD any copyright arising from the works the consultant produces while executing this contract.

The consultant may not use, reproduce or otherwise disseminate or authorize others to use, reproduce or disseminate such works without prior consent from IGAD.

Qualifications:

The Contractor is expected to have the following qualifications:

- Minimum of five years' work experience in the area of photography writing, producing, directing and editing photographs (give details and knowledge and experience in latest photography software);
- Access to highest quality camera, light, sound and editing equipment
- Ability to operate under strict time limits and apply high production and technical standards for the purpose of maintaining high level of professionalism;
- History of performance excellence regarding themes/target groups that are the same as/similar to the above mentioned ones;
- Exceptional photography skills
- Excellent photo and editing skills;
- Previous experience in shooting international quality award winning photographs
- Experience working in remote areas of the IGAD can region is preferred;
- Proven ability to work in multicultural environment;
- Ability to adhere to deadlines and flexibility;
- Availability to travel immediately, upon signature of contract;
- Track record of successful materials photographed in the region and/or on similar topics would be an asset.

Application: (DEADLINE 15th November 2019)

Each application should include the following:

- Cover letter with the applicant's current contact information including how the candidate's previous experience matches the consultancy objectives as well as their interest for the position (no longer than two pages);
- Technical proposal on how they intend to carry out the assignment;
- Financial proposal/detailed budget of the project;
- CV of consultant and the team and professional references or letter of recommendation;
- Samples of recent similar assignments: online portfolios and links to work. The Contractor is expected to provide a portfolio from previous work and information on photography that were prepared and broadcasted by national and international channels;

The detailed requirements are herein below –

Eligibility:

- Three links to work samples demonstrating most relevant previous productions
- Three references (with contact information) from previous clients
- Detailed list with technical information of the equipment intended for use, including camera, light, editing software etc.
- Brief presentation of the team, with CVs and functional responsibilities of the key people to be engaged in the production of the coffee book.

Creative Direction:

- Brief letter, describing previous experience on similar projects as well as proposed creative direction for the coffee table book. Creative ideas and suggestions are encouraged.
- Brief information about previous experiences on similar programmes/projects and similar work;
- Coffee table synopsis including description of work plan (3 pages maximum);
- Information on translation of text into French (mandatory)

Timeline: Detailed documentation plan and timeline for all phases in pre-production, production and post-production.

Budget: in separate document

- Detailed break-down of all estimated costs, including estimated days of shooting, production team, days of editing, travel costs etc.
- Photography crew costs
- Relevant information about editing process and the price of editing (off-line and on-line if needed)
- Relevant information on and the cost of the post production process
- A clear total cost for the final product. Please note that all costs, including transport, should be included in the total sum, no additional payments will be made outside of the total budget.

The short listed candidates will be invited to participate in a call to further present and clarify their ideas should this be deemed necessary.

Reservations & Confidentiality: IGAD reserves the right to withhold all or a portion of payment if performance is unsatisfactory, if work/output is incomplete, not delivered, or for failure to meet deadlines. In the event of the producer ending the contract prior to delivering all agreed upon products, a portion of the payments shall be returned to IGAD. The contractor undertakes to maintain confidentiality on all information that is not the public domain and shall not be involved in another assignment that represents a conflict of interest to the prevailing assignment. The Contractor shall undertake to refrain from promoting any political or religious beliefs in the coffee table book which is the subject of this contract.