Terms of Reference Pian Upe Wildlife Reserve- Photography and Videography Services

The Context

Established in 1964 and measuring over 2,000km², Pian Upe Wildlife Reserve is Uganda’s second-largest protected area and a critical assemblage of conservation areas in northeastern Uganda. The landscape hosts the greatest diversity of species of large plains mammals in the country and comprises the most important grassland habitat in eastern Uganda. The southern sector of PUWR contributes to the internationally recognized Lake Opeta Important Bird Area under BirdLife International designation, and an array of endemic and migratory avian species are found throughout the reserve. In the past, PUWR would have hosted large populations of megafauna, including apex predators such as lions.

The Pian Upe Wildlife Reserve (PUWR) is in Uganda’s socially and economically underdeveloped Karamoja region. The area is characterized by poverty and pressure on natural resources, including those of PUWR. Lack of investment and revenue generation has made it difficult to demonstrate the value of PUWR to the people of Karamoja, leading to calls for its degazettement. In response, Space for Giants partnered with the Uganda Wildlife Authority and Karimojong Overland Safaris to secure the future of PUWR, which is crucial for the Karomoja communities.

In August 2022, Space for Giants signed a historic co-management agreement with the Uganda Wildlife Authority (UWA), Karimojong Overland Safaris Ltd (KOS) and the Local District Governments to restore PUWR. This agreement constitutes the first protected area co-management agreement signed in Uganda and paves the way for future investment by the private sector into Uganda’s conservation estate. The agreement aims to protect and restore the protected area and drive more conservation rewards to local people.

The Vision for Pian Upe Wildlife Reserve: “A thriving self-sustainable conservation area in northeastern Uganda that supports the conservation of all species while generating socio-economic benefits to its neighbours.”

The objectives include:

- To demonstrate the importance of Integrated CMPs and their role in Ugandan conservation
- To restore and restock a globally important protected area in eastern Africa
- To transform the livelihoods of the Karimojong people who live on its boundaries and are dependent on the ecosystem services PUWR provides
- To deliver a highly credible carbon project to demonstrate that carbon reductions can be achieved equitably and sustainably in light of recent criticism of offset programmes

Goal

SFG and partners to this agreement (‘We’) are looking for professional photographer(s) and/or qualified firms in Uganda to support the documenting and showcasing of its impact by capturing the work put in place to restore Pian Upe Wildlife Reserve and drive more conservation rewards to its people.

The images will be used in our publications, websites, social media platforms, and newsletters. The media and other partners may also use photographs on request as a resource to portray the work the
partners have done in Pian Upe. Precisely, the service provider will capture, create, and edit high-quality photos and videos that showcase our activities on the restoration of Pian Upe throughout the projected six years (capturing the annual progress of the landscapes) and impact through visually appealing and high-quality photos.

*Hence the photography and videography will happen annually

**Image requirements**

We must showcase the images of the reserve before and after the protection and restoration project through a series of time-stamped images throughout the six years of phase one. This is year one of the project; hence, capturing the landscape's current look is crucial. The images will create awareness and promote the restoration project to a broader audience, including the Karomoja community, Ugandans, donors, visitors, and the general public.

**Scope of work**

- Conduct a site visit to Pian Upe Wildlife Reserve to assess the best locations for photography and videography.
- Capture high-quality images and videos of the reserve's landscapes, wildlife, flora, and fauna.
- Document the restoration and carbon reduction efforts, including interviews with project staff and community members.
- Capture high-quality images and videos of the reserve's communities and their livelihoods.
- Capture footage of protection, restoration and carbon reduction activities such as reforestation and renewable energy initiatives (if applicable)
- Capture aerial and wide-angled footage of the forest reserve of Napak, Kadam and Moroto.
- Interview the key stakeholders: local communities, UWA authorities, wardens and project team on the ground (this should cover why this landscape is essential and what it's going to take to restore it to its full glory)
  - UWA warden and or rangers
  - Local leaders
  - Interview with community members and how the restoration of Pian Upe will be necessary for their livelihoods.
- Provide a mix of aerial, ground-level, wide-angled and close-up shots to capture the full scope of the reserve's beauty and restoration efforts (that could potentially be used for the carbon project)
- Capture general images and videos that can be weaved into a potential story around international world days (on environment and wildlife)
- Create a compelling visual narrative that engages the audience and inspires action.
- Edit the images and videos to produce final deliverables that meet industry standards and project goals
- Deliver final deliverables in high-resolution digital formats suitable for online and offline media channels.

**Deliverables**

- A minimum of 50 high-quality and edited images in digital format
- A minimum of 5 minutes of edited video footage that showcases the reserve's beauty and the carbon reduction project
- An additional 1-minute edited video for use on social media platform
- Raw footage and photographs as per requirements
Image and video specifications

- The images and videos should be high resolution
- Images to be a minimum of 300dpi suitable for printing and using online
- 4k, 2-4 minute videos for the website and social media
- Drone/aerial images and videos
- The images and videos should be in colour, and pay attention to lighting and composition
- The photographer should pay the ethical guidelines of the reserve, including respecting the wildlife and local communities rights
- Share images and videos in the appropriate format for ease of sharing and printing

Usage

- Indefinite usage with full rights
- SFG and its partner’s digital channels, including websites, social media, digital presentations
- External use, such as with media outlets

Audience

- The government of Uganda and our partners, Uganda Wildlife Authority and KOS
- Ugandans and local communities surrounding Pian Upe
- Potential and existing donors globally
- Travel agencies and tour operators
- Other conservation organisations

Duration and Submission Timelines

- The contract will be for an initial period of the work that is a maximum of 30 days (including site visits, shoot days, editing and delivery of final work). The work is scheduled to begin in August or earlier, with the final version of the shot material to be delivered within four weeks.

Qualifications

- Must have at least five years of proven experience in conservation/wildlife/non-profit photography.
- Strong storytelling capabilities and editorial judgement
- Extensive experience in producing high-quality images for organizations/companies
- Excellent technical capacities with superior quality equipment
- Demonstrated knowledge and experience in photo-editing software such as Adobe Suite – Photoshop, and Lightroom
- Business registration certificate
- Must have a tax compliance / clearance certificate
- Should be in a position to secure clearance from authorities for drone usage
- Additional experience in development communication will be an added advantage
Terms and conditions

We reserve the right to request new or additional information regarding each service provider and any individual or persons associated with its project proposal.

We reserve the right not to make any appointment from the proposals submitted. Service providers shall not make available or disclose details pertaining to their Project proposal with anyone not specifically involved unless authorized by us. Service providers shall not issue any press release or public announcement about their project proposal details without written approval.

Our service providers must declare any conflict of interest in the transaction for which the tender is submitted or any potential conflict of interest. We reserve the right not to consider further any proposal where such a conflict of interest or such potential conflict of interest may arise.

Confidentiality

All data and information received from us for this assignment are to be treated confidential and are only to be used in connection with the execution of these Terms of Reference. All intellectual property rights arising from the execution of these Terms of Reference are assigned.

Key Contact

Interested candidates should submit their application on or before 31st August 2023. We request an Expression of Interest from the parties to be submitted to SFG’s Deputy Communications Lead at comms@spaceforgiants.org with the subject line “Provision of Photography and Videography Services.”

About Space for Giants

Space for Giants is an international conservation organisation that protects Africa’s remaining natural ecosystems and the wildlife they contain while bringing major economic and social value to local communities and national governments. It uses science and best-practice to deliver conservation investment initiatives to attract new funding to under-resourced protected areas. It works with national authorities to strengthen legal action to fight wildlife crime and protect animals in the wild. It uses technology it pioneered to reduce human-elephant conflict and works with various individuals, including African presidents, thought-leaders, academics, journalists, celebrities and philanthropists, to bring new supporters to its cause. It is headquartered in Kenya, works in eleven African countries, and is registered as a charity in the UK and a 501c3 non-profit in the US. Learn more at www.spaceforgiants.org