



for a living planet®

WWF-Pacific
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WWF-Pacific
Terms of Reference (ToR) for Photographer and Videographer Consultant

TERMS OF REFERENCE

Project Name	From forests to turtles: securing rich biodiversity areas in Pomio, East New Britain, Papua New Guinea
Project Locations	East New Britain, Papua New Guinea
Project Reference Number(s)	PG203300

WWF Pacific is thrilled to share this exciting opportunity for an experienced and motivated photographer/videographer to travel to the spectacular Pomio region in East New Britain, Papua New Guinea, to gather photo and video assets that will be critical to supporting conservation efforts in the region. WWF Pacific is ideally seeking an individual with experience and expertise in a range of techniques and equipment, including marine photography/videography, drone photography/videography, and who can deliver final products, e.g. edited film.

Summary and scope of work

We are seeking a seasoned and experienced photographer/videographer to support the Communications Team, Regional Conservation Director and Papua New Guinea Conservation Teams in capturing high resolution photographs and videos that include interviews that will be used by WWF Pacific to develop valuable materials for communications, advocacy and fundraising.

About WWF Pacific Islands

WWF-Pacific is committed to halting the degradation of the planet's natural environment and fostering a future where humans live in harmony with nature. To reinforce this commitment and promote inclusive and sustainable solutions, we are revamping our communications and partnership efforts in Fiji, Papua New Guinea, and Solomon Islands.

Effective communication of the WWF-Pacific 2025 Strategic Plan is crucial for its successful implementation. We aim to engage governments, communities, businesses, and civil society organizations in the Pacific region through targeted messaging, media engagement, and innovative digital platforms. By fostering transparent and inclusive communication channels, our goal is to inspire action, drive behavioral change, and influence policy decisions.

The communications unit plays a pivotal role in ensuring that the WWF-Pacific 2025 Strategic goals and outcomes are widely understood, embraced, and implemented. Recent evaluations have recognized our achievements in promoting environmental awareness and conservation messaging. However, there is an opportunity to further enhance our communication efforts to ensure a more inclusive and equitable approach and to update our communications and knowledge products.



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Background of assignment

WWF-Pacific, through its Papua New Guinea office is in the process of embarking on a conservation project site visit to the remote and ecologically unique area of East New Britain to identify opportunities to carry out conservation. As WWF has not previously worked in this area, one of the objectives of this site visit is to capture communication assets such as high resolution images, footage and interviews with identified community reps and partners to raise awareness of the conservation opportunities here and the individuals who are already engaging in conservation on a community level.

With incredible stories to be told from the ground, sky and underwater, community photography, wildlife photography, and marine and drone photography are all desirable from this assignment. The photographer/videographer will be assisted by the WWF-communications team to capture these high resolution images, b-roll footage and to carry out interviews to assist in creating knowledge products to support advocacy, visibility, behavior change, partnership leverage and fundraising efforts.

The ideal candidate has to possess a deep understanding of stakeholder engagement, and content development in addition to his/her professional skills in photography and videography. They will need to have a demonstrated track record in curating compelling content, developing impactful written materials, and tailoring messages for different platforms and target audiences. Familiarity with conservation, environmental, or sustainable development issues is highly desirable.

Dates

March 10-22, 2024

(With additional days for travel if traveling from abroad)

Required Skills and Experience

- Proven experience in environmental and community photography and videography
- Proficiency in operating relevant kit (for both stills and video, including audio for interviews and soundbytes)
- Experience working in challenging and remote locations
- Track record of delivering short films produced and edited to targeted audiences.
- Strong portfolio demonstrating track record of delivering high quality visual content
- Familiarity with conservation and environmental issues is an advantage
- Experience working with indigenous peoples and/or local communities is an advantage
- Experience with using drones **and** ownership of a drone is a strong advantage.
- Experience with underwater photography/videography is a strong advantage.
- Experience photographing/filming wildlife is a strong advantage.
- The successful candidate should have their own equipment and appropriate insurance.

Functional competencies

- Exceptional ability to tell powerful stories through visual media
- Attention to detail and creativity in capturing unique perspectives
- Ability to work independently and collaboratively with project teams



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Deliverables

- **80 high resolution images**
 - with detailed captions and metadata (including names, age, location, description of what is in the image, and any relevant quotes)
- **1 x hero film**
 - 2-3 minutes in duration featuring a combination of interviewees and footage of the landscape, based.
 - a draft script / outline to be provided to WWF prior to the delivery of the film, with at least two revision rounds of the film itself.

Formats:

Final film in 16x9 (clean and subtitled)
1x1 for social media (clean and subtitled)
1x16 for IG stories/reels (clean and subtitled)

- **3 x 1-2 minute short stories**

Formats:

Final film in 16x9 (clean and subtitled),
1x1 for social media (clean and subtitled)
1x16 for IG stories/reels (clean and subtitled)

**If editing capacity is limited/budget restricted, we are open to discussing removing these short stories as final deliverables, and instead receiving the footage for WWF to edit in-house.*

- **1 x general b-roll reel**
 - slated with time codes and descriptions of each shot according to WWF guidelines
 - WWF to provide guidelines
- **5 x video interviews**
 - 1 with WWF staff
 - 1 x civil society partner
 - 3 x local community member
 - WWF to provide guide interview questions
- **1 x interviewee b-roll reel**
 - (supporting footage of each of those interviewed)
 - slated with time codes and descriptions of each shot according to WWF guidelines
 - WWF to provide guidelines
- **All raw materials**

All photos and raw footage to be delivered to WWF-Pacific on a hard drive that is to be provided by the consultant. All photos are to be handed over no more than two weeks after each of the shoots. Photos to be also uploaded on a photo base site by the consultant with link shared to the WWF-Pacific team to download the photos and reshare with identified partners.

What image/footage we are looking for:

- The landscape including from sky and underwater (wides and close ups)
- Communities (daily lives, interactions with the forest and marine ecosystem, cultural/traditional practices if appropriate)
- Wildlife and plant biodiversity



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- Exploitation/destruction of the area
- B-roll and photos of individuals interviewed
- WWF staff on site

Payment/Compensation

The consultant will be compensated based on a negotiated daily rate, inclusive of editing expenses. Payments will be made in installments, with a portion to be paid upon commencement and the remainder upon successful delivery of all required outputs.

Institutional Arrangement

The consultant will report to the Communications Team and Regional Head of Conservation at WWF-Pacific and collaborate closely with the project teams in the respective locations. Travel logistics and accommodations will be arranged and covered by WWF-Pacific.

Evaluation Method/Criteria

Consultants will be evaluated based on:

- Relevant experience and portfolio.
- Proposed approach and methodology.
- Cost-effectiveness.

Documentation Required

Interested consultants must submit:

- Updated CV.
- Portfolio showcasing previous relevant work.
- Proposed budget, including daily rate and editing expenses.

WWF-Support

WWF-Pacific will provide logistical support, including travel arrangements and accommodation. Additionally, the project teams will collaborate closely with the consultant to ensure the successful execution of the visual documentation.

Interested consultants are invited to submit their proposals by **Saturday, February 10th, 2024**. The selection will be made based on the evaluation criteria, and the chosen consultant will be notified by **February 16th, 2024**

The following WWF staff will provide necessary information and support to the consultant (s):

- Ravai Vafo'ou – Communications Officer, Sustainable Fisheries & Seafood Programme, WWF-Pacific, rvafoou@wwfpacific.org
- Kassia Wordley –Creative Producer, WWF Asia Pacific, kassia.wordley@wwf.org.mm