

## Terms of Reference (ToR)

**Qualification:**

**3 years' experience in relevant field is required.  
Prior freelancing experience with NGOs and INGOs**

**A brief description of the task:** Photography, videography, video editing and storytelling  
**Organization:** Deutsche Welthungerhilfe e.V. (WHH)  
**Project No:** IRQ-1084  
**Project Location and workplace:** Kirkuk and Diyala

**Duration:** 31 working days (As per instruction of Communications unit of Welthungerhilfe).  
**Starting Date:** January 2025

### **1. Background:**

Deutsche Welthungerhilfe e.V. (hereafter: WHH) is a German private, non-profitmaking, politically independent and non-denominational relief, and development organization, which supports people living in deprivation and poverty, irrespective of the color of their skin, their religious beliefs, or their worldview. WHH is working in the fields of development cooperation and humanitarian aid, relief aid, rehabilitation, and reconstruction.

Welthungerhilfe Iraq, within its "Climate Impact and Risk Assessment" project, co-implemented by Wedo and the University of Duhok (UoD), aims to evaluate the current and future climate risks impacting Iraq's water and agriculture sectors. The assessment focuses on understanding how climate change affects crops, livestock, water resources, and vulnerable groups like small-scale farmers, women, and youth. The assessment specifically targets five governorates—Basra, Kerkuk, Diyala, Thi-Qar, and Anbar—regions highly susceptible to environmental stress, socio-economic vulnerabilities, and resource conflicts exacerbated by climate change. Within the scope of the project, Welthungerhilfe is seeking a multimedia specialist for Kirkuk and Anbar to collect: Photographs, videographs, stories and interviews and successfully turn them into; stories accompanied by photographs, as well as short format videos relevant for digital and physical use.

### **2. Preconditions:**

- The multimedia specialists will work under the direct supervision of communications unit in Welthungerhilfe
- They will have meeting sessions with communication in Welthungerhilfe to get an overall idea about the project as well as WHH branding, ethical and data protection policies with the purpose of keeping this information in mind while working.
- WHH shall not be responsible for any injury, death, damage, or loss.
- At least 3 years have experience in photography, videography, storytelling and/ or journalism with NGOs or INGOs is required
- The multimedia officer will be contracted as an external consultant/service provider.

- Fluency in Arabic and English is essential.

### **3. Activities and Tasks:**

The multimedia specialist is expected to carry out the following tasks and generate the below deliverables in accordance with the relevant guidelines provided by the management of WHH:

- A.** 40 high quality photographs, capturing both communities as well as the areas most affected by climate change. The photographs will need to be delivered both in RAW and JPEG – Editing the photographs will not be required, consent forms will be required.
- B.** Six Stories from the community– ensuring inclusion of Women and Youth will need to be delivered alongside their photographs and consent forms. With the main theme being climate change.
- C.** Four polished videos on climate change, each with an appropriate length of no longer than three minutes per video – Consent forms will be required
  - Each video should be colour graded to enhance the visual appeal and consistency of the footage.
  - Motion graphics should be added, such as lower thirds (name/title), transitions, and simple animation elements for visual enhancement.
  - Videos should have accurate subtitles for accessibility. Subtitles must be synced with the spoken content.
  - Cleaned and balanced audio, with noise reduction, volume leveling, and other improvements to ensure high-quality sound.
  - Amongst the videos, 1 video should be an interview of a women or youth from the community in an appropriate setting – While the other would generally focus on climate change in the area.

#### **Pre-Production:**

- Meet with the WHH Communications unit to understand the purpose, tone, style, and branding requirements for interview videos, photographs and stories. At the same time to understand better how to approach communities, WHH consent form functions as well as the information that will need to be gathered per assignment.
- Assist in identifying the most engaging stories from the communities.

#### **Additional Notes:**

- Regular updates on progress and any challenges encountered.
- Online Meeting and Feedback session after the first round of collecting videos, photos and stories.
- Communications unit, to provide feedback at each stage of the editorial process.
- Welthungerhilfe retains full ownership and rights to the final content once delivered.

- Welthungerhilfe expects the deliverance of (40 high quality photographs, 6 stories and 4 videos) alongside the necessary information and consent forms in one package per multimedia specialist.

#### **4. Duration of Work:**

Communications should start from 15<sup>th</sup> of January 2025. All edited materials should be finalized and delivered on 15<sup>th</sup> of February 2025.

#### **5. Payments:**

Payments to be made in cheque/bank transfer in IQD against invoice and acceptance of service upon the end of service.



For WHH (Signature & Position):

Communications Officer

Date: 07/1/2025

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Service provider:

Date: