

Terms of Reference

Position Title:	Consultant(s)/ Consulting firm to provide photography and video services for Communication and documentation, targeting EMW-focused MSMEs, cooperatives, and producer groups
Location:	In remote mountainous areas and ethnic minority communities within Lao Cai Province (formerly Yen Bai), with flexibility based on actual needs Photo shooting will be conducted at selected cooperatives, producer groups, and farming areas that are beneficiaries of SPRINT clean growth support packages. Exact locations will be confirmed by Clean Growth, Energy & Environment Specialist and Grant Manager
Period of Assignment:	April 2026 – March 2027
Reporting To:	Learning and Communication officer
Project:	SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT)
Activity Code:	

1. Background

SMEs Promote Resilience, Inclusion, and Innovative Transformation (SPRINT) is funded by Global Affairs Canada (GAC), with an implementation period from 2024-2029. The SPRINT is implemented in Lao Cai province and managed by Cowater International.

Cowater International is a leading global development consulting company founded in 1985. Headquartered in Ottawa, Cowater International has successfully delivered a portfolio of over 2,500 projects and assignments in more than 95 countries. Cowater works with governments, private sector actors, and communities to implement projects that support socio-economic development, institutional strengthening, environmental improvements, and advancing equal opportunities for all.

(Website: <https://www.cowater.com/en/home/>)

- **Introduction of SPRINT Project:**

The goal of the SPRINT: Enhanced socio-economic well-being of Ethnic Minority Women (EMW) through clean growth in the agriculture sector in Lao Cai province of Vietnam.

SPRINT's two main outcomes aim to: (i) Improved performance of EMW-focused MSMEs, cooperatives, and producers in gender-responsive and climate-resilient value chains in the agriculture sector; (ii) Increased influence of EMW in clean economic growth in the agriculture sector.

With the overarching objective of enhanced socio-economic wellbeing of EMW through clean growth in the agriculture sector in Lao Cai, SPRINT targets the following two main outcomes of working with 20,000 women, especially EMW working in Micro, Small, and Medium Enterprises (MSMEs), cooperatives, and producer groups within agri-food value chains; through awareness raising and application of low carbon and resilience agriculture production, renewal and efficient energy; raising awareness around gender-specific barriers; and innovation for clean, adaptive and inclusive growth (e-commerce platforms; Clean Growth Challenge Grant; learning events and knowledge dissemination).

The SPRINT project targets 38 wards which were formerly five districts (Mu Cang Chai, Tram Tau, Luc Yen, Van Yen, Van Chan) and Yen Bai City in Yen Bai Province. The main project stakeholders are Provincial People Committee (PPC) of Lao Cai, Provincial Cooperative Alliance (PCA) of Lao Cai, Women Union (WU), Department of Agriculture and Environment (DAE), Department of Industry and Trade (DOIT).

The SPRINT project's direct beneficiaries are ethnic minority women (EMW)-focused MSMEs, cooperatives, and producer groups working in the agricultural sector.

To achieve these objectives, the project provides training and capacity-building activities, focusing on financial literacy, gender-responsive business practices, and clean growth strategies for MSMEs/coops/ producer groups owned by women/EMW/or with many female workers/or with many ethnic minority households, focusing on project **eight (08) prioritized agricultural value chains: vegetables, tea, bamboo shoots, indigenous apple, cinnamon, sticky rice, mulberry, medicinal plants**. Adopting clean growth approaches that improve productivity while reducing environmental impacts, the project focuses on strengthening the economic participation and leadership of ethnic minority women, who are central actors in agricultural production and value chain development but often face barriers in accessing markets, technology, and resources.

2. Purpose of the Consultancy

This consultancy is specifically designed to support the implementation of Activity 1122: Clean Growth Solutions (focally low carbon and adaptive climate smart agriculture) co-designed and piloted with selected EMW-focused MSMEs/ coops/producers; Activity 1132: Innovation in Clean Growth Challenge Grant established and targeted to EMW-focused MSMEs/coops/ producer groups, and Activity 1131.2: Consolidate lessons learned and documentation the model approaches to demonstrate the economic feasibility, climate resilience, gender sensitivity, and economic empowerment of women (particularly EMW) within 8 selected value chains (tentatively two chains: Tea and Bamboo shoots). This activity is linked to Activity 1113.5, with highlighted specific aims as below:

- (i) document clean growth interventions in the three out of eight value chains;
- (ii) visually capture improvements in agricultural practices and value chain development;
- (iii) highlight the participation and empowerment of ethnic minority women and
- (iv) provide high-quality visual materials for communication and knowledge sharing.

This consultancy will produce a comprehensive photo set and video recording that visually documents:

- Changes in agricultural production areas of EMW-focused MSMEs/ coops/ producer groups receiving clean growth grant;

- Sustainable and improved farming practices across selected value chains (e.g., tea, cinnamon, bamboo shoots, indigenous apples, vegetables, sticky rice, mulberry and medicinal plant)
- Human stories, particularly ethnic minority women, and other stakeholders actively participating in production activities;
- Seasonal transformations of crops before, during, and after harvest.

3. Expected Result

The expected deliverables of this assignment include a complete, well-structured photo package for each supported value chain, covering three photography phases (before, during, and after the season) and the people who engaged in production activities.

- At least 300 professionally selected, color-corrected, and edited photographs (8 value chains × 100 photos) in high-resolution (minimum 300 dpi); and delivered in JPG and/or PNG format
- Photos should include a balanced mix of: Landscape and wide-angle shots; medium shots showing farming practices and clean growth interventions; close-up detail shots (crops, tools, hands, techniques); portraits and candid images of people participating in production activities. Note that the photo set should also capture key elements of the value chain and project interventions, including images of agricultural technologies and equipment, processing and value-addition activities, cooperative and community engagement, and the participation of women in agricultural production, particularly the role of ethnic minority women in project-supported activities.
- A caption list must be provided for each value chain and photography phase. Each caption should include: Location (province/ward/commune); Crop / value chain; Brief description of the activity shown; Photography phase (before / during / after the season); Date of shooting.
- Minimum 180 minutes of usable raw footage per value chain (3 value chains), covering the full agricultural cycle in MP4 format with resolution: Minimum Full HD (1920×1080) and frame rate: 25–30 fps. These should be structured and sufficient for raw video footage to support the production of short communication videos, documentaries, social media clips, and reporting materials of the SPRINT Project. Each clip should be at least 10–15 seconds long to ensure usability in editing and basic file naming structure is required
- Two (02) documentary-style videos, with voiceover, each with an approximate duration of 10 minutes, highlighting the development journey of the **bamboo shoots and tea value chains** supported by the SPRINT Project. The videos will document key stages of change, including the production context, implementation of clean growth interventions, improved farming practices, and results achieved by cooperatives and farmers. The videos should feature people-centered storytelling (interview if necessary), with particular attention to the participation of ethnic minority communities and women, and include visuals of farming activities, landscapes, and beneficiary experiences. Each video will be delivered in Full HD format (1920×1080) and accompanied by all raw video footage captured during filming.

Note for Ownership:

All photos produced under this assignment will be the property of the SPRINT Project. The Project retains full rights to use the photos for communication, reporting, publications, and non-commercial advocacy purposes in accordance with the contract.

- Photo files shall be delivered via cloud storage (Google Drive, OneDrive, etc.) or external hard drive, as agreed with the SPRINT focal person;
- All photographs must be original, unpublished, and free from any third-party copyright claims

4. Specific Tasks and Deliverables

Note: Deliverables submitted by the consultant will be in Vietnamese.

No.	Specific Task	Detailed Description	Deliverable (s)	Timeline
1	Developing a detailed photography plan and schedule in coordination with SPRINT	<ul style="list-style-type: none"> - Review TOR and relevant project documents; coordinate with SPRINT to confirm value chains, locations, beneficiaries, and seasonal calendars;... and develop a detailed photography and filming plan aligned with before–during–after season phases. 	<ul style="list-style-type: none"> - Detailed work plan (including schedule and locations) 	<p>May 2026 (Within 1–2 weeks after contract signing)</p>
2	Seasonal field photography (before–during–after season)	<ul style="list-style-type: none"> - Conduct field visits across the full agricultural cycle to document baseline conditions of farming areas and landscapes; - Capture early-stage cultivation, land preparation, and preparation activities; document crop growth, maintenance activities, and application of clean and sustainable farming practices; - Capture farmers actively working and interactions with cooperatives and technical staff, ensuring people-centered storytelling; - Capture harvesting activities, post-harvest handling, storage, and preliminary processing; document final appearance of crops and production 	<ul style="list-style-type: none"> - Edited photo sets covering before-, during-, and after-season phases; draft captions - Raw video footage files (organized and labeled) 	<p>April 2026 – February 2027 (According to crop calendar for each value chain)</p>

		areas; and collect images reflecting outcomes and benefits for beneficiaries.		
3	Submission and revision	- Submit photos and raw videos to SPRINT via agreed delivery method; incorporate reasonable comments or revisions requested by SPRINT.	- Approved final photo and video package	March 2027

Timeline for field trips (the Consultant(s)/ Consulting firm can combine trips where relevant and necessary to maximize efficiency) (Excel file)

No.	Value Chain	Requirements					No. of working days	Deadline for deliveries
		Production stage	Harvesting stage	Processing stage	Transportation stage	Sale and distribution stage		
1. Tea								
a	Duration of the photoshoot	March – April or August – September 1 day	April – May or September – October 1 day	April – May or September – October (after harvesting day) 1 day	Flexibly aligned with processing days	Year-round (in coordination with market days, events, or delivery schedules)	Minimum of 4–5 days in total	Within 10 days following the final shooting session
b	Total number of photographs taken	120 photos	120 photos	100 photos	50 photos	60 photos		
c	No. of photographs meeting the required quality standards	20 photos	25 photos	20 photos	10 photos	15 photos		
d	Total duration of recorded video footage (interview included)	60-90 min footage	80-100 min footage	60-90 min footage	30-45 min footage	45-60 min footage	Minimum of 4-6 hour footage + 01 (one) 10-min completed video	Within 20 days following the final shooting session Delivered together with the photos (via hard drive or cloud storage)

e	Post shooting time (for image processing)						6 days	
f	Specific requirements regarding images, including but not limited to:	-Caring for Shan Tuyet tea plants (earthing up, weeding, application of organic fertilizers) -Close-up shots of tea buds in the early morning mist -Wide-angle views of tea hills and group labor activities	-Proper tea plucking techniques (one bud and two leaves) -On-site sorting of tea leaves at the plantation -Full baskets of freshly picked tea leaves with natural expressions	-Withering, pan-firing, and rolling (manual and/or machine-assisted) -Application of machinery and modern technologies -Packaging and labeling	-Transportation by motorbike or small vehicle -Delivery to agents/cooperatives -Visuals demonstrating hygiene standards and the role of workers (age diversity, etc.)	-Product display at fairs/OCOP events Interaction with customers -Finalized product packaging images (packshots)		
g	-Considerations related to individuals appearing in the images -Environmental considerations	-Focus on ethnic minority women (with male participation where relevant), prioritizing leadership roles or group leaders -Appropriate ethnic work attire; no staged or artificial setups -Use of natural lighting -Clear depiction of “clean growth” elements, including organic fertilizers, safe production processes, and hygiene standards -Avoidance of nylon, plastic waste, or any inappropriate or sensitive details within the frame						
2. Cinnamon								
a	Duration of the photoshoot	February – April or August – September 1 day	March – May or September – November 1 – 1.5 day	May or October, aligned with the schedule of drying and distillation 1 day	Flexible, aligned with the schedule of drying and distillation	Year-round (in coordination with market days, events, or delivery schedules)	Minimum of 4–5 days in total	Within 10 days following the final shooting session

b	Total number of photographs taken	120 photos	130 photos	100 photos	50 photos	60 photos		
c	No. of photographs meeting the required quality standards	25 photos	30 photos	20 photos	10 photos	15 photos		
d	Total duration of recorded video footage (interview included)	60-90 min footage	80-100 min footage	60 -90 min footage	30 -45 min footage	45 – 50 min footage	Minimum of 4-6 hour footage	Delivered together with the photos (via hard drive or cloud storage)
e	Post shooting time (for image processing)						3 days	
f	Specific requirements regarding images, including but not limited to:	-Seedling propagation and planting of young cinnamon trees -Weeding, pruning, and maintenance of cinnamon forests -Wide-angle views of cinnamon hills/forests and group labor activities	-Proper bark scraping and peeling techniques -Rolling and sun-drying cinnamon bark -Close-up shots of bark texture and distinctive color Collective activities of teams/groups	-Sorting cinnamon sticks and broken pieces -Drying cinnamon (including biomass-fueled drying kilns) -Distillation of cinnamon essential oil (if applicable) -Packaging and labeling with traceability tags	-Collection of bundled cinnamon -Transportation by small truck or motorbike -Loading and unloading activities ensuring hygiene standards and reflecting diverse labor roles (age/gender)	-Product display Transactions with partners -Finalized product images (packshots)		

g	-Considerations related to individuals appearing in the images -Environmental considerations	-Focus on ethnic minority women (with male participation where relevant), prioritizing leadership roles or group leaders -Appropriate ethnic work attire; no staged or artificial setups -Use of natural lighting -Clear depiction of “clean growth” elements, including organic fertilizers, safe production processes, and hygiene standards -Avoidance of nylon, plastic waste, or any inappropriate or sensitive details within the frame		
g	-Considerations related to individuals appearing in the images -Environmental considerations	-Focus on ethnic minority women (with male participation where relevant), prioritizing leadership roles or group leaders -Appropriate ethnic work attire; no staged or artificial setups -Use of natural lighting -Clear depiction of “clean growth” elements, including organic fertilizers, safe production processes, and hygiene standards -Avoidance of nylon, plastic waste, or any inappropriate or sensitive details within the frame		

3. Bamboo shoot

a	Duration of the photoshoot	February – March 1 day	April – June 1 – 2 days	April – August 1 day	Flexible, aligned with the harvesting and processing stage	Year-round (in coordination with market days, events, or delivery schedules)	Minimum of 5-6 days in total	Within 10 days following the final shooting session
b	Total number of photographs taken	120 photos	150 photos	100 photos	50 photos	60 photos		
c	No. of photographs meeting the required quality standards	25 photos	35 photos	20 photos	10 photos	15 photos		
d	Total duration of recorded video	60 – 90 min footage	120 – 150 min footage	60-90 min footage	30 – 45 min footage	45 – 60 min footage	Minimum of 4-6 hour	Delivered together

	footage (interview included)						footage + 01 (one) 10-min completed video	with the photos (via hard drive or cloud storage)
e	Post shooting time (for image processing)						6 days	
f	Specific requirements regarding images, including but not limited to:	<ul style="list-style-type: none"> -Wide-angle views of bamboo forests -Understory clearing and forest maintenance activities -Inspection of young bamboo shoots -Ethnic minority women conducting forest patrols and protecting cultivation areas 	<ul style="list-style-type: none"> -Digging and cutting bamboo shoots - Cleaning shoots on-site in the forest - Carrying bamboo shoots from the forest/cultivation area to collection points - Wide-angle views of harvesting activities 	<ul style="list-style-type: none"> -Peeling and boiling bamboo shoots - Sun-drying or kiln-drying bamboo shoots - Processing pickled bamboo shoots (if applicable) 	<ul style="list-style-type: none"> - Consolidation and transportation by motorbike or small truck - Proper storage conditions 	<ul style="list-style-type: none"> - Fresh, dried, or pickled bamboo shoot products - Fair/OCOP booths - Lifestyle images featuring dishes prepared from bamboo shoots 		
g	-Considerations related to individuals appearing in the images -Environmental considerations	<ul style="list-style-type: none"> -Focus on ethnic minority women (with male participation where relevant), prioritizing leadership roles or group leaders -Appropriate ethnic work attire; no staged or artificial setups -Use of natural lighting -Clear depiction of “clean growth” elements, including organic fertilizers, safe production processes, and hygiene standards -Avoidance of nylon, plastic waste, or any inappropriate or sensitive details within the frame 						
Total of working days							27-30 days	

5. Consultant Qualifications

Criteria	Required
Experience	<ul style="list-style-type: none"> - At least 3–5 years of professional experience in photography and/or visual documentation; - Proven experience in agricultural, rural development, environmental, value chain interventions, or development project communication is strongly preferred; - Demonstrated experience working in rural, remote, or mountainous areas, particularly with EMW-focused MSMEs, cooperatives, and ethnic minority communities; - Prior experience working with international development projects, NGOs, donors, or government programs is an advantage; - Ability to produce visual stories that clearly show change over time and link images to development outcomes. - Ability to travel and conduct fieldwork in remote and mountainous areas where the project activities are implemented (within Lao Cai).
Technical Skills	<ul style="list-style-type: none"> - Strong skills in documentary and storytelling photography, including people-centered and action-based images; - Ability to compose and capture: <ul style="list-style-type: none"> • Wide landscape shots; • Medium shots of farming practices and interventions; • Close-up detail shots (crops, hands, tools, techniques); - Proficiency in post-production and photo editing, including color correction and basic retouching, while maintaining documentary integrity;
Equipment	<p>The consultant/service provider must have access to and be able to use professional-grade equipment, including:</p> <ul style="list-style-type: none"> - A range of lenses suitable for fieldwork (wide-angle, standard zoom, and telephoto lenses) - Licensed software for photo editing and file management (e.g. Adobe Lightroom, Photoshop, or equivalent) - Basic accessories as needed for field conditions (tripod, filters, protective gear); - External microphones or basic audio recording equipment (where applicable); - Adequate storage capacity for raw video files.

	The consultant/service provider is responsible for ensuring that all equipment is in good working condition throughout the assignment.
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6. Application Process

Competitive tendering will be applied. Interested consultant (s) are invited to submit the following to procurement@sprint-vietnam.com by 17.00pm on 28/04/2026:

- Letter of interest
- Consultant CV/ Cv(s) of key personnel
- Technical proposal and financial proposal
- Portfolio of relevant photography work

Note: The financial proposal should be developed based on the above-mentioned scope of work and requirements (all applicable taxes included). This amount excludes travel/accommodation expenses for the consultant(s), if incurred during field visits.

Cowater is committed to providing equal opportunities for all applicants. Women, people with disability, and people from minority groups are strongly encouraged to apply. We thank you for your interest in building a better tomorrow with Cowater International.