



# TERMS OF REFERENCE

# PHOTOGRAPHER

*January 2018*

# 1. PRESENTATION OF PREMIERE URGENGE INTERNATIONALE

## PREMIÈRE URGENGE INTERNATIONALE'S MISSION

Première Urgence Internationale is a not-for-profit, apolitical and secular international solidarity non-governmental organisation whose aim is to defend fundamental human rights as defined in the Universal Declaration of Human Rights in 1948.

Our aim: to enable communities to recover their independence and dignity. Our teams are mobilised to meet the fundamental needs of civilian victims who are endangered, marginalised or excluded by the effects of natural disasters, wars, or economic collapse. We work in complementary fields such as health, food security, nutrition, infrastructure renovation and construction, access to water, hygiene and sanitation, economic recovery, education and protection.

Première Urgence Internationale's **strategy** is to develop an **integrated approach** of crisis management based on our technical, medical and non-medical expertise. Première Urgence Internationale's **activities** span from emergency to post-crisis/development support and our programs are designed and developed **in strong partnership** with national/regional authorities, communities and the civil society.

## HISTORY OF PREMIÈRE URGENGE INTERNATIONALE

For more than 35 years now, Première Urgence and Aide Médicale Internationale have helped people hit by humanitarian crisis. Founded in 1992, Première Urgence has intervened in more than 38 countries to support victims of humanitarian crisis through emergency aid, reconstruction, rural development and economic recovery activities. Since 1979, Aide Médicale Internationale has developed projects in 33 countries in order to implement or reestablish access to health care for deprived and isolated populations through medical, training and capacity building activities.

In April 2011, Première Urgence and Aide Médicale Internationale, now known as Première Urgence Internationale, have merged to provide a better and more comprehensive response to the fundamental needs of the underserved populations.

## PREMIÈRE URGENGE INTERNATIONALE'S VALUES

Première Urgence Internationale is a non-governmental, not-for-profit organization working in the field of international solidarity. It is a non-religious and apolitical organization with the objectives to providing direct assistance and contributing to the empowerment of the populations. Bringing a close attention to those who do not have access to humanitarian aid, Première Urgence Internationale provides them with aid regarding the following principles: Humanity, Impartiality, Independence, Accountability, Adaptability, Transparency, Cooperation and Partnership, Involvement, Dialog, Initiative and Trust.

## PREMIÈRE URGENCE INTERNATIONALE'S ACTIONS

- **Health:** Primary and specialized health care, HIV/Aids prevention, Acute Watery Diarrhoea, community-based health care and medical / management training.
- **Nutrition:** Malnutrition prevention and treatment.
- **Food security / Livelihood:** Food aid, agricultural and livestock support.
- **Water Sanitation Hygiene:** Upgrading water supply networks, boreholes, setting up of committees, preventing water-borne diseases.
- **Rehabilitation / Reconstruction:** Rebuilding basic infrastructures like schools, markets, health centers and secondary / rural access routes.
- **Economic recovery & Rural Development:** Tools, material handouts and capacity building to help restart businesses, supporting the creation of economic sectors and sales consortiums.
- **Camp Coordination and Camp Management:** Coordinating actors and ensuring the efficiency of the humanitarian activities implemented on camps.
- **Protection:** Protecting individual rights and physical and moral integrity, by informing and increasing awareness, to ensure access to basic services.

## PREMIÈRE URGENCE INTERNATIONALE'S AREAS OF INTERVENTIONS

- **Africa :** Democratic Republic of the Congo, Central African Republic, Chad, Cameroon, Mali, South Sudan, Libya, Senegal, Nigeria
- **Asia :** Myanmar, Afghanistan, North Korea
- **Middle East :** Syria, Lebanon, Jordan, Iraq, Occupied Palestinian Territory, Yemen,
- **Europe :** France, Ukraine
- **Caribbean:** Haiti

## PREMIÈRE URGENCE INTERNATIONALE'S PARTNERS

Première Urgence Internationale programs are mainly financed via institutional funding, evidence that Première Urgence Internationale's reliability and the quality of its work are recognized and appreciated.

Première Urgence Internationale has an official Partnership Agreement with the American Government (USAID/OFDA, BPRM) and the European Union (ECHO and EuropeAid), and is supported by other organizations like the French government, United Nations agencies (UNHCR, UNICEF, OCHA, WFP, FAO, UNDP, UNOPS), and other governmental aid agencies. Along with these institutions, corporations and foundations have committed their support to Première Urgence Internationale by funding the association's field operations.

## **2. CONTEXT OF INTERVENTION**

### **2.1 GENERAL / HUMANITARIAN CONTEXT OF UKRAINE**

The conflict in Eastern Ukraine erupted in the spring of 2014 in the Donbas region of Donetsk and Luhansk when pro-Russian separatists took control over part of the oblasts. Despite the existence of a peace agreement (Minsk Protocol) and ceasefire provisions between the parties, the outcome of the conflict remains unclear and difficult to predict. Part of the Donbas occupied by pro-Russian separatists (non-government controlled areas-NGCA) is under control of de facto authorities of the unrecognized Donetsk People's Republic and Luhansk People's Republic that have denied access to the territories by UN agencies, INGOs and NGOs.

The Minsk Protocol foresaw the creation early 2015 of a buffer zone of 30km width from the contact line separating NGCA from GCA (government controlled areas), created in order to enforce the respect of the ceasefire by both parties and encourage the demilitarization of the area. Despite the signing of this ceasefire between Ukrainian authorities and separatists in Sept 2015, fighting has persisted; shelling has intensified in some areas of Donetsk and Luhansk causing a considerable number of casualties and victims among civilian population.

The conflict has had an extremely negative impact on the population which amounts to more than 5 million and has caused the displacement of 1.4 million people mostly concentrated in the areas near the conflict zone. According to OCHA, as of November 2015 over 8500 people have been killed and more than 17900 injured including civilians, military personnel and members of armed groups. Some 800000 people live in unacceptable conditions along the contact line with another 2.7 million people in NGCA with little freedom of movement. The humanitarian crisis in Ukraine is continuing to deteriorate as the number of Ukrainians in need of assistance has now reached a total of five million people. The lack of a political solution means that insecurity, humanitarian and protection needs will continue in 2016.

### **2.2 PREMIÈRE URGENCE INTERNATIONALE'S STRATEGY/PROGRAMS/CONFIGURATION**

Première Urgence Internationale opened its mission in Ukraine in the beginning of 2015 after identification of crucial humanitarian needs in Eastern Ukraine linked with the intensification of the military conflict. Première Urgence Internationale has started to provide humanitarian assistance for the most vulnerable population in target cities of Kostiantynivka and Horlivka in April 2015. Since then Première Urgence Internationale has expanded its intervention along the Line of Contact (LoC) to the most vulnerable conflict affected population of the following areas in Donetsk Oblast: Svetlodarsk, Mayorsk, Horlivka, Avdiivka, Toretsk, Yasinuvata, Mariinka, Krasnohorivka, Novotroiske.

Première Urgence Internationale provides aid on both sides of the contact line in order to ensure neutrality and equity. The assistance is aimed at improving healthcare for the most vulnerable population. The intervention includes access to free medicines through voucher

system and medical prescriptions issued by doctors, provision of medical and non-medical equipment and consumables to primary and secondary health care facilities. Première Urgence Internationale also intervenes at the 3 Entry-Exit Check-Points (EECPs) of Mayorsk, Mariinka and Novotroiske by providing an integrated humanitarian response with emergency health aid, latrines, water supply, shelter and NFIs.

A Health and WASH needs assessment was carried out in May 2017 and, based on the results, decision was made to enlarge the scope of activities and to include new Primary Health Care facilities.

Première Urgence Internationale also carried out a needs assessment of all EECPs in summer 2017 in order to identify potential gaps and improve its intervention.

Finally, after being alerted by several stakeholders about the extremely preoccupying situation of population of hard-to-reach settlements along the LoC, the teams carried out a multi-sector needs assessment of these settlements just before winter 2017.

Today, Première Urgence Internationale continues its activity, strengthens and broadens its intervention across the affected region with the aim to embrace as much beneficiaries as possible through an integrated approach.

## 3. COMMUNICATION CAMPAIGN - OBJECTIVES

### 3.1 OVERALL OBJECTIVE

To produce communication content putting forward the Ukrainian humanitarian situation and highlighting the need for humanitarian assistance.

### 3.2 SPECIFIC OBJECTIVES

- ↪ S.O. 1: To produce a **Photo Essay** covering the humanitarian context and problems of Ukrainian populations while highlighting **Première Urgence Internationale** and **ECHO's** assistance. The photos should also capture the activities implemented by Première Urgence Internationale and ECHO.
- ↪ S.O. 2: To disseminate the photo essay through a web campaign (Première Urgence Internationale website, Première Urgence Internationale e-newsletters, Première Urgence Internationale social media platforms, ECHO website / communication platforms)
- ↪ S.O.3: To use the photos and texts produced in the production of other communication media (photo exhibition, leaflets, specific events...)

Specific Objectives 2 and 3 will be managed directly by Première Urgence Internationale and would not fall under the responsibility of the photographer. These 2 objectives would be covered/widened according to financial capacities.

## 4. MAIN ACTIVITIES OF THE CAMPAIGN

### 4.1. PHOTO ESSAY AND HUMAN INTEREST STORIES

The Photo Essay will point out the living conditions of the population suffering from the conflict in Ukraine.

This photo project is the second part of a [photo reportage](#) which took place in August 2017 in Ukraine. The aim was to show the living conditions of the populations on summer time when the temperatures can reach 40 degrees. This second part will show the same situation on winter time while the temperatures are very low.

The Photographer will spend around **5 days in Ukraine visiting field activities**. Première Urgence Internationale teams will guide him/her so that he/she can meet beneficiaries and Première Urgence Internationale workers in different areas where the program is deployed, take pictures and collect testimonies. In accordance with the above mentioned overall objectives, the photographer will focus on showing the impact of the conflict on the population. The photographer is sent on winter time while the living conditions with very low temperatures are further complicated during this time and can affect strongly the population already highly impacted by the conflict.

### 4.2. COMMUNICATION MEDIA

The photos and the texts will be used in a wide range of media support including but not limited to:

- Première Urgence Internationale website
- Première Urgence Internationale social media sites
- Première Urgence Internationale newsletters
- Première Urgence Internationale partners websites (according to space available and priorities)
- Leaflets and different information education communication material used on the field and in Ukraine in general
- ECHO communication and visibility platforms (according to ECHO's internal communication focus)

Première Urgence Internationale is considering the organization of specific events (a photo exhibition for instance) in Europe and Ukraine if additional funding is secured.

## 5. PLANNING

The mission of the Photographer timeframe:

ACTIVITIES	DURATION	TIMEFRAME
<b>1. Photo Essay</b>		
Recruitment of the Photographer	two weeks	January 2018
Photograph's mission in Ukraine to collect the pictures and the testimonies	5 days	February 2018
Selection of the pictures, drafting of the testimonies (including translation of the narrative parts in French and English) and of the captions	One week	March 2018

## 6. EXPECTED RESULTS

The communication material should include:

- ✓ About 50 Photographs highlighting the actions implemented by Première Urgence Internationale and ECHO and the living conditions of the population in Ukraine
- ✓ At least 8 testimonies of beneficiaries from different sectors of intervention
- ✓ Titles and captions for every photography

## 7. PROFILE OF THE PHOTOGRAPHER

**Profile of the Photographer/Writer:**

- Excellent command of English / Good knowledge of French
- Ability to integrate the local environment into operations, in its political, economic and historical dimensions
- Strong and objective interest for Ukraine and humanitarian issues
- Knowledge of Ukraine if possible
- Ability to work independently

02/01/2018 – Terms of Reference Photographer – Ukraine  
**Première Urgence Internationale**

- High degree of integrity and professional responsibility
- Good analytical skills, ability to make his the project
- Communication skills and ability to develop social networks

The Photographer will be directly placed **under the supervision of** Première Urgence Internationale **Communication Manager and of the Head of Mission in Ukraine. He will have to respect the security rules of the organisation.**

**A security briefing and Première Urgence Internationale security rules** will be detailed to him at the Headquarters and/or on the field.

## 8. NECESSARY MEANS

- Provided by Première Urgence Internationale:
  - ↪ Visa
  - ↪ Flight tickets from departure point to Ukraine & insurance
  - ↪ Accommodation and transport in Ukraine
- Photographer/'s responsibility
  - ↪ Laptop & Photographic equipment

## 9. EXPECTED SUPPORTING DOCUMENTS FOR APPLICATION

- ↪ Proforma invoice with the details of the proposed service and detail of the proforma
- ↪ CV
- ↪ Examples of work completed over the last few years (text and picture material)
- ↪ Deadline of the proposal submission: **15<sup>th</sup> of January 2018.**

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