



TERMS OF REFERENCE

Photographer / Writer

February 2018

1. PRESENTATION OF PREMIERE URGENCE INTERNATIONALE

1.1. PREMIERE URGENCE 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.

1.2. PREMIERE URGENCE 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 objective to provide direct assistance and to contribute 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.

1.3. PREMIERE 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, hygiene awareness
- **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.

1.4. PREMIERE URGENGE INTERNATIONALE'S AREAS OF INTERVENTION

- **Africa:** Democratic Republic of 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

1.5. PREMIÈRE URGENGE 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 AND HUMANITARIAN CONTEXT OF SOUTH SUDAN

South Sudan achieved its independence on July 9, 2011. Yet the country went into conflict on December 2013. This situation has led to a major humanitarian crisis with massive displacements of populations. As of December 2017, more than 7 million people are in need of humanitarian assistance and protection in South Sudan. The number of people uprooted since the start of the conflict in 2013 has reached more than 4 million, including 1.9 million internally displaced people, with up to 85% estimated to be children and women. More than 2 million people have departed to neighbouring countries.

The country is also facing an economic decline as the conflict impedes economic activities and undermines agricultural production, impacting the livelihoods of farmers and herders and causing food shortages.

The nutrition situation has deteriorated steadily in the last four years. Nearly 1.1 million children under age 5 and some 672,500 pregnant and lactating women are estimated to be acutely malnourished. Prevalence of Global Acute Malnutrition was assessed at 18% in Northern Bahr el Ghazal in July 2017. The combination of conflict and economic crisis has weakened the health system across the country, with an estimated 4.8 million South Sudanese people in need of assistance to access health-care services in 2018.

2.2. PREMIÈRE URGENGE INTERNATIONALE'S STRATEGY / PROGRAMS / CONFIGURATION

Première Urgence Internationale is present in South Sudan since February 2015. The organization has been working in Aweil North County, Lol State (former Northern Bahr el Ghazal State) in the sector of health and nutrition. Première Urgence Internationale has a coordination office in Juba and Field Operations Base in Pamat, Aweil North.

In the Health sector PUI has been running Majak Kaar Primary Health Care Centre (PHCC) in Aweil North from 2015 providing a full Primary Health Care package, including reproductive Health: antenatal care (ANC), deliveries, post-natal care (PNC) and Family Planning (FP); an out-patients department (OPD) treating children, adult male and female patients; An In-patients department (IPD)

for children and adults including maternity patients; facilitation of referral to secondary health care facilities (SHC), principally to MSF-France and SMOH State Hospital in Aweil town, and support with the transportation of patients.

The nutrition component of the intervention involves:

- passive screening for malnutrition at the PHCC for all children visiting the OPD;
- active screening through outreach activities by Community Nutrition Volunteers (CNVs) in the catchment area of the nutrition sites run by PUI;

- provision of nutrition services as per Integrated Management of Acute Malnutrition (IMAM) protocol which includes:
 - Out-patient Therapeutic Program (OTP) and
 - Targeted Supplementary Feeding Program (TFSP) for children between 6 and 59 months as well as pregnant and lactating women (PLW).

- PUI also runs a Stabilization Centre (SC) for children suffering from Severe Acute Malnutrition (SAM) with complications at PHCC Majak Kaar, which also serves as a referral site for OTPs and TSFPs run by PUI and other partners.

3. COMMUNICATION CAMPAIGN - OBJECTIVES

3.1. OVERALL OBJECTIVES

Objective 1: To put forward the phase of transition which began the South Sudan crisis and to expose the necessity of the humanitarian aid in the field to support the restoration of South Sudan health system.

Objective 2: To inform the direct and indirect beneficiaries, local authorities as well as the South Sudan population in general about the support of humanitarian aid in favour of the vulnerable populations living in South Sudan, but also, to inform the European and international public of the action of Première Urgence Internationale in favour of the support of the health system in South Sudan.

3.2. SPECIFIC OBJECTIVES

- S.O. 1: To produce a **Photo Essay** tackling the context and problems of South Sudan vulnerable population in regard to mortality and access to healthcare and highlighting how Première Urgence Internationale, **ECHO and GIZ** help populations build their resilience through an integrated approach.
- S.O. 2: To broaden the visibility of our campaign through a **Web Visibility Campaign** and in our publications.

4. MAIN ACTIVITIES OF THE CAMPAIGN

4.1. PHOTO ESSAY AND HUMAN INTEREST STORIES

The Photo Essay will point out the specific livelihoods conditions of the most vulnerable households in South Sudan and their basic needs to be covered, and above all, how the partnership between Première Urgence Internationale, **ECHO and GIZ** make a difference for the people we support on a daily basis.

The Photographer will spend between **two and three weeks in South Sudan**. Première Urgence Internationale teams will guide him so that he can meet South Sudanese beneficiaries and Première Urgence Internationale workers in different areas where the program is running, take pictures and collect testimonies. In accordance with the above mentioned overall objectives, it will mainly focus

on the impact of the integrated response implemented by Première Urgence Internationale, **ECHO and GIZ** on the people we support, enlightening their strengths and avoiding miserabilist photos, according to our values of respect of the dignity.

4.2. WEB VISIBILITY CAMPAIGN

To relay the impact of **ECHO and GIZ**-funded projects implemented by Première Urgence Internationale in South Sudan, a Web Visibility Campaign will be launched on the Première Urgence Internationale website and its social networks, such as Facebook, Twitter and Instagram to reach a wider audience.

Furthermore, during his time in South Sudan, the Photographer will use the Première Urgence Internationale Instagram account and regularly post photos/videos taken with his phone with short captions, like an illustrated travel diary. These posts will then be shared on the other social networks by the Première Urgence Internationale communication team, and will encourage the audience to stay tuned to the news shared by the Photographer.

5. PLANNING

The mission of the Photographer/Writer will be divided into 2 parts:

ACTIVITIES	DURATION	TIMEFRAME
<ul style="list-style-type: none"> Photo Essay 		
Recruitment of the Photographer	Four weeks	March 2018
Photograph's mission in South Sudan to collect the pictures and the testimonies	2 – 3 weeks	March-April 2018
Information processing : Design and layout of the communication material (including translation of the narrative parts in French and English)	Two weeks	April 2018
<ul style="list-style-type: none"> Publication on the website of Première Urgence Internationale 		
Design and layout of the communication material online (Première Urgence Internationale's website and	Three weeks	May 2018

social media)		
Duration of the effective publication online	Unlimited duration	From May 2018

6. EXPECTED RESULTS

The communication material must be written in French and in English and includes:

- ✓ A photo essay with at least 100 Photographs highlighting the actions implemented by Première Urgence Internationale and ECHO and GIZ to support the most vulnerable households
- ✓ At least 8 testimonies of beneficiaries from different activities
- ✓ At least 2 testimonies of Première Urgence Internationale humanitarian workers (nationals and internationals)
- ✓ Titles and captions for every photograph

7. TEAM

The team will be composed of a Photographer/Writer, a translator and a Première Urgence Internationale national staff.

Countries	SOUTH SUDAN
Expected date of arrival	MARCH 2018
DURATION OF THE MISSION	15 - 20 DAYS IN THE FIELD 2 WEEKS OF INFORMATION PROCESSING

Profile of the Photographer/Writer:

- Excellent command of French / English
- Ability to integrate the local environment into operations, in its political, economic and historical dimensions
- Strong and objective interest for the South Sudan issues
- Ability to work independently
- High degree of integrity and professional responsibility
- Good analytical skills, ability to make his the project

- Communication skills and ability to develop social networks
- Writing skills

The Photographer/Writer will be directly placed **under the supervision of** Première Urgence Internationale **Communication Manager and of the Head of Mission in South Sudan. 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, depending on where he lives.

8. NECESSARY MEANS

Provided by Première Urgence Internationale :

- Visa
 - Flight tickets from departure point to South Sudan & insurance
 - Accommodation and transport in South Sudan
- Photographer/Writer'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 (the total amount must not exceed 5,000 €)
- CV
- Cover letter
- Examples of work completed over the last few years (text and picture material)
- Please detail which support would be requested from Première Urgence Internationale
- Deadline of the proposal submission: **9th march.**

To be addressed to:

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