

REQUEST FOR PROPOSALS (RFP) FOR THE PHOTOGRAPHY AND VIDEOGRAPHY FOR THRIVE BY FIVE INDEX

1. OVERVIEW

This Request for Proposals (RFP) is for photography and videography to capture and showcase the development and data collection process of the Thrive by Five Index 2024.

RFP issued: 4 September 2024

Proposals due: 20 September 2024, send to Svetlana Doneva, Communication Consultant, svdoneva@gmail.com

Estimated budget: R150,000 incl. VAT

2. PROJECT BACKGROUND

First done in 2021 in partnership with the National Department of Basic Education, the [Thrive by Five Index](#) supports collective efforts to ensure that all young children in South Africa receive the nurturing care and services they need to thrive. Thrive by Five data collection is repeated every three years. The results of the 2024 Index will be launched to the public in mid-2025.

The Thrive by Five Index 2024 will present data on the proportion of 4-year-old children who are On Track for their age in the following key areas of development.

1. Learning - this is a direct assessment of a young child:
 - a. Gross Motor Development
 - b. Fine Motor Coordination and Visual Motor Integration
 - c. Emergent Numeracy and Mathematics
 - d. Cognition and Executive Functioning
 - e. Emergent Literacy and Language
2. Social and Emotional Functioning - this involves an interview with the child's teacher or parent
3. Physical growth (height and weight for age)

Children are assessed using the Early Learning Outcomes Measure (ELOM) 4&5 Years Assessment Tool and the ELOM Social-Emotional Functioning Rating Scale. These locally developed, standardised tools have been rigorously tested to ensure validity, reliability, and fairness. Further information on the ELOM tools is available [here](#).

The Thrive by Five Index is a multi-sectoral partnership, led by the Department of Basic Education and coordinated by [DataDrive2030](#).



The image above shows an ELOM child assessment underway. This forms part of the data collection process.

3. PHOTOGRAPHY AND VIDEOGRAPHY OBJECTIVES

The 2024 Index data collection team will be visiting preschools and homes in 432 neighbourhoods around South Africa (in all 9 provinces) between August and November 2024.

For 5000+ children in preschools, trained assessors will do activities with 4-year-old children to assess their learning and growth, observe children and teachers in the classroom, interview teachers and principals, and call caregivers to ask them some questions about themselves and their child.

For ±540 children **not attending preschools**, trained assessors will do activities with children in their homes and interview the child's caregivers at home.

DataDrive2030 wishes to capture photographic and video records of the Index development and child assessment/data collection process; as well as to produce three short videos explaining the Index rationale, development, data collection, and results.

Photographs will be used across all communication channels including printed and digital reports, social media, websites, slide decks etc.

Videos will be used across the Index's digital platforms, as well as during events.

4. SCOPE OF WORK

The anticipated scope of work is as follows:

1. The selected vendor will accompany the Index fieldwork data collection team over 2 days capturing general fieldwork logistics, children engaged in play and learning, caregiver and children interacting, child assessments, appropriate framing and b-roll shots (including shots captured by drone). Travel and accommodation costs are to be charged separately
Location: dependent on vendor
2. Vox-pop style interviews with 5-8 early learning teachers
Location: dependent on vendor
3. 3-5 one-on-one interviews with Index management team shot in intimate interview style
Location: Cape Town and/or Pretoria
4. Photo editing and processing
5. Video editing and 2D-style animation

5. TIMELINE

1. Fieldwork photography and videography, including vox-pop style interviews: October/November 2024
2. One-on-one interviews with Index management team: November 2024 - March 2025
3. Final photo library to be delivered to DataDrive2030 **three weeks** following completion of fieldwork mission
4. Final videos to be delivered to DataDrive2030: Date in 2025 TBC

6. DELIVERABLES

1. 150 high-resolution edited digital images in JPEG format are to be uploaded to an assigned Google Drive folder with full usage rights and ownership within **three weeks** of the conclusion of the fieldwork mission
2. 90-120-second high-resolution edited video showcasing the data collection process and communicating the key results of the 2024 Index; including professional voiceover and 2D animation elements. Audience for this video: government, funders, NGOs and civil society working in early childhood development, as well as ordinary South Africa who are caring for young children Deadline for delivery TBC in 2025
3. Maximum 10-minute high-resolution edited video showcasing the development, data collection process, and results of the 2024 Index. This video will include footage captured in the field as well as inserts from one-on-one interviews conducted with Index management located either in Cape Town and/or Pretoria. Video may include professional voiceover and 2D animation elements. The audience for this video is the government, funders, NGOs and civil society working in early childhood development. Deadline for delivery is TBC for 2025

4. Vox-pop style 60-second video, to possibly include 2D animation. Also to include user-generated content
5. 3-5 high-resolution edited interviews with Index management team to include text on-screen graphics

Note:

- DataDrive2030 retains all rights to alter and use any final images and videos
- The selected vendor will not be allowed to add or embed photos and/or videos with its branding, captions or watermark signatures on images/videos provided to DataDrive2030

7. BRAND

All deliverables should be in line with the Thrive by Five Index branding:

1. Tone of voice:
 - Factual
 - Rational
 - Accessible
 - Trustworthy
2. Visual language:
 - Modern and fresh
 - Systemic and organised
 - Warm and approachable
 - Aspirational
 - Graphic-style
3. Messaging:
 - Clear and understandable for non-technical audience while maintaining and communicating technical rigour

8. RFP PROCESS DETAILS

Proposals due date: 20 September 2024. **Notification of shortlisting** within 10 days.

Proposals to be submitted to: Svetlana Doneva: Communication Consultant,
svdoneva@gmail.com / 0827976103

9. CONTENT OF PROPOSAL

1. **Description of Scope of Work** The proposal should describe your work plan and approach that will accomplish the specific tasks outlined in the RFP. Please describe the philosophy that will be utilized, along with the interest and capacity to meet the requirements outlined in this RFP. The description should include:
 - A description of how you would propose completing this project.
 - Clarify your plan for capturing photos and video and staffing resources to accomplish tasks.

2. **Organization's Qualifications and Experience** Overview of the bidder's business, the number and nature of the staff to be employed for this project, and the type of technology in place for this project. The bidder should describe any qualifications and/or experience and/or demonstrated competency specifically related to NGO-sector photography and video executed in the past.
3. **Identification of Anticipated Problems** The proposal should identify and describe any anticipated or potential problems.
4. **Costing** The bidder(s) must provide their rate for carrying out photography and video; this should include a total project cost with an itemized breakdown.
5. **Examples of Previous Work** The bidder(s) must provide evidence of past work (photographs and videos) by sharing links to their past work.