



United Nations Environment Programme

برنامج الأمم المتحدة للبيئة • 联合国环境规划署

PROGRAMME DES NATIONS UNIES POUR L'ENVIRONNEMENT • PROGRAMA DE LAS NACIONES UNIDAS PARA EL MEDIO AMBIENTE

ПРОГРАММА ОРГАНИЗАЦИИ ОБЪЕДИНЕННЫХ НАЦИЙ ПО ОКРУЖАЮЩЕЙ СРЕДЕ

Geneva, 24 November 2009

TO WHOM IT MAY CONCERN:

Mr. Martin Broomfield

I confirm that Mr. Martin Broomfield was contracted by UNEP as a photographer / videographer and worked as an independent consultant on location in Sri Lanka, the Maldives and Indonesia for three weeks during November 2007.

Mr. Broomfield's assignment was to gather photo- and videographic material in relation to UNEP's projects in the above mentioned countries, for publication in UNEP's report "*UNEP Post-Tsunami Recovery Activities 2004-2007*" and related use.

Whilest on location in Colombo and the eastern Ampara District (Sri Lanka), Male' and Huraa Island (the Maldives) and Banda Aceh (Indonesia), Mr Broomfield took still photographs, panoramic images and video footage. In early 2009 he edited the videos for use on a DVD, which was included with the final printed report. The videos included voice-over, recorded at three country locations.

The quality of the footage produced by Mr. Broomfield was excellent and we were very satisfied with the products delivered. The video footage has been proved to be an extremely useful tool to illustrate UNEP's activities in the field.

Mr. Broomfield showed great initiative and ability to work unsupervised, and did not need direction on shots. Although he did not have prior experience of the subject matter, he rapidly understood the issues to be demonstrated with the imagery. In addition, he is very pleasant to work with and functions well in a team context.

I would have no hesitation in recommending Mr. Broomfield for future contracts with UNEP.

With best regards,

(Ms) Maliza van Eeden

Project Coordinator
Post-Conflict & Disaster Management Branch

UNEP Post-Conflict & Disaster Management Branch

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To whom it may concern:
Jakarta, 3rd March 2011
Martin Broomfield

Martin Broomfield produced a video for ACIAR (Australian Centre for International Agricultural Research) when I was the ACIAR Indonesia Country Manager in Jakarta Indonesia. He worked as an independent video consultant shooting in locations around Jakarta and Bogor, Indonesia for a month during 2011, including poultry farms, an abattoir and markets, interviewing employees as associates of ACIAR. The video was about Biosecurity in Sector Three Poultry Farms, in Indonesia.

After the shooting was completed, he edited the video material and distributed it on DVD and the Internet.

Martin demonstrated a high level of professionalism, efficiency, dedication and skill in undertaking the assignment. Although he had no background in the agriculture field, he quickly grasped the intention and key concepts of the video. He showed good interpersonal skills and communication skills in dealing with members of the team and all industry stakeholders involved. His editing work was excellent and he was patient and accommodating in responding to our needs.

I would highly recommend Martin Broomfield for video projects in the future.

Kind regards,

A handwritten signature in black ink, appearing to read 'F. Barns', followed by a period.

Frances Barns
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Dar Es Salaam, March 20, 2016

Reference letter for Martin Broomfield

Dear Sir or Madam,

My name is Franque Grimard. I am a Professor of the Department of Economics at McGill University and I have been teaching Economic Development for the last 20 years. I am currently on extended leave, residing in Dar es Salaam, Tanzania for the last two years where I have been doing research on economic development and consulting work.

I am delighted to write a reference for **Martin Broomfield**. I first met Martin in Tanzania through a mutual friend. As an educator, I am interested in different ways of presenting information to facilitate learning and the use of videos and documentaries have increasingly been present even in university settings. These days, a picture and/or a video is worth way more than a thousand words, particularly in being able to grab the attention of students.

In January 2016, I worked as a consultant on a project about the role of Village Savings and Loans Associations (VSLAs) in empowering poor women in Côte d'Ivoire. My client wanted me to evaluate the impact of their project on the lives of poor women. As an economist, my job is to collect, crunch and analyze data to fulfill the mandate I am given. Yet, I also know that while tables, graphs and numbers are important elements, one needs to be able to also appeal to people's emotions. This is why I hired Martin to come with me to the field in Côte d'Ivoire and take pictures of the women, men and children in the villages where the VSLAs take place. Martin did an exceptional job in capturing the lives of these women and the changes the project brought them. He interacted very well with the rest of the team and he treated everyone he photographed or filmed with great respect and dignity. It really showed that Martin understood what development implies both on an economic and a social level. The photographs were amazing and my client was delighted to see these pictures in my final report.

Besides the great work, I appreciated his extreme professionalism and his ability to work in difficult conditions. He was able to help me meet tight deadlines by demonstrating flexibility and adaptation to changing conditions. He is also a delight to work with, displaying a lot of charming wit to everyone he comes in contact with. I am delighted to give Martin my highest recommendation for any type of video work, pictures or even web design you might need. I am convinced he will exceed your expectations and you will be extremely

happy with his work. Please do not hesitate to contact me if you need any further information. Contact me via email (franque.grimard@mcgill.ca) or my phone number in Tanzania +255682 452 459. I can also be reached by skype (franquegrimard).

Best,



Franque Grimard
McGill University
Associate Professor (currently on leave in Tanzania)
Department of Economics
Franque.grimard@mcgill.ca
+255 682 452 459

To whom it may concern,

This is a reference for Martin Broomfield.

Martin Broomfield worked for me when I was the Head of Operations the United Nations Development Programme (UNDP) in Vietnam from 1995 to 2000 and later when I was the Chief of Finance, Mekong River Commission, Phnom Penh, Cambodia in 2000 to 2002. Martin came to Vietnam in 1997 with his wife, Patricia McCullagh, who was a UN volunteer working in the UN Resident Coordinator's office in Hanoi.

He was employed as a Web Designer at UNDP on a contract basis. He worked on the UNDP web site and intranet site and also the United Nations Vietnam web site. When he started working for UNDP and the UN, both sites were at the first stages of development and were completely redesigned by Martin. He was brought in at the planning stage where he was involved in meetings with the heads of all UN organisations in Hanoi. Martin showed a great understanding of the workings and programmes of the UN and both web sites were designed and launched very quickly. Martin worked closely with national and international counterparts within UNDP and also conducted training sessions for the local staff providing them with the basics of updating the sites themselves.

It should be noted that The UNDP Vietnam web site was voted the "Best Site" in the UNDP system in 1999. It was considered to be the best designed and easiest site to use and gather information. This was not a small accomplishment, considering the site was launched in 1998.

Martin was employed on a contract basis for the Mekong River Commission in 2001. He was brought in to completely redesign and rebuild the MRC web site. He worked closely with National and International counterparts within the MRC and was brought to Phnom Penh to work on the design work and take photographs for the project. The site was redesigned within a month by Martin and he continued to oversee the site from Hanoi over the next year until maintenance and further development was taken over by the national staff within the organisation responsible for the Web site.

From my close contacts with Martin, I know he later went on to design other web sites for UN agencies in Vietnam, including UNFPA, UNICEF, UNV and UNIDO.

Throughout the time Martin worked for me at UNDP and MRC respectively, his creativity and ability to build eye-catching websites was of a first rate standard. He always met deadlines and was liked tremendously by my staff, National and International. Martin demonstrated a good understanding of the UN system and its funds and programmes including the UN Volunteers. He is committed to international development and thrives on working in a multicultural environment. He is a talented and creative web designer whom I would not hesitate to

recommend to international organisations - UN, NGOs and others. I would highly recommend him for any job in the future. Please do not hesitate to contact me if you need further information.

Yours sincerely

Torben Lund

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Jerry Rolls
Former European Co-Director
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Vietnam

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10th January 2005

Reference for Martin Broomfield

My counterpart and I employed Martin Broomfield on a contract basis when I was European Co-Director of the Cao Bang - Bac Kan Rural Development Project (CBBKRDP) in Northern Vietnam, a project funded by the European Commission. He did a number of contracts for the project between 2002 and 2004 including design and photography for three brochures and redesign of the website.

Martin was originally employed as Graphic Designer for a project brochure produced in 2002, in Hanoi Vietnam. His involvement included graphic design, photography and overseeing the printing process. He worked very closely with myself, the writer and local and international staff and did a photography shoot on location in Bac Kan province. The brochure was produced in English and Vietnamese.

Martin later worked on a number of contracts after he returned to Canada in 2003. He continued working on print design projects for the CBBKRDP from Ottawa, producing two reports and a calendar using the photographs he took in the provinces of Vietnam.

In January 2004 he redesigned the project web site in Vietnamese and English. He worked closely with a Vietnamese counterpart at the Cao Bang project HQ. The web site was a great success and I received many positive reports about the ease of use of the site and the effective design. The site was continually updated by Martin and his Vietnamese counterpart until the end of the project cycle in December 2004.

Martin was very enjoyable to work with and has a professional approach to his work. He worked very well with the national staff and the printing companies we he used in Hanoi. He consistently met deadlines and always stayed within the budget while keeping the highest professional standards.

The working relationship continued while Martin was working from Ottawa and I was managing the project from a remote northern province of Vietnam. Martin worked on print and web design for the project and communications were excellent and the products of a high standard.

I would not hesitate to recommend Martin for any contract in the area of design, web development or photography and I would underscore the flexibility of his skills and ability to work remotely from anywhere in the world. He would be a valuable asset to any communications team and is a pleasure to work with.

Yours sincerely

Jerry Rolls

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8th January 2005

To whomever it may concern

This is to inform you that, in my capacity of Chief technical Advisor for a major European Union-funded project in Vietnam (focussing on protected areas networking and management), I engaged Martin Broomfield as a consultant to lead in website design for the **BirdLife Vietnam** and **The Sourcebook of Existing and Proposed Protected Areas in Vietnam**.

The work involved:

- . extensive liaison with governmental, non governmental and donor partners to define needs;
- . initial concept planning, design and consultation;
- . responding to review inputs and development of prototype websites;
- . developing and building two interlinked websites according to agreed specifications;
- . training of national counterpart staff in website design and management;
- . post-design technical support;
- . fixing bugs and making minor adjustments as necessary.

This assignment required Mr Broomfield to work closely with our project staff and national partners. Also, since there tends to be considerable official reluctance amongst government officials to share information with broader constituencies, the site development process met with considerable bureaucratic resistance, and thus required considerable levels of patience and diplomacy -as well as strong design and technical skills.

Mr Broomfield rose to these challenges exceptionally well and became a reliable and trustworthy team member. He also proved capable of and responsive to working under pressure from tight deadlines. All organisations involved in the work were extremely impressed with the final outputs of Mr Broomfield's work ([BirdLife Vietnam](#) and [The Sourcebook of Existing and Proposed Protected Areas in Vietnam](#) websites). The website has now been adopted by the Government of Vietnam and is

used extensively by government, NGOs and donors. Indeed, the website now provides the platform for an online information management system for a major new World Bank forestry and conservation project.

I do not hesitate to recommend Mr Broomfield for other assignments. He has a strong reputation for delivery, works very well with national and international partners and is able to understand client needs and respond to these with clear and efficient design.

Please do not hesitate to contact me should you require further information, or should you wish to discuss this matter directly.

Sincerely

Ross Hughes

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email. d.pritchard@gsa.ac.uk

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To whom it may concern:

I am pleased to write this letter of recommendation for Martin Broomfield. I have known Martin for over nine years on both a personal and professional level and can highly recommend him for both his graphic skills and web design ability. I have worked with Martin in the New Media Department at Design Vision Incorporated (DVI), in Toronto Canada for three years.

In both my direct and indirect professional experience with Martin (having been aware of many of his recent projects) I have found him to be very personable, highly professional and a strong team player and team builder. At DVI of his projects have involved the management of many staff and liaising with multiple project partners, something he seems to do with relative ease. He's clear and confident when dealing with others without being overbearing, and builds trust with the individuals and organizations that he works, manages and partners with. One could say he gets things done without a lot of friction.

During Martin's service at DVI, I spent considerable time working with him on numerous CDrom, print, video and web-based projects. I have witnessed his work as a graphic designer, videographer, programmer and creative director. All of the Herman Miller projects reflect his award-winning creative vision and design talent. At all times he demonstrated a high degree of professionalism and an enormous amount of creative ability. He was dedicated to his work and obviously driven by quality.

Martin's style of communication translates across both the verbal and written spectrums; he's articulate and flexible in both print and at meetings. He is able to communicate the value of his work and ideas effectively to a broad range of people at a variety of levels. He has often been the public face for many of the projects he has spearheaded.

One last note regarding my professional relationship with Martin: he's a tireless worker. I've often seen him working "college-student" hours on projects in order to get things done.

In summary, I am pleased to give Martin my highest recommendation for the

web design position with your institution. From previous personal and work experience, I strongly believe he would meet and exceed your requirements in admirable fashion. Please let me know if I could supply any further information to support his application; I would be more than happy to do so.

Sincerely,

Douglas Pritchard
Visual Cities Director
Mackintosh School of Architecture
Glasgow School of Art



United Nations International School of Hanoi

12/01/2005,

To Whom It May Concern,

This is a letter of reference for Martin Broomfield whom I have known for two years when he worked as a web master for the United Nations International School of Hanoi. Martin was on a yearly contract to maintain and manage our school website. Martin worked for UNIS for two years from 2001 to 2003 when he returned to Ottawa.

Martin is very talented as a graphic designer and web master. He was always on time with uploading information on our web site and was able to attend many school functions for the purpose of photographing school events. He interacted well with staff members and students and was able to capture the essence of our school events through photography. At the end of his contract, Martin trained a local member of staff to continue with the site.

I recommend Martin highly for any kind of web design. He works quickly, is accurate and is able to write text to capture the images well. Martin was able to meet the demands of our school fully and I cannot recommend his work and talents enough. He is both artist and technician with the graphic web design.

Please feel free to call or email me if you need further information about this talented web designer. Our web address is www.unishanoi.org if you wish to view some of Martin's work

Yours sincerely,

David Baird
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