



## ICLEI - LOCAL GOVERNMENTS FOR SUSTAINABILITY

### AFRICA SECRETARIAT (ICLEI Africa)

ICLEI Africa seeks to appoint a service provider to produce an animated explainer video and associated communication deliverables for one of its projects, namely the Covenant of Mayors in Sub-Saharan Africa (CoM SSA).

26 February 2020

### **Quotes due: 13 March 2020**

Appointment: 16 March 2020

Send to: Adel Strydom [adel.strydom@iclei.org](mailto:adel.strydom@iclei.org)

Technical queries: Adel Strydom [adel.strydom@iclei.org](mailto:adel.strydom@iclei.org)

### **Final deliverables due: 30 April 2020**

Please indicate interest in submitting a bid by **6 March 2020**, so responses to queries may be shared with interested bidders.

Bids will still be accepted if interest is not indicated, but bidders must accept that they may not have received the responses to questions other bidders may have received.



## Terms of Reference

### Background:

As an implementing partner for The Covenant of Mayors in Sub-Saharan Africa (CoM SSA), ICLEI Africa seeks to produce an animated, infographic explainer video outlining the initiative, its aims and its successes. Using the script provided to the successful service provider, the video should explain complex subject matter in an engaging and understandable way using 2D animation. It should also visualise impactful statistics and stories from Africa and inspire climate action in cities across the continent.

### Background to CoM SSA

The Covenant of Mayors in Sub-Saharan Africa (CoM SSA) supports Sub-Saharan African cities to tackle the interconnected challenges of climate change and access to sustainable energy. Started in 2015, CoM SSA is the African regional chapter of the Global Covenant of Mayors (GCoM). With more than 10,000 members, GCoM is the largest network of cities driving urban climate action. CoM SSA currently has more than 200 signatory cities in over 35 French, Portuguese and English speaking countries in Sub-Saharan Africa.

The initiative supports cities to develop climate action plans, access climate finance and implement low carbon infrastructure projects in their cities. It also provides cities access to the CoM SSA, and broader GCoM, network of experts and fellow signatories for knowledge exchange and co-learning.

For more information, visit the [CoM SSA website](#).

CoM SSA is a complex initiative with various objectives, many partners and funders, and various aspects to its work. This video aims to simplify the initiative, show how all the partners are involved and what the initiative is achieving, and aiming to achieve, at its core.



## Aims of the video

1. Showcase the value and successes of the initiative
2. Show the value of the funders and the partnerships
3. Profile the efforts of the cities
4. Motivate cities to take climate action

## Key messages

Fighting climate change is at the core of the initiative

Creating African cities of the future through climate action – the future city is African

CoM SSA is transitioning from planning to implementation and local governments are taking action.

## Main deliverable

5 min max animated explainer video with voiceover based on script provided to the successful service provider, moving from one element to the next and zooming out for a final, big picture illustration.

## Associated deliverables

1. High resolution infographic poster summarising the initiative, with additional content from the script included to make it understandable. Each element of the poster to be supplied as separate graphic element for use in Twitter campaign
2. One-page infographic expanding on one of the elements of the video, using text provide
3. French versions of both the video and the infographic using the script provided by the successful service provider
4. All additional icons developed as separate graphic elements to be used by the initiative in the future

## Deliverable 1: The video

Length

- The animated explainer video will be 5 minutes max and ICLEI Africa will provide the signed off script.

Content:



- The content addresses the opportunity African cities have to take climate action and create low-emission, sustainable cities. It is inspiring and shows how this project can create tangible action on the ground and empower cities to continue this work. The future is urban and the future city is equitable, thriving and African.
- The script outlines a series of elements, each of which need to be animated separately. These elements explain different aspects of the project, for example context, the need, how the project addresses the need and various aspects, and focuses of the project itself.
- The animation should highlight the key information for each element, as written in the script, using words and numbers only when highlighting facts and figures or emphasising an important word or concept. The animation itself should convey the script.

#### Look and feel:

- For colours and fonts, the video should comply with the CoM SSA visual identity guidelines, which will be provided.
- The animations should be engaging and interesting, but not childlike or humorous, as this is a brand used by mayors and technical officials.
- The style and method of illustrating facts and figures should be based on the following video: <https://www.youtube.com/watch?v=uu-a1hFEV7Q>

#### Camera orientation and movement:

- The camera should visibly move from the one element to the next in order to help the viewer stay orientated.
- After the last element, the camera should zoom out to reveal all the elements and how they relate to each other, providing a big picture poster depicting the initiative as a whole.
- This can be done similar to the following video (please ignore hand drawn style of this video and look only at how the camera moves to reveal a poster): [https://www.youtube.com/watch?time\\_continue=1&v=tjKk49Bp8Es&feature=emb\\_logo](https://www.youtube.com/watch?time_continue=1&v=tjKk49Bp8Es&feature=emb_logo)

#### Voiceover

- There should be a voiceover narrating the script exactly as it is provided to the service provider
- Ideally, the voice should be that of an African person, with clear and easily understandable English pronunciation. Importantly, this video will be viewed by people from all over the world, therefore, although the voice should be distinctly African, it should not have a strong accent.
- The tone should be informative and confident, but not arrogant, overly informal or humorous.
- The pace should be lively and engaging, and neither rushed nor lethargic.



#### Music

- Music should be uplifting and energetic, with an African feel, but remain within the limits of corporate background music

#### Key graphic elements

- Toward the end of the video, a map of Africa should reveal the current project locations and move into a ripple effect showing how success stories create a ripple effect to eventually cover the entire continent.
- Toward the end of the video, all the logos of the partners and funders involved in the initiative should be displayed on screen and then be animated together to create the CoM SSA logo.
- Further elements will be discussed with the service provider on the first briefing meeting and the service provider will be required to provide creative ideas for depicting the elements in the video.

### Deliverable 2: The infographic poster

The poster should be a more detailed version of the final big picture illustration shown at the end of the video. ICLEI Africa will provide the additional text that needs to be shown on the poster for required extra detail. This poster should be a standalone product and, when viewed, should summarise the initiative in a clear, stylish manner, using the same graphics and style as the video. It should be provided in high resolution in both print and web friendly files. The style should also follow the CoM SSA visual identity guidelines.

### Deliverable 3: One-page text-based infographic

This infographic aims to expand on one of the elements that will be briefly explored during the video, which is a climate action plan that cities create when they are part of the CoM SSA initiative. The infographic will outline 11 reasons for creating such a plan. It is a text-based infographic, but the service provider needs to create corresponding icons for each of the reasons outlined in the text. The text for the infographic will be provided. Each reason is between 6 and 15 words in length. The first word of each is an action word and this should be highlighted so that on first glance, these action words draw the attention. The style should also follow the CoM SSA visual identity guidelines.



#### Deliverable 4: French versions for video and infographic

Using the same visuals, the service provider must produce French versions of both the video and the infographic poster. The required French script and text will be supplied to the successful service provider. Any English text that is part of the video animations can remain in English. Only the voice over will be in French. The same requirements for the voiceover apply for the French version. The service provider may choose whether to use the same voice artist for both or two separate artists. The French text for the infographic will be also be supplied.

#### Deliverable 5: All addition icons

Any additional icons developed for the project must be supplied as separate, high resolution graphic elements to be used for future communications products.

***Please note: While the content for deliverables 1 and 2 overlap, the content for deliverable 3 is completely different and requires original graphics and icons.***

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## Please provide for at least the following stages in the process:

- Detailed briefing and discussion.
- A selection of design elements to be supplied by the service provider for comment prior to moving onto full video
- A short (10 second) section of the video to be supplied by the service provider for comment prior to moving onto the full video.
- Three rounds of comments/corrections (comments from ICLEI AS will be coordinated via the comms team and provided in a consolidated manner).

## Service provider requirements

The successful service provider must:

- Have extensive and demonstrable experience in creating animated explainer videos
- Have experience in designing infographics and posters
- Be based in Cape Town, South Africa

Additional, advantageous criteria for prospective service providers relate to:

- Having worked on videos for similar organisations (sustainability or local government organisations)
- Have an understanding of environmental sustainability issues
- Have the ability to relay complex subject matter in informative, easy to understand, ways

The service provider may only sub-contract other parties to assist them if approved by ICLEI Africa.

## Reporting requirements and management

The service provider will provide a progress update at least every two weeks, but should be prepared to be in constant contact via email or Skype with the ICLEI AS comms team.

## Requirements for the quote

The following information must be provided in the proposal:

- Detailed CVs/profiles of team members to be involved
- A company portfolio
- Suggested timeline of project
- A link to previous relevant work
- Evidence to support the Service Provider Requirements above
- Detailed budget broken down into project stages and deliverables (please include hourly rate)
- Proposed schedule of payments
- BEE certificate or sworn affidavit for B-BBEE exempted micro enterprise



## Closing date for submission of quotes

Kindly submit your proposal and supporting documents via email to Adel Strydom at [adel.strydom@iclei.org](mailto:adel.strydom@iclei.org) by **11:00 (SAST) on Friday 13 March 2020**.

## On-site meetings

The service provider will be required to attend at least two in-person meetings at the ICLEI Africa offices in Century City, Cape Town, to discuss the scope of work, work through the script together and decide on some of the key animations.

## Questions, comments or queries

Please contact Adel Strydom | [adel.strydom@iclei.org](mailto:adel.strydom@iclei.org) | 021 202 0381 if you have any questions.

ICLEI reserves the right not to appoint a service provider in relation to this Terms of Reference.

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