TERMS OF REFERENCE

ICLEI Africa seeks to appoint a service provider to produce a ‘learning’ video and associated communication deliverables for its Reflecting Cities Project

Bids due: 11 March 2020
Appointments: 12 March 2020

Email Bids to: Claudia Schröder, claudia.schroder@iclei.org
Technical queries to Claudia Schröder, claudia.schroder@iclei.org

Please indicate interest in submitting a bid by 5 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

1. Background

ICLEI – Local Governments for Sustainability is a global network of more than 1,750 local and regional governments committed to sustainable urban development. Active in 100+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development. Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability. At ICLEI Africa, we serve our African members, working with cities and regions in more than 25 countries across the continent. We offer a variety of urban sustainability solutions through our dynamic and passionate team of skilled professionals.

ICLE Africa is currently implementing the project, Reflecting Cities, which is supported by the Robert Bosch Stiftung Foundation. The Reflecting Cities project provides African cities with spaces for reflection and inter-city learning to assist them in engaging with identified complex urban planning challenges. In summary, the one-year initiative aims to provide local governments with:

- The space for networking and inter-city learning;
- Access to experts, facilitators and thought-leaders to assist in co-developing innovative urban planning approaches within African cities;
- A space for reflection and dialogue;
- Tools and processes for unpacking a specific planning case study - to articulate the specific challenges, opportunities, outcomes and feedback involved, so as to design effective solutions; and
- Roadmaps that outline a process for sustaining the discussions, learnings and solutions which emerge throughout the project.

For more information, visit the Reflecting Cities webpage on the ICLEI Africa website.
As an implementing partner for The Reflecting Cities project, ICLEI Africa seeks a service provider to produce a 4-5-minute live action video, coupled with 2D animated elements throughout the video, showcasing the project, its methodology, learnings and recommendations. The video should explain complex subject matter in an engaging and understandable way to viewers. In addition to the video, the service provider will need to produce 8 accompanying tweet cards (i.e. animated illustrations – GIFs) and draft tweets that can be used on Twitter to promote the project more generally, as well as the messages showcased in the video more specifically. Lastly, the service provider will be required to pull out stills of the animations developed for the video into an A3 poster, which innovatively showcases selected key messages and recommendations highlighted in the video to inspire local governments. Additional text for the poster will be supplied to the selected service provider.

2. Key Deliverables

In order to meet the requirements of this Terms of Reference, the appointed service provider is expected to deliver the following:

1. One 4-5-minute video containing live action footage & animated elements
2. 8 animated images (GIFs) with captions for a social media Twitter campaign
3. One A3 poster showcasing key illustrations and messages from the video

2.1. Deliverable 1: One short video

- Video concept and script refinement
- Video editing
- Collating relevant video interviews of project stakeholders
- Narration – voice artist to be supplied by service provider
- Subtitles in English that can be switched on and off on Youtube
- Sourcing stock live action video footage/photos
- Developing moving self-drawn animated elements/ features
- Full usage rights for music (or music for which copyright has been granted)
- One-fully produced video of approximately 4-5 minutes
2.1.1. **Aims of the video**
- Share learnings, content and methodology that is helpful to target audience (see below) and continues to support change at the local level (i.e. video to primarily be a learning product)
- Profile key lessons and discussions emerging from the *Reflecting Cities* project work

2.1.2. **Key messages of the video**
- The *Reflecting Cities* project has unlocked a space for cities to learn and reflect on complex city planning challenges, such as waste management, urban greening and urban mobility.
  - This is demonstrated through various videos of project stakeholders’ perspectives
- The world needs new ways of thinking and doing. Through projects like *Reflecting Cities*, ICLEI Africa is pushing the boundaries by designing and implementing new innovative approaches to tackle complex challenges within African cities.
- The *Reflecting Cities* project cities in Africa are showing the rest of the urban world how to tackle complex challenges and transition to a more sustainable path.
- The project learnings and recommendations shape the design for future work in African cities

2.1.3. **Target audience**
- 4 project cities, especially the City decision makers (i.e. mayors, political leads)
- Other cities globally that face similar challenges
- Potential funders/ partners

2.1.4. **Length**
- The video will be 4-5-minutes in length in 1080p (HD) resolution

2.1.5. **Video content material & responsibilities**
ICLEI Africa will provide the following material for the video content:
- The *script* which outlines the storyline of the video as well as the selected quotes from the video interviews
- The *raw, un-edited live action video footage* of project interviews with various stakeholders that accompanies the script
- Raw, un-edited jpeg. images from the *Reflecting Cities* project
- Relevant project logos
While there is a script and some live action video, ICLEI Africa requires assistance with the following material for the video content in order to fill in the gaps:

- **Voice over(s)/ narration** needs to be recorded where recommended/ required.
  - Ideally, the voice should be that of an African female, 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.

- **Stock live action video footage** needs to be sourced and used in the video where recommended/ required

- **Moving self-drawn animated elements/features** need to be designed to accompany the video footage. For example, when transitioning from one frame to another.

- **Music** should be selected to accompany the video. The music selected and used should be uplifting and energetic, but remain within the limits of corporate background music. Preferably this music should have an African feel.

### 2.1.6. **Look and feel of video**

- For colours and fonts, the video should comply with the ICLEI’s 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.

- Here are some examples of the various video styles for inspiration:
  - Story telling of a project deliverable with music, pictures, live action footage and subtitles example: [Urban Tinkering Walking Workshop in Kisumu - principles & approaches for co-creating solutions](#)
  - Stock video footage use example 1: [African Urban LEDS cities focus on energy solutions](#)
  - Stock video footage use example 2: [100% Renewables - Cities and Regions Roadmap](#)
  - Animation example: [Thrive app](#)
- Self-drawing cityscape example 2: [https://www.shutterstock.com/video/clip-20567638-toledo-spain-cityscape-animated-sketch-on-white](https://www.shutterstock.com/video/clip-20567638-toledo-spain-cityscape-animated-sketch-on-white)
- Example of hand drawn cityscape outline filling in with colour and becoming the 'real thing' or stock footage that we'll use. [https://www.shutterstock.com/video/clip-1014617270-cityscape-begins-bw-fades-into-colorful-sunset](https://www.shutterstock.com/video/clip-1014617270-cityscape-begins-bw-fades-into-colorful-sunset)

Further details will be discussed with the successful service provider during the [first briefing meeting](#) (12 March 2020) and the service provider will be required to provide ideas for the various deliverables.

### 2.2. Deliverable 2: Illustrative images with captions for social media

The service provider will be required to produce various tweetcards (i.e. animated illustrations – GIFs) that are based off of and align with the video produced. In addition to the tweetcards, we require the service provider to include the relevant draft tweets to accompany the various tweet cards produced. For inspiration please see [here](#).

#### 2.2.1. Aim
- Showcase key lessons and recommendations from the *Reflecting Cities* project work showcased in the video (deliverable 1).

#### 2.2.2. Responsibilities

ICLEI Africa will provide the following material:
- Raw, un-edited jpeg. images from the *Reflecting Cities* project
- Relevant project logos and twitter handles

ICLEI Africa requires assistance with the following material for Twitter content:
- Produce illustrative visuals that are based off of and align with the video produced. Please note, only JGP, PNG and GIFS formats are allowed and the file size should not exceed 1 MB
- The content must be produced in English language.
• Develop and provide social media posts for the materials produced along with engaging hashtags relevant to the project themes that can be used on Twitter.

2.3. Deliverable 3: Poster of video animations

In addition, the service provider will be required to produce a visually effective and high-quality poster (both a print ready & digital version).

2.3.1. Aim of the poster

• Pull out stills of the animated illustrations developed for the video (deliverable 1) into an A3 poster which innovatively showcases selected key messages and recommendations highlighted
• Inspire local governments and provide a point of reflection

2.3.2. Responsibilities

ICLEI Africa will provide the service provider with content (linked to the video script), and key messages/recommendations, however the service provider will also be expected to contribute to the creative designing process. The service provider will also take full responsibility for the technical part of the poster post production, including handling the copyright and/or any other intellectual right regarding illustration and other graphic pictures to be included in the design, if needed.

3. Timeframes

The service period will begin on 12 March 2020 and be complete by 15 May 2020.

The service provider will need to attend three face-to-face meetings at ICLEI Africa's offices in Century City, Cape Town. The first meeting will take the form of a briefing meeting and will need to be conducted on 13 March 2020.

The service provider will be required to work closely with the ICLEI Africa team on all deliverables to ensure product requirements are aligned and met. Milestones will be mutually agreed upon when the job commences, and the ICLEI Africa communications team will undertake to provide timeous feedback.
4. Reporting
The service provider will share **weekly** updates on the progress of the production of each of the 3 deliverables outlined above, but will be expected to work closely with the ICLEI Africa team throughout.

5. 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.

6. Requirements for the bid
Kindly submit your proposal to Claudia Schroder at claudia.schroder@iclei.org by 16:00 (SAST) on 9 March 2020. For any queries related to submission please contact ICLEI Africa before 4 March 2020 at the email above. Please use the subject line: **Service Provider: Reflecting Cities** when submitting your proposal or queries.

When submitting your proposal, please include the following information:

- A company portfolio, including detailed CVs of team members to be involved
- A link to previous relevant work i.e. illustrated products / videos / animations
- Suggested timeline of project
- Evidence to support the Service Provider Requirements above
- Detailed budget broken down into project stages and deliverables (please include hourly rate).
  
  Each deliverable should be unpacked to include the following information:
Detailed outline of the team working on each deliverable with time allocated to each deliverable (with accompanying staff per deliverable).

Total number of hours/ days assigned to each task.

Note: please include voice over artist as a separate line item in the budget

- Proposed schedule of payments
- For those service providers based on South Africa please also submit a BEE certificate or the sworn affidavit for B-BBEE exempted micro enterprise.

7. Budget
The budget should demonstrate clearly and separately each deliverable's total for professional fees, including hourly rate and the number of hours per consultant. A total budget, including all amounts and VAT, is then to be provided.

The budget is limited to a maximum of R125 000.00. It is not required that this full budget is used.

Please note: If you have not heard from ICLEI Africa by 29 March 2020, please note that either ICLEI Africa has decided not to appoint a service provider for this piece of work, or you have been unsuccessful in your application.

Appointment of a service provider is subject to the ICLEI Africa’s contractual terms and conditions as captured in the Letter of Appointment.

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