

Terms of Reference (ToR)

for assignment of production of marketing videos for the project “Promoting Low Emission Urban Development Strategies in Emerging Economy Countries” (Urban-LEDS)

Urban-LEDS Community Showcase Launch Videos

For external use

<p>Task <i>(Name of action as reference)</i></p>	<p>Marketing videos to showcase implementation projects in Urban-LEDS municipalities</p>
<p>Summary <i>(1-2 key sentences summarising the expected service)</i></p>	<p>Filming and post production of 8 short videos covering flagship energy and water building retrofit projects in Steve Tshwete, KwaDukuza, Mogale, uMhlathuze, Saldanha, Nelson Mandela Bay and Sol Plaatje.</p>
<p>Description of the assignment, expected outcomes <i>(Focus on tasks, including for example language requirement, travel need, time frame)</i></p>	<p>Background The Urban-LEDS (low emission development strategies) project, funded by the European Commission, and implemented by UN-Habitat and ICLEI, has the objective of enhancing the transition to low emission urban development in emerging economy countries. It supports selected local governments in Brazil, India, Indonesia and South Africa with a comprehensive methodological framework, known as the GreenClimateCities methodology. This aims to integrate low-carbon strategies into all sectors of urban planning and development within their municipalities. The project was launched in South Africa in February 2013 and the seven participating cities have been working with Urban-LEADS team to compile baseline reports, participate in training workshops, develop their low emission strategies and implement projects.</p>



The project is now in its final phase of project implementation, and six “community showcase” projects are underway in the participating municipalities. Each project seeks to demonstrate that resource efficiency and sustainability is relevant (and beneficial) for people across the socio-economic spectrum, contributing to a local and global effort to reduce emissions and adapt to climate change.

The list of projects currently being implemented is listed below:

- **KwaDukuza (Stanger, KZN) Groutville Care Homes:** Energy retrofits and food security for 20 Child Welfare care homes, including solar water heaters, energy efficient lights, insulation cookers (Wonderbags) and food gardens. The video will also reference the strategic development work that led up to this implementation phase.
- **Steve Tshwete (Middelburg, Mpumalanga) Doornkop rural community:** Off-grid solar and lighting project including solar PV, solar water heating, LED lighting and insulation cookers (Wonderbags). The video will also reference the strategic development work that led up to this implementation phase.
- **uMhlathuze (Richards Bay, KZN) Library:** Solar PV and lighting retrofit at a local community library.
- **Mogale (Krugersdorp, Gauteng) Mphe-Thuto Primary School:** Energy and water retrofit of a local primary school in the Magaliesburg township, involving small PV panels, LED lights, solar water heaters, and insulation cookers (Wonderbags).
- **Nelson Mandela Bay (Port Elizabeth, Eastern Cape) Grootkloof Environmental Education Centre:** Solar PV installation, energy efficient lights and solar water heater at an environmental educational centre.
- **Sol Plaatje (Kimberly, Northern Cape) Elizabeth Conradie School accommodation:** Retrofit of accommodation for learners at this specialist centre for disabled youth, including solar water heaters, LED lights and insulation.
- **Saldanha Bay (Western Cape):** Non-event related video, detail tbc



More information about the Community Showcase concept can be found in the attached annex.

Task

The videos will be filmed during the launch of these showcases, and will consist of visuals of the projects and their surrounding environment, together with vox pops and short interview responses from the beneficiaries and other project stakeholders.

Each video (seven) will be a maximum of 2 minutes long with an 8th movie being 3 minutes (aggregating footage from the first seven to showcase the Urban-LEDS project and ICLEI's work overall).

All videos are to be filmed as far as possible in English (or depending on the actual interviews with project beneficiaries, local language may need to be subtitled with English in postproduction).

Mini-project briefs for each video will be co-created by ICLEI and the selected service provider in advance of each launch event. However the three top key messages the videos should convey are:

- Low carbon development creates jobs and improves lives.
- The benefits that arise from cooperation between municipality, communities and businesses.
- Partner with ICLEI and let's do more of this!

The key content requirements include:

- Footage of the retrofits themselves (building shots etc.)
- Short interviews with project beneficiaries, municipal officials and politicians, select service providers, and ICLEI staff.
- No narration/pre-prepared script.
- While the launch event will be used as the filming opportunity, the videos should not be purely "event" videos but tell a wider story.
- A differentiated approach in each video where possible (for example, one focusing more on an individual beneficiary's personal story versus another more on the municipality's strategy).

The target audience for the 7 individual 2-minute videos will be predominantly for local stakeholders



	and the municipalities, as well as ICLEI partners. The 3-minute summary will appeal predominantly to ICLEI's partners and potential funders.
Concrete deliverables expected <i>(Clear list and description needed)</i>	<ul style="list-style-type: none"> • Template or generic brief that can be used as the basis for differentiating (in collaboration with ICLEI) the treatment of the 7 showcase videos. • 7 x 2-minute videos - finished version in high-resolution, in electronic format (flash disk or other suitable storage medium) and also links to videos uploaded to YouTube and Vimeo. • 1 x 3-minute corporate video which aggregates the content of the 7 others & reflects on the overall process/success from a project point of view, and sells the possibility for scaling up the work in other places. • All original footage in electronic format
Time frame, location <i>(Short statements)</i>	All filming to take place between July 18 th (starting with Middelburg, Mpumalanga) and October 6 th on dates of launches in each of the 7 locations listed above. Travel is therefore required to each location. Each video should be completed no later than 2 weeks after the launch event has taken place.
Available budget <i>(provide range, e.g. in numbers of days)</i>	Quotations are requested. Please quote for any additional elements (e.g. drone footage costs, travel & disbursements), separately.
Deadline for indicating interest <i>(Clear and formally relevant deadline)</i>	2nd July 2015. Work is expected to start on the 10 th in preparation for the first launch on 18 th July.
Contact information <i>(of the office which is the searching and later contracting office)</i>	ICLEI - Local Governments for Sustainability Africa Secretariat nicholas.reay@iclei.org 3 Heron Crescent, Century City, Cape Town. 7441.

