



ICLEI Africa seeks to appoint a service provider to design three A2 infographic posters

12 June 2020

Bids due: Monday 22 June at 5pm SAST

Appointment: 26 June 2020

Email bids to Michelle Preen, michelle.preen@iclei.org

Technical queries to Michelle Preen, michelle.preen@iclei.org

This terms of reference is for a portion of work that forms part of the broader project that ICLEI Africa is undertaking for the City of Johannesburg (CoJ).

Context

With 4.4 million residents, the City of Johannesburg (COJ) is both South Africa's largest and most populated city. As it continues to expand, the city is taking proactive steps to become an environmentally sustainable and resilient African city.

The City of Johannesburg wants to protect nature and ecosystem services, improve air quality, raise environmental awareness and better manage water and waste. We are supporting the city to achieve this by drawing on our wide-ranging climate, nature and urban systems expertise.

Through this work, we are gaining a clearer understanding of the challenges facing the city and cities like it. This co-learning approach allows us to learn from them as much as they are learning from us. We share these learnings during monthly co-learning sessions and the co-production of plans, strategies, tools and campaigns.

For further information on the project, please visit: <https://africa.iclei.org/project/city-of-johannesburg/>

Scope of work

The service provider must be available to work closely with the ICLEI Africa Secretariat (AS) communications (comms) team to produce three high resolution A2 posters (that

can be enlarged if required). The posters should depict the content in a user-friendly, accessible and visually appealing way, and will be used in both hard copy and digital formats.

The service provider will need to agree to transfer full copyright and intellectual property rights of the commissioned posters and artwork to ICLEI.

POSTER 1:

Message: The ecosystems of the CoJ are valuable. They support human health, well-being and economic development.

Audience: Decision-makers within the CoJ, non-biodiversity departments within the CoJ, and civil society. Note: We want to keep the message and graphic simple because we cannot assume that the audience will be familiar with these concepts.

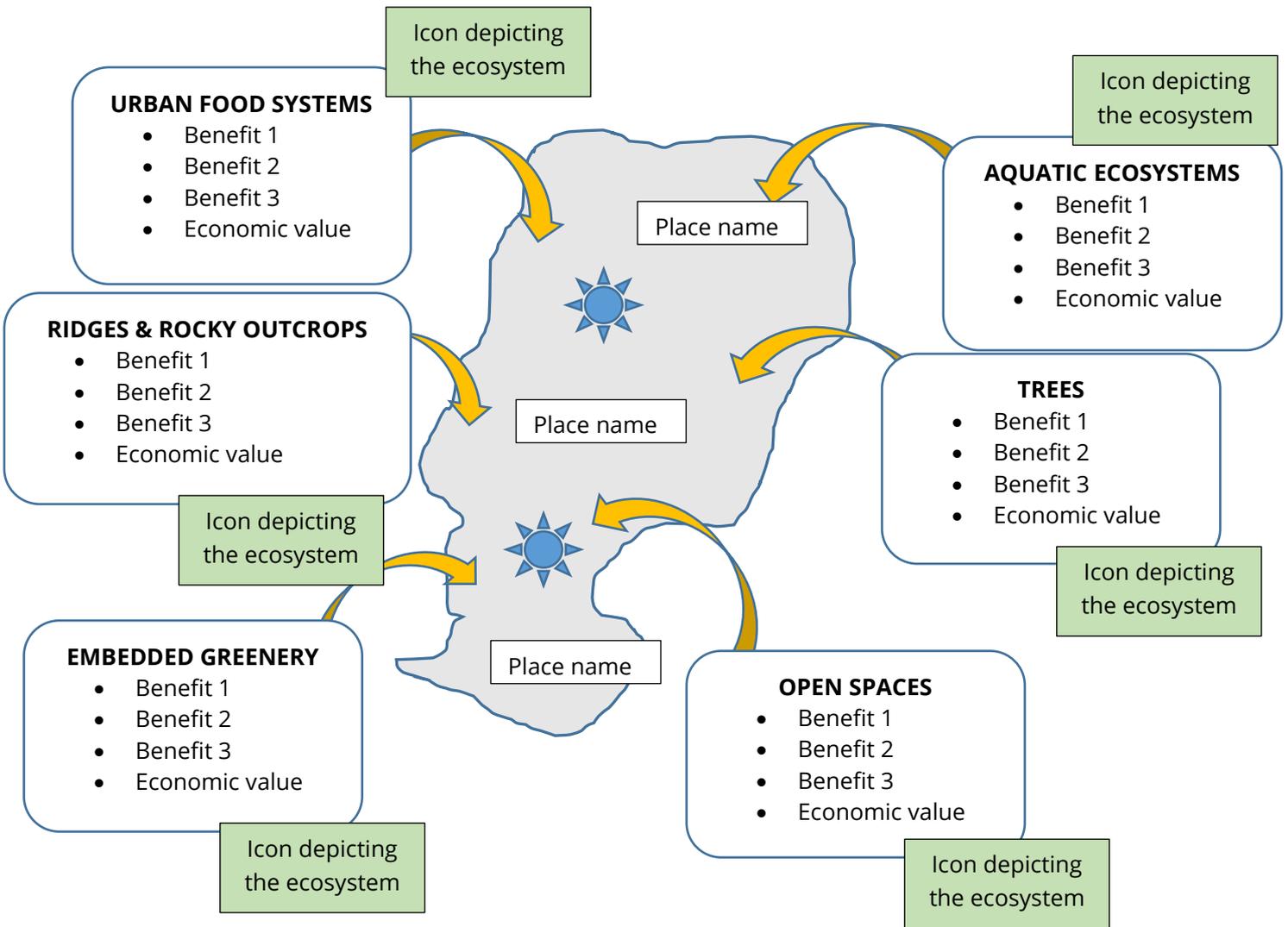
Format: A small (A2: 420 x 594 mm) colour poster.

Content description: The central element will be a basic map of Johannesburg (ICLEI will supply the base map for reference). The map should show recognisable features (such as the Brixton Tower and the Soweto Stadium) and a few place names.

Around the map, there should be six elements with icons, each indicating one of the six ecosystem types addressed in the CoJ Ecosystem Goods and Services Assessment (EGSA). Each ecosystem service will be accompanied by some brief text (to be supplied) summarising three major ecosystem benefits corresponding to each of the six major ecosystems addressed in the EGSA. The valuation results of the study will be available by the end of June and we may or may not have the opportunity to add this information.

Rough concept: As shown in the mock-up below, the arrows might (incorrectly) create the impression that particular ecosystem goods and services are found only in specific areas. We would require a couple of mock-up sketches so that we can consider options.

Mock-up of POSTER 1:



POSTER 2:

Message: CoJ's landfills are rapidly running out of capacity. Building new landfills is not an option. We need to invest in ways to reduce waste to landfill, and actively divert organic, recyclable or repurposeable wastes as new inputs.

Audience: Decision-makers within the CoJ, particularly Council. This infographic will highlight the key aspects of a new Waste Treatment and Disposal Strategy and Action Plan developed by the City. It will be used with leadership in CoJ and Pikitup, and potentially with private stakeholders.

Format: A small (A2: 420 x 594 mm) colour poster, landscape orientation.

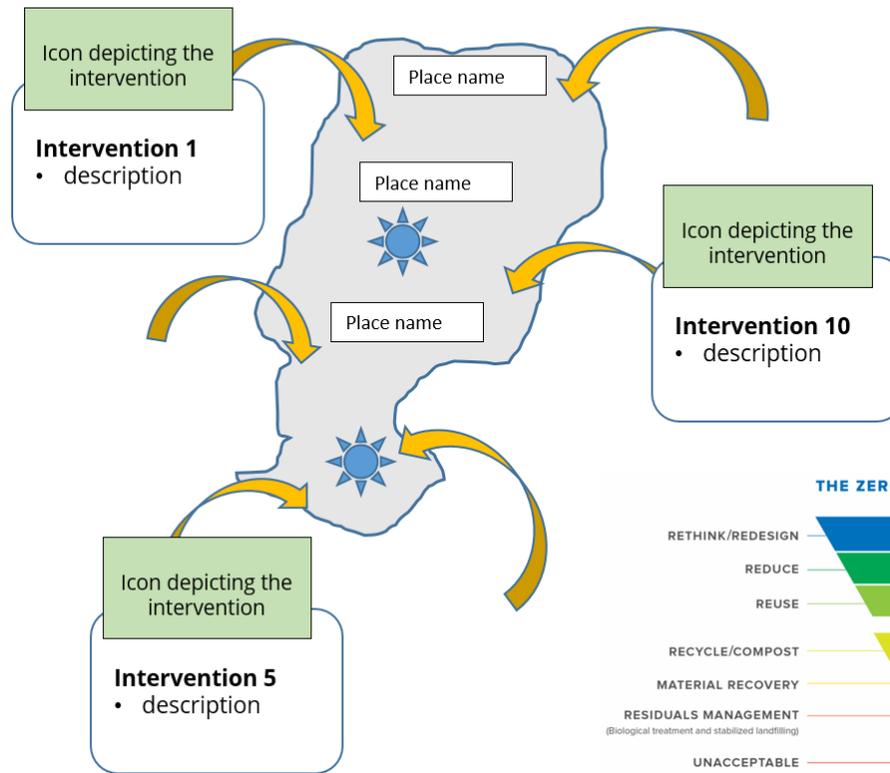
Content description: On the right, there should be a table which will details 22 key recommendations from the Strategy, and on the left, a basic map of Johannesburg (same as for POSTER 1). The map should show recognisable features (such as the Brixton Tower and the Soweto Stadium) and a few place names,

Around the map, there should be 10 waste management interventions, each with an icon, title and brief bullet of the outcomes (text will be provided). These icons will be incorporated into the table to show the links. The table will have more information on the specific approach. An image of the waste management hierarchy (supplied below) can be added where appropriate.

Rough concept:

As shown in the mock-up below, the arrows might create that an impression that particular interventions are found only in specific areas (although some are location specific). We would require a couple of mock-up sketches so that we can consider options.

Mock-up of POSTER 2:



List of interventions, risks, etc.
(with linked icons)



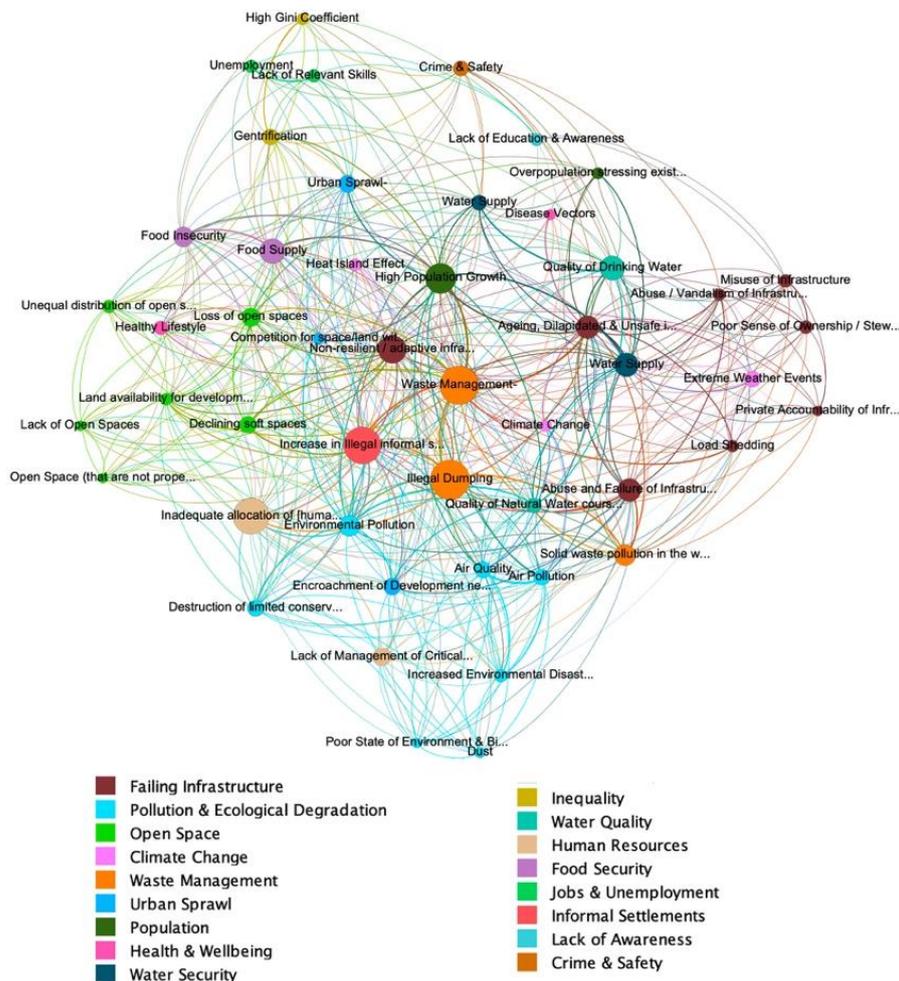
POSTER 3:

Message: Our environmental and infrastructure challenges are all interrelated, sometimes in unexpected ways.

Audience: Decision-makers within the CoJ, interested members of the public, and school learners engaged by the Environmental Awareness Team. This infographic shows how different challenges in CoJ are connected.

Format: A small (A2: 420 x 594 mm) colour poster.

Content description: Systems map, adapted from the map below (in the top 2/3rds) with a legend below, with 2-4 sentences per theme (text to be supplied). An icon in the legend colours should depict each theme. Full wording will be provided where it is cut off in the image.



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

- Detailed briefing and discussion
- Rough pencil sketch of each poster, with at least two options for each, to be supplied for comment prior to moving onto detailed design
- A few colour examples of graphic elements and icons to be supplied for ICLEI AS comms team to agree on style
- Three rounds of comments/corrections
- Layout of the poster (ICLEI Africa will be responsible for printing)

The following final products will need to be provided:

- Print-ready and web files
- Each graphic element exported separately as a PNG file

Service provider requirements

The successful service provider must:

- Have extensive and demonstrable experience in producing infographic posters and icons
- Provide examples of relevant work to indicate the style proposed
- Be based in Cape Town, South Africa.

Additional, advantageous criteria for prospective service providers include:

- Experience with working on similar environment-related design projects and an understanding of environmental sustainability issues
- Previous work undertaken with ICLEI AS.

The service provider may not sub-contract other parties to assist them once the job commences.

Deliverables and timeframes

The service period will begin on 26 June 2020 and be complete by 14 August 2020.

Milestones will be mutually agreed upon when the job commences, and the ICLEI AS comms team will undertake to provide timeous feedback.

Reporting requirements and management

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

Requirements for the bid

The following information must be provided in the bid:

- A company portfolio, including bios of team members to be involved
- A link to previous relevant work (infographic-style posters)
- Evidence to support the Service Provider requirements as detailed above
- Detailed budget (please include hourly rate)

- Proposed schedule of payments
- BEE certificate or sworn affidavit for B-BBEE exempted micro enterprises

Closing date for submission of bids

Kindly submit your bid and supporting documents via email to Michelle Preen at michelle.preen@iclei.org by **17:00 (SAST) on Monday 22 June 2020**.

For any queries related to submission, please contact Michelle at the email address above or call 084 924 6269.

Appointment of a service provider is subject to the ICLEI Africa's contractual terms and conditions.

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

Annex

South African – preferential procurement: Sworn Affidavit for Exempt Micro Enterprise