



SCOPE OF WORK

ICLEI - LOCAL GOVERNMENTS FOR SUSTAINABILITY - AFRICA SECRETARIAT

ICLEI Africa seeks to appoint a service provider to write scripts related to “showcasing” videos for its Urban Natural Assets for Africa (UNA) programme

Bids due: 29 June 2020

Appointment: 6 July 2020

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

Please indicate interest for submitting a bid and any queries by **25 June 2020**, so responses to queries may be shared with all 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.



Scope of Work

As a contribution to the [Urban Natural Assets\) programme \(UNA\)](#), described below, this Scope of Work relates to writing scripts to guide the development of videos that showcase the impact and recommendations emerging from the work done to date under the UNA programme. The service provider is expected to only undertake work indicated within this Scope of Work.

BACKGROUND

This Scope of Work is for a portion of work that forms part of the broader programme: *Urban Natural Assets for Africa*, which ICLEI Africa is implemented utilising funding from the Swedish International Development Cooperation Agency (Sida) through SwedBio at the Stockholm Resilience Centre. A project description is provided below to give the context for this Terms of Reference.

The UNA programme is designed to support local governments in Africa in addressing the daily challenges they experience around protecting and revitalising their urban natural assets. It specifically seeks to improve human well-being, contribute to poverty alleviation and build climate resilience through integrating nature-based solutions into land-use planning.

Since the programme's initiation in 2014, three flagship projects have been developed under the UNA umbrella: *Urban Natural Assets for Africa* (UNA Africa), *Urban Natural Assets for Africa: Rivers for Life* (UNA Rivers) and *Urban Natural Assets for Africa: Coasts for Life* (UNA Coasts). Projects share several common overarching objectives. Broadly, they aim to:

- **Support** the exchange and co-production of knowledge through dialogue between important parties in participating cities.
- **Encourage** key stakeholders to co-ordinate activities and work together towards integrating nature-based considerations into land-use planning and decision-making processes.
- **Build** capacity and provide access to a wide variety of informational resources and tools that have been adapted to the African context.
- **Improve** awareness of nature-based solutions through capacity building.
- **Mobilise** project activities through alignment with international policies and processes (such as the Aichi Biodiversity Targets, the Paris Agreement and the Sustainable Development Goals).
- **Connect** local communities with nature to promote appreciation and human well-being.
- **Create** and enhance sustainable livelihoods at the local level.



For more information on the UNA Rivers project please see: <https://cbc.iclei.org/project/una-rivers-life/>

The UNA programme cities are: Addis Ababa (Ethiopia), Lilongwe (Malawi), Dar es Salaam (Tanzania), Kisumu (Kenya), Kampala and Entebbe (Uganda), Nacala and Quelimane (Mozambique).

The UNA Rivers and UNA Coasts components of the programme are coming to an end. As a result, there is a need to develop communication outputs, such as illustration or live action videos, which demonstrate the impact or change that the programme has elicited, as well as showcase the next steps or recommendations that the programme supports.

KEY DELIVERABLES

The objectives of this ToR are to:

1. Write a script for a 10 to 13-minute video which primarily showcases the impact of the UNA programme to date
2. Write a script for a 1-minute video, to be used as a teaser/ promotional video for the longer, more detailed video (see above), which can be shared on Twitter and/or WhatsApp
3. Write a script for a 3-minute video which pulls together the key recommendations that the UNA programme supports

Note: While Deliverables 1 and 2 are based on the same text, while Deliverable 3 requires the writing of an original, additional script.

Deliverable 1: 10 to 13-minute video script to showcase the impact of the UNA programme

The service provider should write a 10 to 13-minute video script. The script should alternate between a voice over and interview footage. The service provider should do this by conducting the following:

- Interviewing representatives (4 people) from the UNA programme team via online platform, such as Zoom or Skype, to better understand the programme and its impacts;
- Reviewing and engaging with the programme website and relevant project resources and outputs to better understand the programme, its methods and its activities;
- Reviewing and engaging with the programme photographs and video interviews to inform the script development; and



- Engaging with a skeleton outline for the script supplied by the UNA team to guide the thinking for the video script development.

Deliverable 2: 1-minute social media video script

Deliverable 1 to be edited into a 1-minute video script that can be used as a teaser/promotional video for Deliverable 1, which can be disseminated via WhatsApp as well as on social media platforms such as Twitter.

Deliverable 3: 3-minute video script to showcase the key recommendations that the UNA programme supports

The service provider should write a 3-minute video script in addition to the scripts used for Deliverables 1 and 2, which aims to profile key lessons and discussions emerging from the UNA programme work. This should be done through conducting the following:

- Interviewing representatives (2 people) from the UNA programme team via online platform, such as Zoom or Skype, to better understand the programme lessons and recommendations; and
- Reviewing and engaging with a key programme output which outlines a proposed way forward for the UNA programme.

KEY MESSAGES OF THE SCRIPTS

- The UNA programme has unlocked a space for cities to integrate nature and nature-based solutions into decision making, whilst building sufficient agency and momentum for an unfolding process of transformation, creating the 'certain paths' for transformative change.
 - This is demonstrated through various videos of programme stakeholders' perspectives
- The world needs new ways of thinking and doing. Through projects like UNA Rivers and UNA Coasts, ICLEI Africa is pushing the boundaries by designing and implementing new innovative approaches to tackle complex challenges within African cities.
- The UNA 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 programme learnings and recommendations shape the design for future work in African cities.



TARGET AUDIENCE

- Deliverable 1 & 2: Potential funders/partners
- Deliverable 3: Project cities - Lilongwe, Addis Ababa, Kampala, Entebbe, Ncala, Quelimane and Kisumu-, especially the city decision makers (i.e. mayors, political leaders) and other cities globally that face similar challenges

PROJECT MEETINGS AND REPORTING

This job will have a limited number of formal meetings, but it is envisioned that communications between ICLEI Africa and the service provider will continue throughout the to allow for a close working relationship. The following project meetings will occur, with an assumption that all will be hosted on Zoom:

- Inception and briefing meeting, where the scope of work will be discussed and agreed upon
- Interviews¹ as part of Deliverables 1 & 3 (see above)

BUDGET

The budget shall demonstrate clearly the amount for professional fees, including hourly rate and the number of hours per consultant. A total budget should then to be provided.

It is envisaged that this assignment will take a maximum of 15 working days.

SERVICE PROVIDER REQUIREMENTS

- Proposals may be submitted by an individual or a team of individuals (as a consortium). The service provider may not sub-contract other parties to assist them once the job commences.
- The service provider must demonstrate experience in completing similar projects, in particular in developing video scripts.
- The service provider should have experience in writing on environmental issues.
- The service provider appointed may be based anywhere, however preference is given to African-based service providers.
- The service provider must have demonstrated skills in managing projects timeously and producing high quality outputs within short delivery periods.

¹ Two of the individuals to be interviewed as part of Deliverable 1 are the same as those to be interviewed as part of Deliverable 3 and therefore the interviews can be combined.



- The service provider must be able to supply accurate and comprehensive financial records of project-related expenses if asked for by ICLEI Africa.
- Project implementation and/or use of funding must support and align with the objectives of the UNA programme; see background information above.
- If relevant, the service provider must ensure costs of meetings and handing over all the deliverables are included in their budget considerations.

EVALUATION CRITERIA

Bids will be evaluated on the response to the Scope of Work, Qualifications, Past Experience, Hourly/Daily rates, and, if a South Africa service provider, B-BBEE Criteria.

SUBMISSION PROCESS AND TIMELINE

The project may be active for a maximum of 15 working days, starting and culminating in July 2020.

- 22 June 2020: Terms of Reference released
- **16:00 (SAST) on 29 June 2020: Proposal submission closing date**
- 06 July 2020: Service provider appointed
- Before 30 July 2020: Final approval of all deliverables and payment processed

SUPPORT TO BE PROVIDED

The following services and resources will be provided by ICLEI Africa:

- **Skeleton outline:** ICLEI Africa will provide the service provider with a skeleton outline for the script, to advise the thinking for the assignment.
- **Resources:** ICLEI Africa will provide the service provider all the key project outputs needed for this work. This includes access to the raw, un-edited live action video footage of project interviews with various stakeholders as well as access to raw, un-edited jpeg. images from the programme.
- **Dedicated staff and timely feedback:** ICLEI Africa will designate a focal person to serve as direct point of contact for all issues related to this assignment. This person will be responsible for timely coordination with co-workers and others as needed. ICLEI Africa shall strive to provide timely responses to service provider inquiries.

ACCESS TO DATA AND INTELLECTUAL PROPERTY



For the purposes of this assignment some data has to be collected, but this will need to be finalised in consultation with key stakeholders. All data used (that is not available from a public and open source platform) and related outputs produced are confidential and not to be shared without written permission of ICLEI Africa. On completion of the contract, the intellectual property of all outputs will be transferred to ICLEI Africa.

SUBMISSION PROCESS

Kindly submit your proposal to Claudia Schröder at claudia.schroder@iclei.org by 16:00 (SAST) on 29 June 2020. For any queries related to submission please contact ICLEI Africa via the email above.

Please use the subject line: **Service Provider: UNA Video script** when submitting your proposal. When submitting your proposal, please include the following information:

- Proof of all requirements for this work (see above section for requirements)
- For service providers based in South Africa attach the [South African – preferential procurement: Sworn Affidavit for Exempt Micro Enterprise](#) to your proposal
- Work plan and related budget in ZAR. 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
- Curriculum vitae of the service provider and/ or each team member of service providers.

ICLEI AFRICA RESERVES THE RIGHT NOT TO APPOINT A SERVICE PROVIDER IN RELATION TO THIS TERMS OF REFERENCE

Please note: If you have not heard from ICLEI Africa by **10 July 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.

For more information on ICLEI Africa see: <http://www.iclei.org/> and <http://africa.iclei.org/>
For more information on the UNA Rivers project see: <https://cbc.iclei.org/project/una-rivers-life/>