ICLEI Africa seeks to appoint a service provider to produce three videos for its Urban Natural Assets for Africa (UNA) programme

**Bids due: 27 July 2020**
Appointment: 7 August 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 20 July 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:
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. ICLEI’s Cities Biodiversity Center (CBC) is located in Cape Town, South Africa, embedded in the Africa Regional Office of ICLEI. ICLEI CBC offers cities a broad portfolio of supportive services through our dedicated team of passionate, skilled and dynamic biodiversity and urban development experts.

ICLEA Africa is currently implementing a programme entitled Urban Natural Assets for Africa, supported by the Swedish International Development Cooperation Agency (Sida) through SwedBio at the Stockholm Resilience Centre. 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, visit the [UNA Programme webpage](#) on the ICLEI Africa website.

As an implementing partner for the UNA Programme, ICLEI Africa seeks a service provider to produce 3 separate live action videos, coupled with 2D animated elements throughout the videos, showcasing the impact or change elicited by the programme, as well as the next steps or recommendations supported by the programme. Each video should explain complex subject matter in an engaging and understandable way to viewers.

**Deliverables:**

The service provider is required to produce the following deliverables:

1. One 10 to 13-minute video containing live action footage and animated elements, which primarily showcases the impacts of the UNA programme to date.

2. One 1-minute video containing live action footage and animated elements which can be used as a teaser/promotional video for the longer, more detailed video mentioned above.

3. One 3-minute video containing live action footage and animated elements which pulls together the key recommendations supported by the UNA programme.

**Deliverable 1: One 10 to 13 -minute video**

1. Briefing/Inception meeting and ad-hoc meetings as needed

2. Video editing of existing footage

3. Narration and subtitles in English (using voice-overs)

4. Sourcing stock live action video footage if needed

5. Developing moving self-drawn animated elements/features

6. Full usage rights for music (or music for which copyright has been granted)

7. One-fully produced video of approximately 10 to 13 minutes
Aims of the video:

- Showcase the impact and change elicited through the work undertaken by the UNA programme
- Position ICLEI as a key player in the nature-based solutions and planning space in Africa
- Assist ICLEI to leverage additional funding/secure partnership

Key messages of the video:

- A fully developed video script will be handed over on appointment, with the key messages clearly expressed

Target audience

- Potential funders/partners
- Development organisations that work on nature-based solutions or urban issues
- The UNA programme cities, especially the City decision makers (i.e. mayors, political leads)
- Other cities globally that face similar challenges

Length:

- The video will be 10 to 13 minutes in length in 1080p (HD) resolution

Deliverable 2: One 1-minute video

1. Video editing of Deliverable 1 into a shorter teaser video for social media purposes
   Note: This video to uses footage, voice-overs etc from the full video (Deliverable 1)

Aims of the video:

1. Promote the video above showcasing the impact and change elicited through the work undertaken by the UNA programme (for social-media platforms)

Key messages of the video:

- A fully developed video script will be handed over on appointment with the key messages clearly expressed
Target audience

- Potential funders/partners
- Development organisations that work on nature-based solutions or urban issues
- The UNA programme cities, especially the City decision makers (i.e. mayors, political leads)
- Other cities globally that face similar challenges

Length:

- The video will be 1 minute in length in 1080p (HD) resolution

Deliverable 3: One 3-minute video

1. Briefing/Inception meeting and ad-hoc meetings as needed
2. Video editing of existing footage
3. Narration and subtitles in English (using voice-overs)
4. Sourcing stock live action video footage if needed
5. Developing moving self-drawn animated elements/features
6. Full usage rights for music (or music for which copyright has been granted)
7. One fully produced video of approximately 3 minutes

Aims of the video:

- Showcase the key recommendations that the UNA programme supports
- Position ICLEI as a key player in the nature-based solutions and planning space in Africa
- Assist ICLEI to leverage additional funding/secure partnership

Key messages of the video:

- A fully developed video script will be handed on appointment with the key messages being clearly expressed
Target audience

- Potential funders/partners
- Development organisations that work on nature-based solutions or urban issues
- The UNA programme cities, especially the City decision makers (i.e. mayors, political leads)
- Other cities globally that face similar challenges

Length:

- The video will be 3 minutes in length in 1080p (HD) resolution

Video content material and responsibilities:

ICLEI Africa will provide the following material for the video content:

- **3 fully developed video scripts (one for each video)**
- **Raw, live action video footage** of project event interviews with various stakeholders that accompanies the script, to be used in the videos.
- **Raw, jpeg. images** from the UNA Programme
- **Relevant project logos**

While there is a script and some live action video, ICLEI Africa requires assistance with the following material for the content of the 3 videos 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 illustrated and animated to accompany the video footage. For example, when transitioning from one frame to another.
• **Music** should be selected to accompany the video. The music should be uplifting and energetic, but remain within the limits of corporate background music.

**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:
  - A long video using both illustrative elements and live action footage to showcase an ICLEI Project example: [Reflecting Cities: Connecting for Sustainability Project](#)
  - A teaser video for a longer video example: [Reflecting Cities: Connecting for Sustainability Project | Teaser](#)
  - 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](#)
  - Could include the webinar trailer for a different type of animation too if you want

Further details will be discussed with the service provider during the first briefing meeting and the service provider will be required to provide ideas for the various deliverables.

**Timeframes:**

The service period will begin on 13 August 2020 and be completed no later than the 30 September 2020.

The service provider will need to attend at least three meetings (most likely virtually via Skype or Zoom) with ICLEI Africa’s team to discuss the scope of work, work through the script together and key
video production elements. 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’s communications team will undertake to provide timeous feedback.

**Reporting:**
The service provider will share **weekly** updates on the progress of the production of each of the 3 deliverables outlined above.

**Requirements for the bid:**
The following information must be provided in the proposal:

- A company portfolio, including detailed CVs of team members to be involved
- 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
  - Approach and methodology
  - Expected outcomes and results
- A link to previous relevant work (illustrated products, animated videos etc.)
- Suggested timeline of project
- 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 Claudia Schröder at claudia.schroder@iclei.org by **17:00 (SAST) on 27 July 2020.**
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 VAT, is then to be provided.

The maximum budget available for this work is ZAR 280,000.00 (VAT inclusive).

Questions, comments or queries

Please contact Claudia Schröder [Claudia.schroder@iclei.org] | 072 338 7033 if you have any questions.

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

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