

TERMS OF REFERENCE

ICLEI - LOCAL GOVERNMENTS FOR SUSTAINABILITY - AFRICA SECRETARIAT

ICLEI Africa seeks to appoint a professional service provider to develop 5 short training videos to support ICLEI Africa in virtually raising awareness and enhancing knowledge on climate change and climate change adaptation

Bids due: 27th November 2020

Terms of Reference

ICLEI – Local Governments for Sustainability is a global network of more than 2,000 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.

This Terms of Reference (ToR) relates to supporting ICLEI Africa virtually raise awareness amongst local government officials across Africa on the topics of climate change and climate change adaptation. The service provider is expected to develop 5 short training videos based on 5 themes provided by ICLEI Africa that relate to the topics of climate change and climate change adaptation. The service provider is expected to only undertake work indicated within this Terms of Reference.

BACKGROUND

This Terms of Reference is for a portion of work that forms part of a broader project, *“Adapting to climate change and enhancing resilience: building adaptive capacity and enhancing resilience to the impacts of climate change”*. ICLEI Africa is implementing this project utilising funding from the West Indian Ocean Marine Science Association (WIOMSA). The project seeks to support local governments located within the WIO region of Africa with enhancing their knowledge of climate change and climate change adaptation.

In February 2020, ICLEI invited 20 city officials from 10 of the cities from across the WIO region to Cape Town, South Africa to participate in a tailor-made four-day participatory training course designed to enhance knowledge about climate change and its impacts, what solutions are out there, and how local governments can effectively plan to respond to the impacts of climate change while capitalising on potential opportunities presented by planning for climate change. During the course, participants were also provided with a detailed training manual to deepen their understanding of the concepts being discussed.

Post the course, as part of the project, ICLEI Africa intended to upscale its work by undertaking the tailored participatory training with city officials in each of the countries from within the rest of the WIO region. In light of the COVID-19 pandemic however, where many countries have closed their borders, many are practicing social distancing and many are limiting meetings to a very low number of people at any given time; and in the interests of protecting the cities we work with and limiting the spread of the disease, ICLEI Africa wishes instead to develop 5 short animated videos to support not only the cities who participated in the four-day course with tools to enhance knowledge relating to climate change but those in the entire WIO region.

AIM OF THE ASSIGNMENT

The aim of the assignment is to develop 5 short training videos to guide viewers through each of the 5 chapters included in the training manual which was used to train the city participants during the course (referenced above). The videos should visually share the content included in the training manual in an innovative and engaging way and their development should be guided by a professional videographer.

Primary Target Audience

The 5 short training videos will be shared with politicians, officials and decision makers from African coastal cities throughout the WIO region, as well as partner organisations and funders, thereby allowing the course content to be widely accessible to and benefit all.

KEY DELIVERABLES

Deliverable 1: Inception Meeting

At the beginning of the assignment, the service provider should meet with ICLEI Africa to have a detailed briefing discussion. The topics discussed in the inception meeting will include, but not be limited to, the following:

- The exact approach to be followed when developing the 5 short videos;
- A clear overview of how the 5 short videos will look once completed;
- Content to be supplied by ICLEI Africa and content to be created or sourced by the service provider;
- The timeline for the development of the videos.

Deliverable 2: Development of 5 short training videos (MAIN DELIVERABLE)

The service provider is expected to develop 5 short training videos, one on each of the 5 chapters included in the training manual. The 5 short training videos should include footage of the instructor provided by ICLEI Africa, motion graphics, stock footage and music. The videos should be innovative and visually engaging. Further specifications are outlined below:

Length:

- Each the of the 5 videos will be approximately 2 minutes in length.

Content

- ICLEI Africa will provide raw recordings of instructors conveying the content, based on scripts written and signed off by ICLEI Africa. It will convey the key messages from each of the 5 chapters included in the training manual (referenced above).

Look and feel:

- For colours and fonts, the 5 short animated videos should comply with the ICLEI Africa and funder branding guidelines as well as tie in with the training guide.
- ICLEI Africa will also provide the design elements from the training manual itself along with suggestions on additional visuals to be created. The service provider will be expected to propose ways to incorporate the footage and present to ICLEI Africa for sign off.

Motion graphics:

- The videos should include motion graphics to make the videos interesting and engaging (aligned with the target audience referenced above).
- Motion graphics should be used throughout, including the intro and ending frames to highlight certain aspects of the content and keep the viewer engaged.

Stock footage:

- The footage of the instructor should be interspersed where appropriate with stock footage of coastal African cities in order to keep the viewer engaged and inspired with beautiful imagery.
- The purchase of stock footage should be included in the costing provided by interested service providers.
- Full usage rights for stock footage (or footage for which copyright has been granted) should be included.

Music:

- Music should be included in the videos where appropriate. The music should be uplifting and energetic, but remain within the limits of corporate background music.
- The purchase of music should be included in the costing provided by interested service providers.
- Full usage rights for music (or music for which copyright has been granted) should be included.

Key graphic elements:

- At the beginning and end of each of the videos, there should be an opening and closing frame with the title of the video displayed in the screen along with the logos of partners and funders involved in the initiative.
- Further elements will be discussed with the service provider during the initial briefing meeting (Deliverable 1) and the service provider will be required to provide creative ideas for depicting the elements in the video.
- The script on which the raw footage of the instructor is based, will be broken down into a table, which will include visual suggestions that relate to what is being said. Alternative suggestions are welcome, but need to be signed off by ICLEI Africa before time is spent on motion graphics.

Other

- The service provider will be expected to supply a selection of design elements based on the existing training manual for comment on style etc. prior to incorporating them into the videos.
- The service provider will be expected to supply a short (10 second) section of the video for comment prior to moving onto the full video.
- Please provide for three rounds of comment/corrections (comments from ICLEI Africa will be coordinated via the comms team and provided in a consolidated manner).
- The videos should support the institutionalisation of the knowledge disseminated through the training by making the content easily accessible to city staff or other stakeholders.
- The video should be designed so that they can be viewed in African cities where internet access is limited and data is expensive.
- The videos should be designed to be relevant for several years.

SERVICE PROVIDER REQUIREMENTS

The success service provider must:

- Have extensive and demonstrable experience in editing and motion graphics;
- Have the ability to relay complex subject matter in an informative, easy to understand way.

The following criteria will be of an advantage for prospective service providers:

- A history of working on similar videos for similar organisations in the past (i.e. sustainability or local government organisations).
- A basic understanding of climate change and sustainability issues.
- The service provider appointed may be based anywhere, however preference is given to African-based service providers, particularly those based in Cape Town.
- The service provider must have demonstrated skills in managing projects timeously and producing high quality outputs within short delivery periods.
- The service provider must be able to supply accurate and comprehensive financial records of project-related expenses if asked for by ICLEI Africa.
- If relevant, the service provider must ensure costs of handing over all the project related materials, including the videos and project reports, are included in their budget considerations.

Please note: The service provider may only sub-contract other parties to assist them if approved by ICLEI Africa.

PROJECT MEETINGS, REPORTING AND MANAGEMENT

The assignment 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 assignment to allow for a close working relationship and to manage expectations on both sides. The following project meetings will occur, with an assumption that all will be hosted using the remote platform Zoom:

- Inception meeting, where the process, method and outputs will be discussed and agreed upon (Deliverable 1).
- Check in and feedback meetings (as part of Deliverable 2).

Please note: The service provider may be required to attend an in-person meeting at the ICLEI Africa offices in Century City, Cape Town. Should this be required, it will be done in strict accordance with the ICLEI Africa COVID-19 safety protocols.

SUPPORT TO BE PROVIDED BY ICLEI AFRICA

Resources:

ICLEI Africa will provide the service provider with

- Open files and full resolution images of the original training manual.
- Signed off scripts for each of the 5 videos.
- Raw video footage of the ICLEI Africa staff delivering the content of the scripts to be integrated into the videos.
- Suggestions on additional visuals to be created by the service provider.
- The ICLEI Africa branding guidelines.
- The funder branding guidelines

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 ICLEI Africa staff 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

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 TIMELINE

The project may be active from 30th November 2020 to 14th December 2020.

- 23rd November 2020: Terms of Reference released
- **13:00 (SAST) on 27 November 2020: Proposal submission closing date**
- 30th November 2020: Service provider appointed
- 14th December 2020: Project closure

SUBMISSION PROCESS

Kindly submit your proposal to Kirsty Griffin at kirsty.robinson@iclei.org by 13:00 (SAST) on 27 November 2020. For any queries related to submission please contact ICLEI Africa via the email above.

Please use the subject line: **Service Provider: WIOMSA Climate Change Videos** when submitting your costing. When submitting your costing, please include the following information:

- Detailed costing in ZAR broken down into project stages and deliverables (please include hourly rate).
- Proposed schedule of payments.
- A clear indication of what staff will be working on what components of the project (detailed CVs to be included) and their respective hours allocated to the project.
- Website address with links to previous work.
- **For South African-based service providers only**, provide proof of status for preferential procurement:
 - If the service provider is based in South Africa, a B-BBEE certificate must be provided
 - If the service provider is based in South Africa and has an annual turnover of less than R10 million and/or does not have a B-BBEE certificate, a completed and signed sworn affidavit must be provided.

SCORING OF PROPOSALS

All proposals will be considered against the following criteria:

- Price
- Skills
- Expertise
- Approach and interpretation of Terms of Reference
- BEE Status

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 4th December 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/>