TERMS OF REFERENCE
ICLEI Africa & CoM SSA

Terms of Reference for a professional photographer/videographer to take high-quality photo and video footage for Garoua, Cameroon

7 July 2021

Bids due: 23 July 2021

Bids and technical queries can be sent to Ayanda Mthethwa (ayanda.mthethwa@iclei.org) with Adél Strydom (adel.strydom@iclei.org) and Kirsty Griffin (Kirsty.griffin@iclei.org) in CC.

Please indicate interest to submit a bid and any queries by 16 July 2021, so responses to queries may be shared with all bidders by 19 July 2021.

Bids will still be accepted if interest is not indicated, but bidders must accept that they may not have received responses to questions of other bidders.

ICLEI Africa reserves the right not to appoint a service provider in relation to this Terms of Reference (ToR).
TERMS OF REFERENCE

ICLEI – Local Governments for Sustainability is a global network working with more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development.

ICLEI Africa is working with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) on the Covenant of Mayors in Sub-Saharan Africa (CoM SSA) initiative. Within the framework of the initiative, ICLEI Africa is supporting four African cities to develop Sustainable Energy Access and Climate Action Plans (SEACAPs).

This Terms of Reference (ToR) relates to supporting ICLEI Africa by supplying original in-country footage for one of these cities, namely Garoua in Cameroon. The service provider is expected to only undertake work indicated within this Terms of Reference.

1. BACKGROUND

This Terms of Reference is for an initiative entitled the Covenant of Mayors in Sub-Saharan Africa (CoM SSA), of which ICLEI Africa is an implementing partner. Started in 2015, CoM SSA is the African regional chapter of the Global Covenant of Mayors (GCoM), the largest network of cities driving urban climate action. CoM SSA empowers its network of over 200 African cities to take concrete actions in overcoming the effects of climate change and increasing access to sustainable energy.

CoM SSA signatories are expected to develop, implement and monitor a Sustainable Energy Access and Climate Action Plan (SEACAP), which covers three pillars: climate change mitigation; climate change adaptation; and access to energy. The SEACAP is both a strategic and an operational document that sets the strategies, plans and actions for low emission and resilient development, and ensuring access to secure, affordable and sustainable energy.

ICLEI Africa is working with GIZ to support four African cities to develop their SEACAPs. They are: (1) Bobo Dioulasso, Burkina Faso; (2) Garoua, Cameroon; (3) Nakuru County, Kenya; and (4) Abuja, Nigeria.

2. OBJECTIVES

Completing and validating a SEACAP through the JRC is an immense achievement for a city. In order to showcase the achievement of completing and validating a SEACAP, we will be
creating various communications products, including reports, articles and videos to be shared with relevant stakeholders and the general public. In order to make these products engaging and impactful, we require unlicensed, on-the-ground video footage and high-resolution photographs of these cities that we can use for any and all of the products we plan to create.

The photographs will mostly be used in the final SEACAPs and as part of online articles and promotion. The video footage will be used as overlays during interviews and videos expanding on the SEACAP development process to provide a general overview of how the city looks.

3. GAROUA, CAMEROON

This ToR pertains particularly to one of the four cities, namely Garoua in Cameroon. High-resolution, unlicensed footage for this city is scarce and, due to COVID-19 travel restrictions, the team is unable to travel to the city to take the needed footage.

ICLEI Africa will commission a photographer/videographer based in or near to Garoua to take the needed footage in the city. It is essential that this footage is original and without any licensing, as we will be using it in various project communications outputs indefinitely. ICLEI Africa and GIZ will own the rights to the footage supplied.

4. FOOTAGE AND PHOTOGRAPH SPECIFICATIONS

The service provider will be required to supply a total 5 x 1-minute unique video clips for each theme listed below, as well as 10 high resolution, unique images for each theme listed below:

- Local market activity
- Transport and energy (cars, motorbikes, public transport, cycling, pedestrians etc.)
- Residential and urban energy use and renewable energy is possible (cooking, heating, streetlights, lightbulbs, renewable energy etc.)
- City-specific landmarks, monuments and urban nature (parks, green open spaces, wetlands, rivers etc.)

This comes to a total of 20 x 1-minute video clips and 40 x images.

The service provider should visit more than one location in order to supply the required amount of footage for each theme.

The service provider will most likely take more video clips and images as mentioned above, and ICLEI Africa may request to see the full collection of footage and be included in the selection process if the supplied images and footage do not meet ICLEI Africa’s requirements.

The service provider must as far as possible avoid filming close-ups of faces. The aim is to provide a general overview of the city activity, scape and residents.

*The footage may not under any circumstances include close-up shots of children’s faces unless written consent from the parent or guardian is obtained. Any cultural sensitivities should also be respected.*

5. SPECIFICATIONS TO QUOTE

Interested service providers will be required to submit a quote in their local currency to provide the footage required. It is expected that the service provider will require no more than four days to complete the assignment, which includes selection, packaging and
transferring all digital files. A deadline for submitting clarifying questions is detailed on the cover of this ToR and ICLEI Africa will be happy to provide additional information in order for interested service providers to quote with all necessary information provided.

TECHNICAL REQUIREMENTS

- The photographs and videos should be in a file format for digital use.
- The service provider is expected to already have all of the necessary hardware and software to produce all elements specified in this ToR.
- All videos must be delivered in 4K 16 by 9 and 1 by 1 resolutions at 30fps.
- All photos must be delivered in at least 300 pixels per inch.
- All photos and videos to be supplied without watermarks or artist credits.

6. SERVICE PROVIDER REQUIREMENTS

Proposals may be submitted by a service provider that:

- Has demonstrable experience in documentary film and photography related to cities.
- Has experience in following a brief and carrying out a commission within tight deadlines.
- Will communicate with ICLEI Africa in a professional and timely manner on progress.

7. EVALUATION CRITERIA

Bids will be evaluated against the following criteria:

- Price, including hourly/daily rates per consultant
- Demonstrated skills and expertise related to this ToR, particularly evidence of documentary photos and video footage of cities

8. SUBMISSION PROCESS

Kindly submit your proposal to Ayanda Mthethwa (ayanda.mthethwa@iclei.org) with Adél Strydom (adel.strydom@iclei.org) and Kirsty Griffin (Kirsty.griffin@iclei.org) in CC by 16:00 (SAST) on 23 July 2021. For any queries related to submission please contact ICLEI Africa via the email above.

Please use the subject line: ‘Service Provider: Garoua footage’ when submitting your proposal, and include the following information:

- Budget for 4 days of work.
- Full CV of the team member(s) that will be working on this assignment, and website address/links to a portfolio of work.

9. SUBMISSION TIMELINE

Key timelines are as follows:

- 7 July 2021: Terms of Reference released
- 16 July 2021: Deadline to submit questions
- 19 July 2021: Consolidated feedback to all questions
- 23 July 2021 at 16:00 (SAST): Proposal submission closing date
ICLEI AFRICA RESERVES THE RIGHT NOT TO APPOINT A SERVICE PROVIDER IN RELATION TO THIS TERMS OF REFERENCE.

If you have not heard from ICLEI Africa by 30 August 2021, 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.