TERMS OF REFERENCE
ICLEI Africa & CoM SSA

Terms of Reference for a service provider to edit four videos to showcase the Sustainable Energy Access Climate Action Plan (SEACAP) development process and main outcomes for four African countries

7 July 2021

Bids due: 23 July 2021

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.

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 with editing four 1-2-minute videos, showcasing the SEACAP development process and outcomes for each of the four cities in which we work. The videos will consist of interviews, city footage, motion graphics, music, and sub-titles. 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.

CoM SSA signatories commit to develop and implement a SEACAP which complies with the requirements of the SEACAP development guidelines provided by the Joint Research Centre JRC. The SEACAP development process consists of following four (4) phases as outlined below:

1. **Initiation:** Consists of obtaining a letter of commitment from the Mayor/ Governor and a sensitisation workshop and stakeholder engagements;

2. **Planning:**
   a. **Pre-assessment:** Data collection through desktop review and primary data collection as well as the development of baseline reports namely: a baseline emissions inventory
an access to energy assessment report (AEA); a risk and vulnerability assessment (RVA)

b. **Development**: Target setting and action planning for the adaptation, energy access and mitigation pillars

3. **Implementation** (delivering practical actions): Development of an action plan and establishment of partnerships for implementing the SEACAP

4. **Monitoring and reporting**: Completing the JRC template and taking corrective actions

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. We want to provide each city with a short video with which they can showcase this achievement by highlighting the SEACAP development process and the main outcomes of the SEACAP. The aim is to create one **1-2-minute video** for each city in which the following aspects are captured:

- The city’s motivation for doing a SEACAP and their commitment to climate and energy action
- Brief insight into the SEACAP development process (workshops, data collection, verification etc.) and importance of co-creation
- Key findings of the SEACAP
- Their ambitions for the future of their city based on the information in the SEACAP

3. **PRIMARY TARGET AUDIENCE**

While the SEACAP itself is a technical document that will mostly be used by city technical staff, the videos showcasing the completion of the SEACAP are products the city can use to showcase their SEACAP completion.

The primary target audiences for these videos are:
- other government officials
- interested organisations
- private sector
- potential funders and financiers
- residents of the city

4. **LOOK AND FEEL**

The videos need to adhere to the CoM SSA visual identity guidelines and the EU visibility guidelines (which will be provided). They should fit in with the look and feel of other communication products produced for this project, namely professionally designed reports, infographics and a series of icons. They should feature a sleek, professional design style that will appeal to the target audience, but that is also inspiring and engaging. These videos need to provide each city, (as well as the CoM SSA donors and partners), with a product they can be proud to present to the world, as a SEACAP presents the future the city is working toward,
and the impact of the CoM SSA initiative. The service provider should make use of music and may consider using free stock images or illustrations where applicable. ICLEI Africa will provide raw overlay footage and images for each city.

5. LANGUAGES AND SUB-TITLES

The final videos will require sub-titles throughout. These will be either in French or English, depending which languages the speakers speak. Any additional text displayed on screen must also feature sub-titles.

The service provider will be responsible for organising professional translation and insertion of these sub-titles. Proposals may be submitted as a consortium, where the video service provider creates a consortium with a professional English-French and French-English translator/language expert to assist with both the creation and timing of the sub-titles. The cost of this must be included in the proposal as a separate line item.

6. SPECIFICATION OF THE VIDEOS

In order to support ICLEI Africa in developing these four videos, the service provider would be expected to undertake the following:

5.1 Edit raw interview footage

- ICLEI Africa will provide interview recordings with municipal officials, staff and partners. These will either be done in-person or via an online meeting platform such as Zoom. The service provider will be sent the raw footage with timestamps of the sections that need to be included in the final video and will be required to cut the videos accordingly.
- Adjust and fine-tune the colour and sound of the raw footage as much as possible to ensure consistency across the videos.

5.2 Stitch interviews together

- Stitch together the interview footage based on timestamps provided by ICLEI Africa.
- Ensure smooth transitions between clips.

5.3 Include overlay footage

- ICLEI Africa will provide raw footage (images and, where possible, video) of each of the four cities which must be displayed on screen while the voices of the speakers continue in the background. The aim is to provide the viewer with an enhanced picture of each city and keep the viewer engaged while speakers talk about their climate and energy journey and commitments.
- The service provider must go through the raw footage and select the most applicable shots of the city, in consultation with ICLEI Africa.
- The service provider must ensure that the raw city footage is integrated into the videos smoothly and with consistent colouring and treatment.
- The service provider should be prepared to source additional, free stock footage on climate change and energy access.

5.3 Create motion graphics

- Based on text and guidance provided by ICLEI Africa, create an opening and closing sequence using motion graphics, including music, text and graphic elements.
- Design and implement simple, moving graphic elements to transition between interviews/sections.
- Design text-based slides to complement/complete the narrative where needed and create motion graphics from these designs.
• Design consistent ways to display the names and designations for interviewees and animate these onto and off screen.

5.4 Add sub-titles
• Interviews will be conducted in either French or English and sub-titles in the other language will have to be displayed on screen throughout.
• The service provider will be responsible for creating the sub-titles in either English or French and inserting them in the correct place.
• Potential service providers can create a consortium with English-French translation experts and submit a proposal together.

7. ROLE OF ICLEI AFRICA

ICLEI Africa will be responsible for the following:

• Inception meeting and full brief  
• Raw interview footage  
• Raw city images (more may be required) and video footage  
• Time stamps and file references provided in the correct order in a text document  
• Text and visual guidance for motion graphics  
• CoM SSA visual identity guidelines and the EU visibility guidelines  
• English-French glossary for project and theme-specific words and phrases (for translation)  
• Checking translations  
• Guidance and input throughout the development of the videos

8. SPECIFICATIONS TO QUOTE

Interested service providers will be required to submit a quote in South African Rands (ZAR) to complete the four videos based on the information provided above and specifying an hourly/daily rate per consultant. **It is expected that this scope of work (all four videos) will require a maximum of 30 days to complete.** In order to fulfill the requirements of this ToR, a consortium of service providers may submit a proposal. 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.

**PLEASE PROVIDE FOR THE FOLLOWING STAGES IN THE PROCESS**

• Two rounds of comments/corrections for the ICLEI Africa team on the storyboard, and produced videos and sub-titles (including translations and timing).
• Supply of the packaged, open files to the storyboards created for the videos.
• Supply of all stock images/illustrations/music purchased.

**VIDEO TECHNICAL REQUIREMENTS**

• The videos should be in a file format for use on social media platforms and websites.
• The service provider is expected to already have all of the necessary hardware and software to produce all elements of the videos, which could include, but not limited to, voicing, graphics, animation, editing, and music.
• All videos must be delivered in 4K 16 by 9 and 1 by 1 resolutions at 30fps.
• All videos must be accompanied with subtitles in an SRT format.
• Any additional stock footage and music used must be licensed to the contracting party.
9. SERVICE PROVIDER REQUIREMENTS

Proposals may be submitted by an individual, organisation or a team of individuals (as a consortium). The successful service provider must:

• Have extensive and demonstrable experience in producing videos with a sleek, professional style using brand guidelines and other communication products provided.
• Have experience producing and editing videos relating to climate change and energy access (preferable).
• Have the ability to create similar-looking videos using varying interview footage, ensuring a video series.
• Have the ability to produce high-quality translations between English and French (in both directions) and create and insert sub-titles.
• Be able to meet tight deadlines while producing outputs to a high standard.
• Communicate with ICLEI Africa in a professional and timely manner on progress.

10. 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

11. 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: SEACAP Videos’ when submitting your proposal, and include the following information:

• Detailed costing to create the four videos, which includes hourly/ daily rates per consultant.
• Full CV of the team member(s) that will be working on this assignment (including the translator(s)), and website address/links to previous work (if available).
• For South African-based service providers only, provide proof of status for preferential procurement:
  o A B-BBEE certificate
  o If the service provider has an annual turnover of less than R10 million and/or does not have a B-BBEE certificate, a completed and signed sworn affidavit.

12. SUBMISSION TIMELINE

Key timelines are as follows:

• 7 July 2021: Terms of Reference released
• 16 July 2021: All questions submitted
• 19 July 2021: All responses to questions provided
• 23 July 2021 at 16:00 CAT: 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.