ICLEI Africa seeks to appoint a service provider to produce a documentary style video for an urban planning related project in Tanzania.

25 November 2021

Quotes due: 14 December 2021
Appointment: 10 January 2022
Send to: Ruby Schalit | ruby.schalit@iclei.org
Technical queries: Ruby Schalit | ruby.schalit@iclei.org

Final deliverable due: 14 February 2022
Please indicate interest in submitting a bid by 7 December 2021, 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 and context:
ICLEI Africa connects leaders, accelerates action and provides a gateway to solutions through capacity building, projects on the ground and policy influence. The purpose of this video is to raise awareness about the importance of urban planning and development control, as part of a project entitled Urban Planning and Development Control Strengthening Programme, under the Dar es Salaam Metropolitan Development Project (DMDP), for the President’s Office, Regional Administration and Local Government Tanzania (PO-RALG). ICLEI Africa is the primary technical consultant on this project, and a key partner.

In the last two decades Tanzania has experienced rapid population growth and accelerated urbanisation - leading to a number of pressures and challenges to meet growing urban demands. Thus, there is a need to develop an appropriate skills set and toolkit among planners and other Local Government Authority (LGA) staff to support them in taking on roles as coordinators, enablers of private investment, marketers, regulators and enforcers. There is also a need for a shift in everyday practice away from development of economic and urban plans in isolation, and toward a more integrated approach. The development of new tools, systems and training at all levels of government (ministerial, zonal, regional secretariat, municipal, ward, mtaa) is needed.

ICLEI Africa has therefore been appointed, along with local partners, to lead an urban planning and development control strengthening programme which will assess opportunities for strengthening current practices, develop comprehensive training materials, and ultimately deliver targeted trainings to civil servants and elected officials at the ministerial, regional secretariat and municipal level in 18 LGAs. The programme will also prepare and pilot intensive development control training at the ward, and sub-ward (mtaa) level in these 18 LGAs, while also laying the groundwork for future scale up of these trainings throughout other Tanzanian cities and towns.

The video that needs to be developed will form part of a public awareness campaign strategy, to sensitise the general public about the importance of urban planning and development control and the necessity of complying with the related laws and regulations.

Aims of the video

- Explain why urban planning and development control is important for a well-functioning city and the wellbeing of urban dwellers, through interviews with experts, and telling stories of ordinary people.
- Provide information in an easily accessible way about the rules and regulations governing urban development, including interviews with officials, local authorities and urban planners.
- Provide information that will enable an increase in voluntary compliance with urban development plans, laws and regulations, including stories told by real people in Tanzania about the effects of poor planning on their lives, and segments by experts explaining the possible benefits from improved development control.

Primary target audience

The general public of Tanzania.

Main deliverable

Documentary-style video with music and voiceover, based on script provided to the successful service provider, seamlessly cut with video interviews of relevant people. Some stock footage of Tanzania, training events, and the interview footage will be provided by ICLEI Africa.

Length
● The documentary style video will be approximately 5-7 minutes in length.
● ICLEI Africa will provide the signed off script along with suggestions on additional stock footage to be sourced and used.
● ICLEI Africa will supply short video statements from relevant people to be integrated into the overall style of the video (some editing may need to be done by the service provider).

Content:
● The content should convey the pressures caused by urbanisation on urban development in Tanzanian cities and the impacts of these on urban dwellers for example how urban sprawl, polluted natural assets, informal development and chaotic land use patterns have led to difficulties in implementing urban basic services such as water, waste, sanitation systems and public space provision among other challenges. There also should be a focus on the benefits of having more planned cities with areas that are holistically planned, have better developed urban basic services and provide access to open spaces/business opportunities/other services and amenities. This is useful when describing the issues the city faces as well as the benefits that could result from better urban planning and development control, and better overall compliance with urban planning regulations.

● The entire video will be documentary-style with stock footage of scenes of the city, interspersed with video statements from relevant people.

● Videos of Tanzanian urban development and urban scenes to be sourced by the service provider, (with some of this footage possibly being provided by ICLEI Africa).

● Interviews of participants at training events to be provided, interviews with ordinary people about planning issues to be provided (if possible) and video footage of training events to be provided by ICLEI Africa.

● Campaign graphics and relevant logos will be provided and specified in the script where they need to be added to the video.

● The video will end with an animated screen, specified in the script. This will be a simple animation (done by the service provider) of the tagline of the video in English and Swahili and the project logos.

Look and feel:
● For colours and fonts, the video should comply with the Urban Planning and Development Control Strengthening Programme branding, which will be provided.

● Some examples of the video style for inspiration:
  Envisioning Urban Resilience for Tanzania
  Leapfrogging
  What is Urban Planning
  In Tanzania, Citizen Scientists Help Reduce Flood Risk with Soil Sampling
  Solid waste and trash mapping
  Emergency response planning

Versions
● There will be 2 versions of the video. One with Swahili narration, and the other with English narration (and possibly subtitles if the interviews are in Swahili). The content of the video will remain the same for both versions.

Voiceover
● Voiceover artist required from Tanzania (for both English and Swahili).

● Ideally, the voice should be that of a Tanzanian woman (to be confirmed), with clear and easily understandable English and Swahili pronunciation.

● The tone should be informative and confident, but not arrogant, overly informal or humorous.

● The pace should be engaging and slightly serious, but not boring or like a lecturer.

Music
● Music should be uplifting and energetic, with an African feel, but remain within the limits of corporate background music.

● Full usage rights for music (or music for which copyright has been granted) should be included in the quote.
Key graphic elements

- At the end of the video, all the logos of the partners and funders involved in the initiative should be displayed on screen.
- Further elements will be discussed with the service provider at the first briefing meeting, and the service provider will be required to provide creative ideas for ensuring the video is engaging throughout.
- The script will be broken down into a table, which will include the voiceover content and footage suggestions that relate to what is being said. Alternative suggestions are welcome but need to be signed off by ICLEI Africa.

To be provided upon project completion:

- High resolution video for use on internet and television.
- Low resolution video for use on mobile devices.
- Audio file of voiceover in English and Swahili (for possible use on radio).
- Any graphics created.

Please provide for at least the following stages in the process:

- Detailed briefing and discussion.
- Samples of voiceover artist options to be approved by ICLEI Africa.
- A selection of design elements to be supplied by the service provider for comment on style etc. prior to moving onto full video.
- A storyboard stage where ICLEI Africa will have the opportunity to get approval from stakeholders before video editing commences.
- A short (10 second) section of the video to be supplied by the service provider for comment prior to moving onto the full video.
- Three rounds of comments/corrections (comments from ICLEI Africa will be coordinated via the comms team and provided in a consolidated manner).

Service provider requirements

The successful service provider must:

- Have extensive and demonstrable experience in creating videos.
- Have the ability to relay complex subject matter in an informative, easy to understand, way.
- Having worked on videos for similar organisations (sustainability or local government organisations).

Additional, advantageous criteria for prospective service providers relate to:

- Have worked successfully with ICLEI Africa on similar deliverables in the past.
- Have an understanding of urban planning and sustainability issues.
- Be based in Cape Town, South Africa.

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

Reporting requirements and management

The service provider will provide a progress update at least weekly, but should be prepared to be in constant contact via email or Skype with the ICLEI Africa comms team.

The service provider may be required to attend an in-person meeting at the ICLEI Africa offices in Century City, Cape Town, to discuss the scope of work, work through the script together and decide on some of the key footage. This will be done in accordance with strict COVID-19 safety protocols.
Requirements for the quote

The following information must be provided:

- CVs/bios of team members to be involved in this project
- A company portfolio
- Suggested timeline
- A link to previous relevant work
- Evidence to support the Service Provider Requirements above
- Detailed budget (please include hourly rate)
- Proposed schedule of payments (preferably two or less)
- BEE certificate or sworn affidavit for B-BBEE exempted micro enterprise

Scoring of proposals

All proposals will be considered against the following criteria:

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

Key dates

Milestones and deadlines for phases will be mutually agreed upon when the contract commences, and the ICLEI Africa team will undertake to provide timeous feedback.

Closing date for submission of quotes

Kindly submit your proposal and supporting documents via email to Ruby Schalit at ruby.schalit@iclei.org by 17:00 (SAST) on 14 December 2021.

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