TERMS OF REFERENCE

ICLEI Africa

Terms of Reference for a service provider to create a number of short videos for a climate advocacy project

8 April 2022

Bids due: 29 April 2022

Interested service providers should submit their proposal to Adél Strydom at (adel.strydom@iclei.org) by 12:00 CAT on 29 April 2022.

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).
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ICLEI - Local Governments for Sustainability is a global network working with more than 2,500 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. This Terms of Reference (ToR) relates to assisting ICLEI Africa in designing a number of short videos. The service provider will be expected to only complete work included in this ToR.

1. BACKGROUND

This Terms of Reference is for a project initiative entitled the Scaling up and Empowering Movements for Climate Change Advocacy (SEMCCA). The SEMCCA programme is designed to support the development of enabling conditions for revitalised civic and social participation, through designing and implementing tailored approaches, within a multi-level governance and social justice framework, in order to deliver ambitious, well-supported, scalable and replicable climate solutions.

As a result, SEMCCA aims to foster strong and effective collaboration between people-powered community and civil society groups and their local governments, thereby enabling a robust and strategic collective movement for action.

2. AIM OF THIS ASSIGNMENT

As part of SEMCCA, ICLEI Africa is developing a number of short videos to highlight and promote selected project outcomes. These videos will range in length, content and type of footage, and will require editing existing interview footage, filming interviews with ICLEI Africa staff in-person in our Cape Town offices, creating motion graphics and basic animation, sourcing stock footage and music, and stitching these elements together to create videos that are visually consistent and polished.

3. LOOK AND FEEL

All of the videos need to adhere to the ICLEI visual identity guidelines and align with the look and feel of digital communication products (infographics, reports etc.) created for this specific project. They should feature a sleek, professional, yet creative style that will appeal to a diverse target audience (primarily local government leaders and officials, development organisations and NGOs) and attract attention at events and on social media. ICLEI Africa will supply the visual identity guidelines and logos to the successful service provider.

4. DETAILS OF REQUIRED VIDEOS

4.1 Video series 1: Short animations/animated tweetcards

Amount: 6

Length: 20-30 seconds each
Brief: Use an A3 illustrated infographic poster created for the project, which highlights the six project recommendations and produce one short animation/animated tweetcard for each recommendation. The animations should bring each recommendation to life by animating the relevant illustration and creating additional animations to produce a well-rounded, engaging product.

ICLEI Africa will supply the following

- Open files of complete infographic
- Guidance on desired result

4.2 Full length animated video with voiceover

Amount: 1

Length 3-4 minutes

Brief: Combine the 6x short animations (4.1) into on video sharing all the recommendations. Include music and a voiceover reading the content. Add a short intro and closing slide to round the video off.

ICLEI Africa will supply the following

- Guidance on intro and closing screen (with relevant logos and disclaimers)
- Additional script elements to complete the narration if needed
- Guidance on voiceover tone and demographic

4.3 Project overview video

Amount: 1

Length: 2 minutes

Brief: This video will provide an overview of what the project is and aimed to do. Working title: *Improving climate action through civil society and local government engagement*. The service provider will be required to come in and film one or two team members in the ICLEI Africa offices reading a pre-approved script or speaking about the project. The video will require animated illustrations for transitions, to highlight key aspects mentioned, and to bring the video to life. The service provider is also required to add music and stock footage relating to the subject matter, colour grade all footage and ensure visual and audio consistency. The video requires English subtitles throughout and the service provider is required to write these.

ICLEI Africa will supply the following:

- Photos and working B-roll footage from the project
- Pre-approved script or team members prepared to speak about the project in a succinct manner
• Conference room for filming ICLEI Africa staff (Covid-19 vaccination certificate required)
• Completed digital communications outputs for project to align look and feel

4.4 Video series: Project close out videos for each city

Amount: 3 (one per project city)

Length: 2 mins each

Brief: Throughout the project and in each of the three project cities, ICLEI Africa filmed short interview clips with project participants talking about the impact of the project. The service provider will be required to work through these clips, identify the golden thread or key story for each city based on general guidance from ICLEI Africa, edit the clips to tell this story, interview the project team in our Cape Town offices to complete the narrative, and produce a 2-minute video for each city that can be used to showcase the project’s impact in each city.

The videos will require animated illustrations for transitions, to highlight key aspects mentioned, and to bring the videos to life. The service provider is also required to add music and stock footage relating to the subject matter, colour grade all footage and ensure visual and audio consistency. All three videos require English subtitles throughout and the service provider is required to dictate interviews to produce these.

If the supplied video clips are not of high enough quality, the service provider will be expected to present solutions to retain the message, but keep the final video of high quality. This might mean using the sound only and on-screen animations, displaying the quotes with rolling text on screen or creating a frame for the clip so it does not have to fill the entire screen. Example here. Other suggestions are welcome.

ICLEI Africa will supply the following:

• Raw interview clips with project participants in English or with English subtitles
• Photos and B-roll workshop footage from the project
• General guidance on the aim/story for each video
• Team availability for interviews
• Conference room for filming ICLEI Africa staff (Covid-19 vaccination certificate required)
• Completed digital communications outputs for project to align look and feel

4.5 Mini documentary featuring all videos

Amount: 1

Length: 10-15 minutes (to be determined by length of individual deliverables)

Brief: Create one mini documentary pulling together the final deliverables in the following order:

1. Deliverable 4.3 project overview
2. Deliverable 4.4 country videos one after the other
3. Deliverable 4.2 animated recommendations for cities

The service provider is required to adjust the separate deliverables to ensure a comprehensive flow in narrative and visual treatment, inserting introduction screens if needed to assist the narrative flow. The service provider will also ensure that the funders/acknowledging slide appears at the end only. The mini documentary should have English subtitles throughout and the separate video elements' look and feel should align to ensure a comprehensive product. The service provider will, by this point, have all the needed elements, but ICLEI Africa will be on standby to support with guidance where needed.

5. PLEASE BE PREPARED TO SUPPLY THE FOLLOWING

- Completed animated tweetcards in both GIF and MP4 format
- All completed videos in MP4 format
- All illustrations created specifically for the videos, supplied as PNGs with transparent background
- The service provider will need to agree to transfer full copyright and intellectual property rights of the commissioned videos to ICLEI

6. TIMELINES AND REVIEW PROCESS

Production and delivery of all products will not take place at the same time. Dates will be confirmed in the inception meeting. All products need to be complete by 15 July 2022. Please allow for three rounds of review of each product listed in this ToR.

7. SERVICE PROVIDER REQUIREMENTS

The service provider must:

- Have extensive and demonstrable experience in video editing and animation
- Have the ability to create products that are visually aligned, using digital communication outputs produced by a different service provider
- Have experience identifying a narrative using a series of video clips and editing these clips, and conducting interviews to tell a coherent, concise story
- Have experiencing filming interviews and is able to provide all the needed camera and sound equipment
- Have experience producing content related to urban sustainability
- Be able to produce videos and animation according to tight turnaround times and to very high standards
- Be available to film in-person interviews in Cape Town (COVID-19 vaccination certificate required)
- Communicate with ICLEI Africa in a professional and timely manner on progress

Please note: The service provider may not subcontract to other parties without prior approval from ICLEI Africa.

6. PROVIDED BY ICLEI AFRICA FOR ALL PRODUCTS
ICLEI Africa will provide the service provider with the following:

- ICLEI visual identity guidelines and guidance on colour choices
- All logos and disclaimers that need to be included
- Raw interview clips with project participants in English or with English subtitles
- Photos and B-roll workshop footage from the project
- General guidance on the aim/story for each video
- Team availability for interviews
- Conference room for filming ICLEI Africa staff (Covid-19 vaccination certificate required)
- Completed digital communications outputs for project to align look and feel
- Guidance on logo placement

7. EVALUATION CRITERIA

Bids will be evaluated against the following criteria:

- Price (hourly/daily rates to be submitted with the proposal)
- Demonstrated experience in producing the products mentioned in this ToR
- Professional skills and expertise
- Interpretation of ToR
- A B-BBEE certificate (if applicable)

8. SUBMISSION TIMELINE

Key timelines are as follows:

- 8 April 2022: Terms of Reference released
- 28 April 2022: All proposals due

9. SUBMISSION PROCESS

Interested service providers should submit their proposal to Adél Strydom (adel.strydom@iclei.org) by 12:00 CAT on 29 April 2022.

Please use the subject line: “Service Provider: SEMCCA video project” when submitting your proposal. Please include the following information with your proposal:

- Detailed, itemised costing for each of the above-mentioned deliverables
- Full CV(s) of team member(s) that will be working on this assignment
- A website address/links to professional portfolio for similar work
- A company profile (if applicable)
- For South African-based service providers only, provide proof of status for preferential procurement:
  - A B-BBEE certificate OR
○ If the service provider has an annual turnover of less than R10 million, a completed and signed sworn affidavit, which we can supply on request.

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 May 2022, 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/.