ICLEI Africa

Seeks to appoint a video production company with experience in creating animated, explainer videos for instructional content to create animated, explainer videos for inclusion in a virtual training course that will assist local governments in Sub-Saharan Africa in unlocking finance for local-level climate action.

Proposal due: 19 April 2022

(send to thea.lamarque@iclei.org and kirsty.griffin@iclei.org)

All bids should be valid for 90 days.

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

ICLEI Africa requires the services of a video production company with experience in creating animated, explainer videos for instructional content to create animated videos for inclusion in a virtual training course that will assist local governments in Sub-Saharan Africa in unlocking finance for local-level climate action.

Background

This Terms of Reference is for an initiative entitled the Covenant of Mayors in Sub-Saharan Africa (CoM SSA), co-funded by the European Union (EU), the Federal Ministry of Economic Cooperation and Development of Germany (BMZ), and the Spanish Agency for International Development Cooperation (AECID), of which ICLEI Africa is an implementing partner appointed by the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ). Started in 2015, the Covenant of Mayors in Sub-Saharan Africa is a major catalyst for local climate action in the region, with political commitment from over 230 local governments. The focus of the CoM SSA is to support local governments in moving from planning to implementation of energy access and climate change actions with a focus to unlock climate finance at the local level.

CoM SSA is the regional chapter of an international alliance of more than 10,000 cities, the Global Covenant of Mayors for Climate and Energy (GCoM). It is a partnership between city networks, development agencies and funding institutions, supporting cities in meeting the dual challenge of climate change and access to sustainable energy to achieve a low-emission, climate resilient and sustainable energy future.

As part of the work ICLEI Africa is doing for CoM SSA, ICLEI Africa is developing a virtual climate finance training course targeted at African cities and subnational governments. This course will be in a virtual self-learning format to have a broad reach. It will be developed in English and be translated into French during the development of the training course. The climate finance training course aims to build the capacity of CoM SSA signatory cities and subnational governments, to understand and access finance that is relevant for their climate actions.

The course is expected to provide at least:

1) a clear understanding of what climate finance is and what the key terms are;
2) what the different climate finance sources are (external and internal to the city/subnational government, and the national level); and

3) the main steps/considerations for cities, subnational governments and their partners to access funding for their climate change and energy access work from the most relevant sources.

The aim of this course is to not only train cities, subnational governments and their partners on how to access external funding, but also use existing funding for climate change and energy access actions.

Scope of work

Part 1: Introductory explainer videos

ICLEI Africa would like to appoint a video production company with experience in creating animated, explainer videos for instructional content to create animated videos for inclusion in a virtual training course that will assist local governments in Sub-Saharan Africa in unlocking finance for local-level climate action.

Six modules are currently being developed for inclusion in the climate finance course. The service provider will be required to produce a two minute, animated explainer video for the beginning of each module (total of six different introductory explainer videos, each produced in English and French).

Part 2: Additional explainer videos

Part 1 provides an outline for introductory videos that are confirmed. There may be additional videos required, but these will be discussed between ICLEI Africa and the successful service provider as more information becomes available.

We estimate that there could be up to six additional two minute, animated explainer videos (each produced in English and French) required to facilitate the understanding of various concepts throughout the course.
The scope of work is included to indicate capacity requirements for this project, as well as to indicate the level of complexity required to determine your per video rate.

Envisioned style of videos

- It is estimated that each video will be approximately two minutes long.
- ICLEI Africa will provide guidance on the style to the successful service provider. All videos need to be made in English and French (translated scripts will be provided).
- Please see this video to indicate the complexity of the animation required, and see these resources for the graphic style.
- The service provider should make use of appropriate, copyright-free background music where applicable.
- Due to the tight turnaround time, there will be no voice overs required, all text will need to appear on screen.
- Individual video briefs will be provided with the script broken up into sections, along with suggestions for background visuals and animations.

Branding

Please refer to the CoM SSA website for approved design and style. The videos need to adhere to the CoM SSA visual identity guidelines and the EU visibility guidelines (which will be provided to the successful service provider). They should fit in with the look and feel of other communication products produced for this specific project, namely professionally designed reports, infographics and a series of icons (these will be provided to the successful service provider). They should feature a sleek, professional design style that will appeal to the target audience, but is also inspiring and engaging.

Service provider requirements

The successful service provider must:

- Have extensive and demonstrable experience in creating animated, explainer videos.
- Have the ability to relay complex subject matter in an informative, easy to understand, way.
Advantageous criteria for prospective service providers relate to:

- Having worked on videos for similar organisations (sustainability or local government organisations).
- Have an understanding of environmental sustainability issues.
- Be based in Cape Town, South Africa.

**Reporting requirements and management**

- The service provider will work very closely with the ICLEI Africa team and must be prepared to be in constant contact.

- The service provider must have the ability to work to strict deadlines and tight turnaround times during the project duration (between 25 April and 30 June 2022).

**Requirements for the proposal**

The following information must be provided in the proposal:

- **Per video rate** (VAT exclusive) for the production of a **two minute, animated explainer video (in both English and French, two versions of the same video)**. This will be the maximum rate that can be charged for any of the videos produced.
  
  Please allow for the following stages for video production in your per video rate:
  
  - detailed briefing
  - two rounds of feedback at the storyboard stage (all visuals to be signed off before animation stage)
  - a short (10 second) section of the video to be supplied for feedback prior to moving onto the full video
  - two rounds of feedback for the final, animated video
  - replacing on-screen English text with French script into the signed off English video
  - exporting of all visuals created and handed over in SVG and PNG format

- Relevant examples of previous videos that you have produced that are similar to what is required for this ToR, including instructional videos and videos related to interpreting climate change and urban sustainability content into accessible graphics.
● A company portfolio or brief outline indicating the company experience with the type of work indicated in this ToR.
● A detailed CV of team members to be involved, including team members qualifications and relevant experience with the type of work indicated in this ToR.
● BEE certificate or sworn affidavit for B-BBEE exempted micro enterprise

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

**Scoring of proposals**

All proposals will be considered against the following criteria:

- Price
- Skills and demonstrated experience
- Expertise and qualifications
- 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.

*The project is expected to start on 25 April 2022 and will run until 30 June 2022.*

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