TERMS OF REFERENCE

ICLEI Africa

Terms of Reference for a service provider to create a short video for a circular economy project

2 August 2022

Bids due: 16 August 2022

Interested service providers should submit their proposal to Ruby Schalit at (ruby.schalit@iclei.org) with Jokudu Guya (jokudu.guya@iclei.org) in CC by 17:00 CAT on 16 August 2022.

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 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 short video. 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 Accelerating Circular Economy in Africa (ACE Africa). The ACE Africa project aims to support the growth of circular economy businesses in Africa. Circular economy is a growing area of interest for achieving sustainability across multiple sectors, and it is clear that, in Africa, the private sector is leading the transition to a circular economy. With a focus on the intersecting areas of food, health and climate change, this project will guide entrepreneurs, and new start-ups through an incubation programme and provide a platform for exposure to, and interaction with, mature circular economy businesses, funders and government officers.

The desired outcomes are to support a number of businesses to mature, to contribute to improved innovation ecosystems for the circular economy, and to provide guidance to local governments on how to improve or support innovative businesses that enhance circular development.

2. AIM OF THIS ASSIGNMENT

As part of ACE Africa, ICLEI Africa is developing a short video as a complement to a longer Guiding Document, which highlights recommendations for local officials. The video will be 2-3 minutes in length and will require motion graphics and basic animation, sourcing stock footage and music and stitching these elements together with recorded footage of a narrator (provided by ICLEI Africa) to create a video that is visually consistent and polished.

3. LOOK AND FEEL

The video needs to adhere to the ICLEI Africa and ACE Africa visual identity guidelines and align with the look and feel of digital communication products (infographics, reports etc.) currently being 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 OUTPUTS

Full length animated video with voiceover
Length: 2-3 minutes

Brief: Using the style and content of the recommendations infographic (provided by ICLEI Africa), the video should combine animations and video footage of a narrator into one video, including music and possible stock footage (if required). Add a short intro and closing slide to round the video off.

ICLEI Africa will supply the following

- The recommendations infographic to be used as a visual guide, as well as open files for the key graphics used in this publication (to be animated)
- Guidance on intro and closing screen (with relevant logos and disclaimers)
- A script to to complete the narration if needed
- Video and audio files of the narrator to be combined with the animations

Estimated date of content handover: 15 September 2022

Final deliverables due: 25 October 2022

5. PLEASE BE PREPARED TO SUPPLY THE FOLLOWING

- The completed full-length video in MP4 format
- All illustrations created specifically for the videos, supplied as SVGs and 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 Africa

6. TIMELINES AND REVIEW PROCESS

Dates will be confirmed and mutually agreed upon in the inception meeting. Please allow for three rounds of review of each product listed in this ToR in your proposal.

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 in producing videos for social media that are short, punchy and eye-catching
- 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
- 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
- Completed digital communications outputs for project to align look and feel
- Any footage of the narrator, if needed
- 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:

- 1 August 2022: Terms of Reference released
- 16 August 2022: All proposals due

9. SUBMISSION PROCESS

Interested service providers should submit their proposal to Ruby Schalit (ruby.schalit@iclei.org) with Jokudu Guya (jokudu.guya@iclei.org) in CC by 17:00 CAT on 16 August 2022.

Please use the subject line: “Service Provider: ACE Africa 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 2 September 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/.