TERMS OF REFERENCE

ICLEI Africa

Terms of Reference for a service provider to create a series of short videos for a research project in African cities

11 August 2022

Bids due: 2 September 2022

Interested service providers should submit their proposal to Ruby Schalit at (ruby.schalit@iclei.org) with Funmi Adeniyi (funmi.adeniyi@iclei.org) in CC by 17:00 CAT on 2 September 2022.

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 series of short videos. The service provider will be expected to only complete work included in this ToR.

1. BACKGROUND

African Cities Research Consortium (ACRC) is a collaborative approach to tackling complex problems in the continent’s rapidly changing cities. Led by The University of Manchester, the consortium includes centres of research excellence, frontline humanitarian responders, effective policy influencers, vibrant local government networks and deeply rooted civil society groups. The aim of the project is to generate insights and evidence that will help improve the living conditions, services and life chances of all city residents, particularly for disadvantaged communities. ICLEI Africa’s role in the consortium is to lead the research uptake component of the project.

The purpose of this video series is to introduce the concept of “research uptake” and share perceptions, reflections and key ideas around this concept from ACRC stakeholders in particular project cities. The audio from this video will also be repurposed for radio, to ensure wider dissemination through the local communities.

2. AIMS OF THIS ASSIGNMENT

- Explore perceptions and ideas around research uptake in particular project cities including Freetown, Harare, Accra & Lilongwe.
- Build a strong case for, and narrative around, research uptake.
- Explain some background about what it is and how it differs from research dissemination.
- Include interviews with city officials and stakeholders to highlight the key perceptions and needs around uptake and how to improve it.
- By using relevant interview footage and emphasizing key words, make the technical nature of the content more punchy and accessible.

3. LOOK AND FEEL

The video series needs to adhere to the ICLEI Africa and ACRC 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

4.1. Research Uptake overview video

Amount: 1

Length: 2-3 minutes

Brief: This video will provide an overview of what research uptake is, how it differs from dissemination, and why it is crucial for urban reform in African cities. Working title: “Research uptake for urban reform in African cities”.

ICLEI Africa will provide a script for this video which will be a combination of animation, footage of a narrator and city-specific stock footage (if necessary), and it will require animated illustrations for transitions to highlight key aspects mentioned, and to bring the video to life. There should be an intro slide to introduce the video title, and an outro slide with the project logos and partners. 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.

Content handover to service provider: 16 September 2022

Final video completed by service provider: 28 October 2022

4.2. Research Uptake in situ videos

Amount: 2

Length: 2-4 minutes each

Brief: These videos will share perceptions and ideas from specific project cities, around research uptake and/or their experiences of the research process. Up until the end of September, ICLEI Africa will be filming short interview clips in the project cities, with project participants talking about the research process in some form. The service provider will be required to work through these clips, identify the golden thread or key story based on general guidance from ICLEI Africa, edit the clips to tell this story, and ensure a clear narrative is told about research uptake more generally, and more specifically within the cities. The 2 videos could be divided by city, or by a particular theme that stands out of the interview footage.

The videos will require animated illustrations for transitions, to highlight key aspects mentioned, and to bring the video to life. There should be an intro slide to introduce the video title, and an outro slide with the project logos and partners. 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 videos require English subtitles throughout and the service provider is required to write these for the English interviews (for interviews in other languages, these will be supplied).

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.

Content handover to service provider: 4 November 2022

Final video completed by service provider: January/February 2023

4.3. Compilation video

Amount: 1

Length: 6-9 minutes

Brief: This video will be a compilation of the other 3 videos (editing out the individual intro and outro slides from each video) to make one longer video (with its own intro and outro) that tells a cohesive and detailed story about research uptake.

Content handover to service provider: January/February 2022

Final video completed by service provider: end February 2023

ICLEI Africa will supply the following:

- Pre-approved script
- Video and audio footage of the narrator for Video 1 (if necessary)
- 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
- Completed digital communications outputs for project to align look and feel

5. PLEASE BE PREPARED TO SUPPLY THE FOLLOWING

- The completed full-length video in MP4 format, and a separate audio-only file
- 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

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
● Guidance on logo placement
● Raw interview clips with project participants in English or with English subtitles
● Photos and B-roll workshop footage from the project

7. EVALUATION CRITERIA

Bids will be evaluated against the following criteria:

● Price (hourly/daily rates to be submitted with the proposal)
8. SUBMISSION TIMELINE

Key timelines are as follows:

- 11 August 2022: Terms of Reference released
- 2 September 2022: All proposals due

9. SUBMISSION PROCESS

Interested service providers should submit their proposal to Ruby Schalit (ruby.schalit@iclei.org) with Funmi Adeniyi (funmi.adeniyi@iclei.org) in CC by 17:00 CAT on 2 September 2022.

Please use the subject line: “Service Provider: ACRC 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 9 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/.