ICLEI - LOCAL GOVERNMENTS FOR SUSTAINABILITY

AFRICA SECRETARIAT (ICLEI Africa)

ICLEI Africa seeks to appoint a service provider to produce one illustrated poster that shows the impact of the human rights based approach for nature in cities and two illustrated city maps.

19 August 2022

Bids due: 9 September 2022

Email bids to Ruby Schalit, ruby.schalit@iclei.org with Funmi Adeniyi in CC, funmi.adeniyi@iclei.org

For technical questions, please contact Thea Lamarque, thea.lamarque@iclei.org with Ruby Schalit in CC, ruby.schalit@iclei.org
Terms of reference

As part of the Urban Natural Assets for Africa: Resilience & Restoration for Life (UNA: Resilience & Restoration) project, ICLEI Africa seeks the services of an illustrator to produce 1 illustrated poster showing the connection between the human rights based approach (HRBA) and nature in cities, and 2 illustrated maps to showcase two of the project cities. The service provider is expected to only undertake work indicated within this Terms of Reference.

Description of the UNA Resilience Project

ICLEI Africa connects leaders, accelerates action and provides a gateway to solutions through capacity building, projects on the ground and policy influence.

Building on the previous Urban Natural Assets (UNA) programme work, the overarching impact of the newest project under the UNA programme, Urban Natural Assets: Resilience and Restoration for Life (UNA Resilience), is to transform development trajectories for African cities towards those that improve sustainable development of, and interconnectedness with, their surrounding natural systems. These trajectories are transformed along three interlinked urban pillars (governance, planning and finance), through building urban resilience, sufficient agency and momentum for the unfolding process of transformative change.

The scope of this assignment is based on work in the two new UNA project cities Bo City, Sierra Leone and Cape Coast, Ghana.

Objectives and target audiences

- The objective of the illustrated poster is to provide information and create awareness about the range and importance of human rights and the human rights based approach (HRBA) for cities and their urban communities. The primary target audience is city political office bearers, technical officials and a broader community of practise. The secondary audience would be community stakeholders in UNA cities.
- The purpose of the illustrated maps is to share key geographic, socio-economic, key natural assets and nature-based information in a user-friendly, accessible and visually appealing way. The primary target is city political office bearers, community stakeholders and decision-makers in the city. It will also be used as an educational resource in both hard copy and digital formats.

Main requirements and scope of work
The service provider must be available to work closely with the ICLEI Africa Secretariat (AS) communications team to produce 1x high resolution A0 poster (HRBA in cities) and 2x high resolution city maps, which can be enlarged. In terms of the city maps, one will be produced for Bo City, Sierra Leone and one will be produced for Cape Coast, Ghana. The service provider will need to agree to transfer full copyright and intellectual property rights of the commissioned posters and artwork to ICLEI Africa.

1. The HRBA poster:

It should be modelled on a tropical African city (not necessarily reflecting any specific real-life city, but including distinct features that are common in African cities), and be very vibrant, colourful and full of life. The drawing could depict a low angle or street view of the city, but could equally take a more zoomed out view, depending on the illustrator's interpretation of the content. The city should be one of medium to high density, with a range of formal and informal dwellings representing a mix of uses: residential, business, and retail, with larger agriculture on the outskirts and smaller productive spaces woven throughout the city (e.g. markets, street vendors etc).

While the city should resemble a mix of existing African cities, it should also bring in elements of a future African city - some modern buildings, sustainable green/nature-based infrastructure and clean renewable energy structures- since we want to depict a future city where embedding the human rights based approach has resulted in a more equitable and sustainable city with a better quality of life for all. For example, the city could include vertical and rooftop gardens, as well as North-facing solar panels, a range of solutions such as sustainable infrastructure (in relation to street lighting, water treatment, and wastewater treatment), renewable energy (e.g. solar, wind, and micro-grids), eco-mobility and sustainable waste management (e.g. separation at source, composting, materials recovery facility, landfill gas capture), an urban food market, bicycles with dedicated cycle lanes, pedestrians on wide pavements and infrastructure provided for people with different mobility needs.

Importantly, nature should be very intertwined in the city, with trees providing shade and fruit, park areas, small-scale urban agriculture, sustainable urban drainage systems, wetlands, rivers and mangroves. With people seen to be enjoying and benefiting from these natural areas.

There should be many people of different cultures - talking on phones, meeting, greeting, eating, crossing streets, going to work, fishing, etc.

There should be specific illustrations (either within the overall illustration, as zoom-ins or pop outs) that highlight the various ways in which HRBA can improve cities and how cities can
improve human rights. There would be about 15-25 of these (for example, the right to affordable housing, the right to clean air and water, the right to access, the protection of natural resources and biodiversity and so forth) with text under each one. ICLEI Africa will provide a detailed brief on each of the zoomed-in illustrations, but some internet research may need to be done by the service provider as well as a co-design workshopping session with the ICLEI Africa technical team to decide on the illustration approach.

Some brief introductory text (a few lines) will need to appear at the top of the poster and the project and funders logos at the bottom (provided).

All text will be provided and should be digitally added and not handwritten on the poster (to allow for possible translation later on).

Some examples of posters to consider:

- Very simple illustration that looks at the city as more of a whole and could help with depicting HRBA in terms of systems and a broader picture
- The cityscape could take inspiration from the ‘Value of Nature in Urban Life’ poster
- Or a more street-view city scene could provide another way of depicting the content

Inception meeting and initial briefing for the deliverable: week of 12 September 2022

Content handed over by ICLEI Africa: 30 September 2022

Final poster due: 11 November 2022

2. The illustrated maps

Using the provided maps and spatial, biodiversity and socio-economic data as a starting point, the illustrated maps of Bo City and Cape Coast will depict this information in an illustrated and accessible format. Geographically, they should be proportionately accurate, but they do not need to be strictly to scale. They should highlight key areas around the city, with space for small pop-outs of text that provide names, titles or extra information (if necessary). The map will use the UNA Resilience core colours as its starting point and the illustrations do not need to be overly complex. The illustrator will work closely with ICLEI technical staff to co-design the map and the relevant areas to highlight. All text will be provided and should be digitally added and not handwritten on the maps. The style of illustration should be consistent with the illustrated HRBA poster.
Please see here for inspiration for the mapping and illustration style. This map in particular provides a good example, although the content of our map will be more focused on the interactions between nature and socio-economic activities.

Initial briefing for the deliverable: week of 17 October 2022

Finalised maps and content handed over by ICLEI Africa: 30 November 2022

Final map due: 30 January 2023

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

- Detailed briefing and discussion in the inception meeting.
- Different options to be provided for consideration, including pros and cons of different approaches, and a list of all elements included in the different options, before pencil sketch is created.
- Pencil sketch/rough mock-up of the poster to be supplied by the service provider for comment prior to moving onto detailed illustration.
- A few colour examples of graphic elements to be supplied by the service provider for ICLEI AS Communications Team to agree on style, based on provided branding guidelines.
- Three rounds of comments/corrections *(please note that there are various ICLEI teams involved, but comments will be coordinated via the ICLEI AS Communications Team).*
- Layout of the poster in English (ICLEI Africa will be responsible for printing the poster).

The following final products will need to be provided:

- Print-ready and web files of the poster and each map
- Each graphic element exported separately as a PNG file
- All hand-drawn artwork (where appropriate).

**Service provider requirements**

The successful service provider must have:
Extensive and demonstrable experience in producing illustrated graphics and posters; Examples of relevant work (environmental and the built environment, complex city illustrations) must be provided to indicate the illustration style of the service provider.

Additional, advantageous criteria for prospective service providers relate to:
- Experience with working on similar city-related, design projects and an understanding of climate, human rights and environmental sustainability issues; and
- Previous work undertaken with ICLEI AS.

The service provider may not subcontract other parties to assist them.

**Deliverables and timeframes**

The service period will begin on 16 September 2022 and be complete by 31 January 2022.

Milestones will be mutually agreed upon when the job commences, and the ICLEI AS comms team will undertake to provide timeous feedback.

**Reporting requirements and management**

The service provider will provide a progress update once a week, but should be prepared to be in regular contact via email or Skype with the ICLEI AS comms team.

**Requirements for the bid**

The following information must be provided in the bid:
- A company portfolio, including detailed CVs of team members to be involved
- A link to previous relevant work (illustrated products)
- Evidence to support the Service Provider requirements as detailed above
- Detailed budget broken down into project stages and deliverables (please include hourly studio rate)
- BEE certificate or sworn affidavit for B-BBEE exempted micro enterprises

**Budget**
An itemised budget should demonstrate clearly the total for professional fees, including hourly rate and the number of hours per consultant. A total budget, including both amounts and VAT, is then to be provided.

The budget is limited to a maximum of R180 000,00 (VAT exclusive). It is not required that this full budget is used.

Closing date for submission of bids

Kindly submit your bid and supporting documents via email to Ruby Schalit (ruby.schalit@iclei.org) with Funmi Adeniyi in CC (funmi.adeniyi@iclei.org) by 17:00 (SAST) on 9 September 2022.

Appointment of a service provider is subject to ICLEI Africa’s contractual terms and conditions as captured in the Letter of Appointment.

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