TERMS OF REFERENCE

ICLEI Africa seeks to appoint a professional service provider to create three videos for a clean cooking project

ToR issued: 18 April 2023

Indicate interest to submit a proposal: 24 April 2023

Proposals due: 4 May 2023

Bids and technical enquiries can be sent to Jarita Kassen (jarita.kassen@iclei.org), with Carine Buma in copy (carine.buma@iclei.org)

Please indicate interest to submit a bid and any queries by 24 April 2023, so that responses to queries may be shared with all bidders on 25 April 2023. 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). If you have not heard from us within 3 months after the closing date please take it that you were not successful.
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1. PROJECT BACKGROUND

Globally, the number of people without access to electricity and access to clean cooking fuels and technologies are reducing; yet, the case is different in sub-Saharan Africa (SSA), where the number of people without access are rather increasing. Up to 923 million people in SSA do not have access to clean cooking, and 19 of the 20 countries with the lowest percentages of its population having access to clean cooking are from SSA.

Poor access to sustainable energy, especially for the urban poor, leads to a host of detrimental impacts noted in the missed livelihood opportunities. There is also a significant quality of life impact to end users: traditional energy sources (torch batteries or kerosene for lighting; charcoal or wood for cooking) are unhealthy, ineffective, expensive, and unsafe. More broadly, these traditional energy sources often contribute to other climate and environment related hazards such as poor air quality, deforestation, land degradation, soil erosion and increasing occurrences of landslides. In many instances, clean and reliable energy is available in the urban market, but perceived as inaccessible to the urban poor due to limited knowledge and awareness across different stakeholder groups.

Against this background, the Enabling African Cities for Transformative Energy Access (ENACT) project seeks to address three key barriers to energy access in urban areas in SSA, with a special focus on clean cooking access in informal settlements and slums:

- Limited capacity among local governments to plan and deliver market-led energy access interventions in partnership with the private sector.
- Low support to the private sector in commercially scaling locally relevant, reliable, affordable, and sustainable energy solutions to urban informal settlements and slums.
- Limited knowledge, awareness and data on energy access gaps in urban informal settlements and slums, and opportunities to improve access.

The Enabling African Cities for Transformative Energy Access (ENACT) Project, funded by the Foreign Commonwealth and Development Office (FCDO) of the UK government, is part of its Transforming Energy Access (TEA) programme. ICLEI Africa has been appointed, through Carbon Trust, as the lead implementing partner and is working with Energy 4 Impact, in two project cities: Kampala (Uganda) and Freetown (Sierra Leone).

The ENACT project aims to create an enabling environment for the public and private sector actors to work together to improve energy, particularly clean cooking, access for the urban poor living and operating in informal settlements, within the two project cities, Freetown (Sierra Leone) and Kampala (Uganda) and beyond.
2. AIM OF THIS ASSIGNMENT

As part of ENACT, ICLEI Africa is developing three videos to explain the status quo of the cooking sector in urban, and especially informal settlements in Africa, highlight the work being done under the ENACT project to address the existing challenges and showcase the leading role being played by the city authorities and community representatives in addressing the challenges. The target audiences will vary for each of the videos, but will include local government authorities in the project cities and beyond, residents of urban informal settlements, especially for the project cities, private companies, financiers and development organisations.

As detailed in section 4 of this ToR, the videos will range in length, format, content and type of footage, and will require the service provider to: provide storyboards; edit existing interview footage; create motion graphics and animation; source stock footage and music; and stitch these elements together to create videos that are visually consistent and polished. The three videos should have some consistent design elements as they will exist as a series.

3. LOOK AND FEEL

All of the videos need to adhere to the ICLEI and ENACT visual identity guidelines and align with the look and feel of digital communication products (infographics, reports etc. which will be supplied) created for this specific project. They should feature a sleek, professional, yet creative style that will appeal to the target audiences listed below 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. KEY TASKS AND DELIVERABLES OF THIS ASSIGNMENT

The key tasks and expected deliverables related to this ToR are presented below.

<table>
<thead>
<tr>
<th>Phases</th>
<th>Specifications</th>
<th>Deliverables (&amp; Timeline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phase I:</td>
<td>• Participate in an inception meeting with project partners (ICLEI Africa and Energy 4 Impact)</td>
<td>• Attendance of inception meeting</td>
</tr>
<tr>
<td>Inception</td>
<td>• Develop a revised timeline detailing any changes discussed in the inception meeting</td>
<td>• Revised timeline</td>
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<tr>
<td></td>
<td></td>
<td>(2 weeks)</td>
</tr>
</tbody>
</table>

**Phase II: Development of animated ENACT project explainer video (3-4 minutes)**

- Develop an animated explainer video (see example [here](#)), about the current status of technologies used for cooking in the urban African context, highlighting the challenges, the need to act and the work being done through the ENACT project to address these challenges.
- This video will need to be developed with an English (woman) voice-over. There need to be French subtitles throughout the video.
- **ICLEI Africa will supply the following:**
  a. Guidance on introduction and closing screen (with relevant logos and disclaimers)
  b. Complete scripts in English and French
  c. Guidance on voiceover tone and demographic
  d. Guidance on the animation style and icons used to visualise the script
- **Target audience:** Financiers, partners and city officials
- **Please provide for the following stages in the process:**
  - Two rounds of comments/corrections for the ICLEI Africa team on the storyboard, and produced videos.
  - Supply of the packaged, open files to the storyboards created for the videos.
  - Supply of all stock images/illustrations/music purchased.

**Completed and approved clean cooking animation video delivered in accordance with the specifications in section 5 below.**

(6 weeks after inception meeting/handover of English script)

**Phase II: Development of 2 project videos (5-7 minutes each)**

- Develop two videos, one per project city, stitching together short clips on interviews with community members benefitting from the clean cooking interventions being deployed through the ENACT project; footage of clean cooking stoves in use, as well as “unclean” cooking methods being used and stock footage, where needed, to tell a compelling story and drive communities to use clean cooking stoves.
  - The narrative for both videos will be to show the positive impact these clean energy cooking technologies have had on the relevant community and motivate for the broader need to transition to clean cooking methods. Though the narrative will be similar, the videos should be distinctly different and reflect the relevant community.
  - These videos will require basic animations for transitions, to highlight key aspects mentioned, and
- **2 completed and approved in-country project videos delivered in accordance with the specifications in section 5 below.**

(September to October 2023)
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.

- Both videos require English subtitles throughout. The video will also require voice-over - one in Krio (Sierra Leone local language) and one in Luganda (Uganda local language).
- If the short video clips and footage supplied by the project partners 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 that it does not have to fill the entire screen. Example here. Other suggestions are welcome.

- ICLEI Africa will supply the following:
  a. Raw interview clips with project participants in English (with Krio/Luganda translations), Krio or Luganda
  b. Photos and B-roll workshop footage from the project
  c. Guidance on the aim/story for each video and points of difference between the two videos
  d. Script in English
  e. Completed digital communications outputs for project to align look and feel

- Target audience: microenterprises and households in the relevant communities

- Please provide for the following stages in the process:
  - Two rounds of comments/corrections for the ENACT project team on the storyboard, and produced videos.
  - Supply of the packaged, open files to the storyboards created for the videos.
  - Supply of all stock images/illustrations/music purchased.
5. SPECIFICATIONS TO QUOTE

The budget for this ToR is up to a maximum of ZAR 200 000.0 for the successful applicant.

Interested service providers will be required to submit a quote in South African Rands (ZAR) to complete the videos based on the information provided above and specifying an hourly/daily rate per consultant.

VIDEO DELIVERY TECHNICAL REQUIREMENTS:

All videos/tasks supplied as part of this ToR must conform to the following requirements and considerations:

• All completed high-quality videos in MP4 format or in another file format for use on social media platforms and websites.
• All illustrations created specifically for the videos, supplied as PNGs and SVGs with transparent background.
• The service provider will need to agree to transfer full copyright and intellectual property rights of the commissioned videos to ICLEI.
• Any additional stock footage and music used must be licensed to the contracting party.

6. TIMELINES

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 completed and approved by 30 November 2023, unless agreed in writing with ICLEI Africa.

7. SERVICE PROVIDER REQUIREMENTS

The service provider must:

• Have extensive and demonstrable experience in video editing and animation
• Have all of the necessary hardware and software to produce all elements of the videos, which could include, but not limited to graphics, animation, editing, and music
• 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 to tell a coherent, concise story
• 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
8. SUPPORT TO BE PROVIDED BY PROJECT PARTNERS

ICLEI Africa (and Energy 4 Impact) 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, including guidance on logo placement
- Raw interview clips with project participants in English or with English translations
- Photos and B-roll workshop footage from the project
- Scripts in the required languages
- Guidance on introductory and closing screens (with relevant logos and disclaimers); voiceover tone and demographic; and animation style and icons used to visualise the script
- General guidance on the aim/story for each video
- Completed digital communications outputs for project to align look and feel
- Swift turnaround on feedback

9. EVALUATION CRITERIA

Bids will be evaluated against the following criteria:

- Price (detailed budget and hourly/daily rates to be submitted with the proposal)
- Demonstrated experience in producing similar products mentioned in this ToR
- Professional skills and expertise and team composition (Please specify roles and responsibilities of the team members who will be working on this assignment)
- Proposed approach, basic workplan for the delivery of these videos
- A B-BBEE certificate (if applicable)

10. SUBMISSION PROCESS

Interested service providers should submit their proposal to Jarita Kassen (jarita.kassen@iclei.org) with Carine Buma (carine.buma@iclei.org) in copy by 15:00 CAT on 4 May 2023.

Please use the subject line: “Service Provider: ENACT video project” when submitting your proposal.

Include the following attachments in your submission:

- A Brief proposal containing the following information: proposed approach, workplan/schedule to deliver the tasks listed in this ToR including roles and responsibilities of team members who will be working on the project; a 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
Enabling African Cities for Transformative Energy Access

- 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.

11. PAYMENT

A payment schedule will be included in the Service Level Agreement signed between ICLEI Africa and the successful service provider. Payment will be made in accordance with the satisfactory and timeous delivery of services and upon receipt of fully compliant invoices.

ICLEI Africa reserves the right not to appoint a service provider in relation to this Terms of Reference (ToR). If you have not heard from us within 3 months after the closing date please take it that you were not successful.

- For more information on the ENACT project see: https://africa.iclei.org/project/enact/
- For more information on ICLEI Africa see: https://africa.iclei.org/ For more information on Energy 4 Impact see: https://energy4impact.org/