

## TERMS OF REFERENCE

### ICLEI Africa



**ICLEI Africa seeks to appoint a professional videographer to take high-quality photo and video footage in Kampala, Uganda**

**ToR issued: 10 April 2024**

Indicate interest to submit a proposal: 15 April 2024

**Proposals due: 24 April 2024**

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

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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 but this is not the case in sub-Saharan Africa (SSA), where the number of people without access is actually increasing. Up to 923 million people in SSA do not have access to clean cooking, and 19 of the 20 countries with the lowest percentage of access to clean cooking are located in SSA.

Poor access to sustainable energy, especially for the urban poor, leads to a host of detrimental impacts. There is a significant quality of life impact on end users: traditional energy sources (torch batteries or kerosene for lighting; charcoal or wood for cooking) are unhealthy, ineffective, expensive, and unsafe. These traditional energy sources contribute to 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 is 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 main barriers to energy access in urban areas in SSA, with a special focus on clean cooking access in informal settlements:

- 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](#), appointed through [Carbon Trust](#) as the lead implementing partner, is working with [Energy 4 Impact](#) to implement the project in two project cities: Kampala (Uganda) and Freetown (Sierra Leone).

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

Through the ENACT project, a consortium (led by Wana Solutions) was recently contracted to deploy clean cooking products in Kisenyi (and its environs), Kampala, from February to June 2024. In addition to deploying its clean cooking products to households and small businesses in Kisenyi (and its environs), other activities to be carried out by the service provider include conducting awareness-

raising activities on the benefits of clean cooking, and regularly collecting data to assess the impact of their activities in Kisenyi. [Read this article](#) for more information.

### 2. AIM OF THIS ASSIGNMENT

As part of ENACT, ICLEI Africa is developing a **documentary-style video** to showcase how residents in Kisenyi, Kampala, are transitioning to clean cooking technologies. The main aim of this video is to tell a **compelling story** that drives more people in the community (and beyond) to transition to clean cooking technologies. To make this video as authentic and impactful as possible, we require **unlicensed, on-the-ground video footage, recorded interviews and high-resolution photographs of both traditional/inefficient cooking technologies (mostly wood and charcoal) and clean cooking stoves being used in Kisenyi, Kampala, as well as photos of well-known buildings/natural landmarks in the city.** The main target audiences of the final product are households and microenterprises in urban informal settlements in Kampala.

### 3. WORK REQUIRED

The service provider will be required to record interviews, short video clips and capture photographs as outlined below:

- i. Seven unique (a different person interviewed in each video) two-minute interviews with the Kisenyi residents about their experience using the clean cooking stoves\*
- ii. Three unique (a different person interviewed in each video) one-to-two-minute interviews with other stakeholders (for example the Mayor) \*
- iii. 10 unique (a different person featured in each photo as far as possible) photos of the residents using the clean cookstoves
- iv. 10 unique (different person/people featured in each photo as far as possible) photos of the residents using the traditional inefficient firewood and charcoal stoves for cooking
- v. Five unique (a different person featured/different scene in each photo) photos of wood/charcoal sellers/retailers in the community
- vi. Two unique 30-second videos of wood/charcoal sellers/retailers in the community
- vii. Five unique photos of wood/charcoal in transit
- viii. Three unique (different person/people featured in each video) one-minute videos of the residents using clean cooking stoves
- ix. Three unique (different person/people featured in each video) one-minute videos of residents using traditional cooking methods e.g. wood fire and charcoal
- x. Two unique 30-second videos of local food markets in Kisenyi and its environs\*\*
- xi. Three unique 30-second videos of people using transport (e.g. cars, buses, taxis, tuk-tuks etc.) and walking in Kisenyi\*\*
- xii. One 30-second video of people speaking to one another in Kisenyi
- xiii. Three unique photos of well-known buildings/natural landmarks in Kampala\*\*
- xiv. Two 30-second videos of forest, shrubs, greenery, parks in Kampala\*\*
- xv. Two 30-second video of well-known buildings/natural landmarks in Kisenyi and Kampala\*\*
- xvi. Three unique 20-second videos of an aerial view (drone footage) of Kisenyi and its environs\*\*
- xvii. Four unique pictures showing an aerial view (drone footage) of Kisenyi\*\*

This footage must be original and without any licensing, as we will be using it in various project communications outputs indefinitely. ICLEI Africa will own the rights to the footage supplied. The appointed service provider is expected to ensure all interviewees and photo subjects fill in and sign a consent form before being recorded/photographed. Please note that there must be **no footage of children.**

\* For the interviews, good quality sound with minimal background noise is important. Ideally, the service provider will need to identify a relatively quiet space for the interviews and use professional sound recording devices, for example, a Zoom H6 or Lavalier microphone. ENACT will provide the questions, in English, for these interviews.

\*\* The service provider will be expected to identify the places which will be photographed/videoed, with approval from ICLEI Africa.

The service provider must be able to **communicate fluently in both English and Luganda** (Ugandan local language) as the majority of the **interviews will be conducted in Luganda** and a few may be conducted in English. We would like to give the interviewees the best opportunity to express themselves freely and comfortably. The service provider will receive additional instructions and guidelines from the ENACT team during interviews. The service provider will need to be flexible to time constraints that may emerge. It is expected that this work will require five days of shooting and then another five days to select, package, transcribe, translate and transfer all the **digital**, high-quality files to ICLEI Africa via GoogleDrive.

#### 4. KEY TASKS AND DELIVERABLES OF THIS ASSIGNMENT

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

Phases	Tasks/activities	Deliverables (& Timeline)
Phase I: Inception	<ul style="list-style-type: none"> <li>Participate in an inception meeting with project partners (ICLEI Africa and Energy 4 Impact), Ugandan Ministry of Energy and Mineral Development and the Kampala Capital City Authority.</li> <li>The appointed service provider and the ENACT project team will co-develop a revised timeline and work plan.</li> <li>Obtain signed consent form(s) from the relevant authority (ies) in Uganda to conduct the assignment</li> <li>Based on a guide provided by ICLEI Africa, which will include dates and times for interviews, the service provider will need to submit a brief production schedule detailing:</li> </ul>	<ul style="list-style-type: none"> <li>Attendance of inception meeting</li> <li>Revised timeline and work plan</li> <li>Brief production schedule</li> <li>Signed consent form (s) from relevant authorities in Uganda</li> </ul> <p>(up to one week after the service provider is</p>

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	<ol style="list-style-type: none"> <li>1. team members and their roles assigned to respective tasks (listed above in Section 3)</li> <li>2. equipment which will be used</li> <li>3. time allocated for post-production tasks</li> </ol> <p><b>ICLEI Africa will supply the following:</b></p> <ol style="list-style-type: none"> <li>a. Dates, times and locations for interviews (these are subject to change, some flexibility will be required)</li> </ol> <p><b>Please provide for the following stages in the process:</b></p> <ul style="list-style-type: none"> <li>- One round of comments/edits for the ICLEI Africa team on the production schedule.</li> </ul>	<p>appointed)</p>
<p><b>Phase II:</b> Shoot interviews and videos and capture pictures in Kisenyi, Kampala (Uganda)</p>	<ul style="list-style-type: none"> <li>• Based on times and dates provided by ICLEI Africa and the agreed production schedule, the appointed service provider will need to record the interviews listed in Section 3. Interviews may only be conducted in the presence of ENACT project staff unless otherwise agreed.</li> <li>• The appointed service provider will need to translate the questions for the interview from English to Luganda.</li> <li>• The appointed service provider will need to ensure that each interviewee and/or photo subject fills in and signs a consent form.</li> <li>• The appointed service provider will need to capture/shoot all the other items listed in Section 3.</li> </ul> <p><b>ICLEI Africa will supply the following:</b></p> <ol style="list-style-type: none"> <li>a. Guidance on how to conduct the interview.</li> <li>b. Consent form for all interviewees/photo/video subjects to complete.</li> <li>c. List of questions for interviewees in English (The service provider must translate these questions into Luganda.)</li> <li>d. Additional information about the ENACT project and clean cooking to help the service provider understand the subject and inform the interview and the interviewee.</li> </ol> <p><b>Technical requirements:</b></p> <ul style="list-style-type: none"> <li>- All videos must be delivered in 4K 16 by 9 and 1 by 1 resolution at 30fps.</li> </ul>	<ul style="list-style-type: none"> <li>• List of interview questions in Luganda</li> <li>• Signed consent forms from each interviewee and photo subject.</li> <li>• <u>All footage and pictures listed in Section 3</u> must be recorded/shot.</li> </ul> <p>(1 week)</p>

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	<ul style="list-style-type: none"> <li>- <b>All interviews must be transcribed and the transcribed text must be provided in English and Luganda to ICLEI Africa in Phase III.</b></li> <li>- Majority of the photos must be shot in landscape format (16x9) with some shot in portrait format.</li> <li>- All photos and videos are to be supplied without watermarks or artist credits.</li> </ul>	
<p><b>Phase III:</b> Package all footage, transcripts and photos and submit to ICLEI Africa for review and approval</p>	<ul style="list-style-type: none"> <li>• Package and share all raw footage, b-rolls, consent forms and photos as well as all interview transcripts in English and Luganda with ICLEI Africa. For the English interviews, the Luganda transcript translations may be provided as a written transcript or voice-recorded translations (voice overs with ICLEI Africa).</li> <li>• Lead close-out meeting (including a presentation on lessons learned and recommendations for future work).</li> </ul> <p><b>Technical requirements in the process:</b></p> <ul style="list-style-type: none"> <li>- All videos must be delivered in 4K 16 by 9 and 1 by 1 resolution at 30fps.</li> <li>- All interviews must be transcribed and the transcribed interview texts must be provided in English and Luganda to ICLEI Africa.</li> <li>- All photos must be shot in landscape (16x9).</li> <li>- All photos and videos are to be supplied without watermarks or artist credits.</li> <li>- All files should be organised logically and clearly labelled for easy identification.</li> </ul>	<ul style="list-style-type: none"> <li>• All footage and pictures listed in Section 3, the interview transcripts (in English and Luganda) and signed consent forms from each interviewee/photo/video subject must be delivered to ICLEI Africa as per the technical requirements listed in this ToR.</li> </ul> <p>(no more than five working days after all interviews are shot)</p>

### 5. SPECIFICATIONS TO QUOTE

The budget for this ToR is **up to a maximum of British pound sterling GBP 2000** for the successful applicant. Interested service providers will be required to submit a quote in British pound sterling (GBP) to complete all deliverables mentioned in Sections 3 and 4, and specifying an hourly/daily rate per consultant.

### 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 **27 May 2024**, unless agreed in writing with ICLEI Africa.

### 7. SERVICE PROVIDER REQUIREMENTS

The service provider must:

- Have extensive and demonstrable experience in documentary videography and photography related to cities.
- Have demonstrable experience in conducting and filming interviews.
- Throughout the duration of the Project, maintain in force, with a reputable insurance company, **employer's liability insurance**, professional indemnity insurance and public liability insurance, in each case, to such a level equivalent to the then-current industry standard to cover any liabilities that may arise under or in connection with the Project and shall produce to ICLEI Africa on request both the insurance certificate giving details of cover and the receipt for the relevant year's premium in respect of each insurance type
- Be able to communicate **fluently** in English and Luganda.
- Be able to **accurately and professionally translate** text from English to Luganda and from Luganda to English.
- Have experience in following a brief and carrying out a commission within tight deadlines.
- Communicate with ICLEI Africa in a professional and timely manner on progress.
- It would be advantageous if this experience extended to urban informal settlements.

**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:

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- Guidance on how to conduct the interviews
- Consent form for interviewees, video and photo subjects
- List of questions for interviewees in English
- Dates, times and locations for interviews (these are subject to change, some flexibility will be required)
- Additional information about the ENACT project and clean cooking to help the service provider to understand the subject and inform the interview.

### 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 and basic work plan for the delivery of these videos
- A B-BBEE certificate (if company/organisation is based in South Africa )

### 10. SUBMISSION PROCESS

Interested service providers should submit their proposal to Jarita Kassen ([jarita.kassen@iclei.org](mailto:jarita.kassen@iclei.org)) with Carine Buma ([carine.buma@iclei.org](mailto:carine.buma@iclei.org)) in copy by **15:00 CAT on 24 April 2024**.

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

Include the following attachments in your submission:

- A Brief proposal containing the following information:
  - proposed approach (including proposed places to shoot the scenes listed in Section 3 e.g. which markets and landmarks);
  - work plan/ 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 cost to deliver all tasks** listed in this ToR
- Full CV(s) of team member(s) that will be working on this assignment
- Full detailed list of equipment (list brand name and technical information) available to your team to complete this project
- Interested service providers will be expected to complete a **translation test** as part of the application. The test can be found in Appendix A.
- Certificate(s) giving details of cover and the receipt for the relevant year's premium in respect of each insurance type: employer's liability insurance, professional indemnity insurance and public liability insurance (in each case, to such a level equivalent to the then-current industry standard to cover any liabilities that may arise under or in connection with the Project).



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- A website address/links to a 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.

### 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 timely 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
- For more information on Energy 4 Impact see: <https://energy4impact.org/>

## Appendix A:

### Interested service providers must complete this section:

Please translate the below two texts from English to Luganda. This can be done as a written translation or the service provider can submit a recorded spoken translation.

### Text to be translated (52 words):

Cook faster, cheaper, easily and safely with clean cookstoves. Why cook on a stove that fills your lungs with smoke and soot, when you can have one that is clean, efficient and affordable? Improve your health, protect the environment, empower women, save time and save money. Transform your life with clean cooking.