



TERMS OF REFERENCE

ICLEI Africa



ICLEI Africa seeks to appoint a professional service provider to create four videos for a renewable energy project

ToR issued: 16 April 2024

Indicate interest to submit a proposal: 26 April 2022

Proposals due: 8 May 2024

Bids and technical enquiries can be sent to Erin Hill (erin.hill@iclei.org), with Claudia Schröder in copy (claudia.shroder@iclei.org)

Please indicate interest to submit a bid and any queries by 26 April 2024, so that responses to queries may be shared with all bidders on 3 May 2024. 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

Smart Energy Solutions for Africa (SESA) is a collaborative project between the European Union and nine African countries (Ghana, Kenya, Malawi, Morocco, Namibia, Nigeria, Rwanda, South Africa and Tanzania) that aims at providing energy access technologies and business models that are easily replicable and generate local opportunities for economic development and social cohesion in Africa.

Through several local living labs, SESA is facilitating the co-development of scalable and replicable energy access innovations, to be tested, validated and replicated throughout the African continent.

These solutions include:

- decentralised renewables (solar photovoltaics)
- innovative energy storage systems including the use of second-life electric vehicle batteries
- waste-to-energy systems
- smart microgrids
- climate-proofing
- resilience and adaptation
- rural internet access

Running from October 2021 until September 2025, SESA is the result of a strong partnership between leading European and African universities, research centres, industry actors, local governments, knowledge and implementation organisations and networks. These partnerships are being strengthened via peer-to-peer exchange, policy dialogues, and regional and international events among others.

2. AIM OF THIS ASSIGNMENT

As part of SESA, ICLEI Africa is developing **four videos** to explain some of the core technologies being developed under SESA to expand renewable energy solutions in Africa. These videos will offer an overview of the technology (e.g. e-mobility, solar PV, etc.), how it operates, the scaling potential and the value of this as a solution in Africa. The purpose of the videos is to raise awareness, create interest and inform viewers of the initiative and technologies.

We are targeting a wide audience including the general public, organisations working in renewables, partner organisations and stakeholders involved. We want people to get an exciting taste of the project, ultimately driving traffic to the project's website, where people can explore other SESA resources (such as the Toolbox and factsheets) for more in-depth understanding.

As detailed in section 4 of this ToR, the videos will range from 3 to 5 minutes. They will include a variety of content and types 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 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 SESA 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 and attract attention at events and on social media. ICLEI Africa will supply the visual identity guidelines and logos to the successful service provider. Please note that we would like these videos optimised for social media platforms and sharing. The service provider will be required to balance a professional look that matches the project's brand identity, with a fast-paced, quick-speaking, and exciting style. See here for examples: [Renewable energy in SA cities and towns video \(ICLEI Africa\)](#); [Research uptake explained \(ICLEI Africa\)](#); [Clean cooking in Sub-saharan Africa explainer \(ICLEI Africa\)](#).

4. KEY TASKS AND DELIVERABLES OF THIS ASSIGNMENT

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

Phases	Specifications	Deliverables (& Timeline)
Inception Phase	<ul style="list-style-type: none"> ● Participate in an inception meeting with ICLEI Africa ● Develop a revised timeline detailing any changes discussed in the inception meeting 	<ul style="list-style-type: none"> ● Attendance of inception meeting ● Revised timeline <p>(2 weeks)</p>
Phase I: Development of Video 1: e-mobility (3-4 minutes)	<ul style="list-style-type: none"> ● Develop a video, on the theme of e-mobility, by stitching together interview footage with graphics/animations (to be developed by the service provider) to illustrate the functionality, benefits and scaling potential of e-mobility. <ul style="list-style-type: none"> ○ The narrative for the video must show the positive impact these clean energy technologies have, 	<ul style="list-style-type: none"> ● Completed and approved e-mobility video with graphic animations delivered in

	<p>especially for peri-urban and rural communities, and motivate the broader need to transition to clean energy.</p> <ul style="list-style-type: none"> ○ These videos will require animations to illustrate how the technology works, transitions, to highlight key aspects mentioned, and to bring the videos to life. ○ The service provider is required to add music and stock footage relating to the subject matter, colour grade all footage and ensure visual and audio consistency. ○ Video will require English subtitles throughout. ○ 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. ○ The service provider is expected to develop exciting on-screen animations and display key quotes with rolling text on-screen. Other suggestions are welcome. <ul style="list-style-type: none"> ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> ○ Raw interview clips in English ○ Photos and B-roll workshop footage from the project if needed ○ Guidance on the aim/story for the video ○ Video script in English ○ Completed digital communications outputs from the project to align the look and feel ● Target audience: general public, organisations working in renewables, partner organisations and stakeholders involved ● Please provide for the following in the process: <ul style="list-style-type: none"> ○ Two rounds of comments/corrections for the SESA project team on the storyboard ○ Two rounds of comments/corrections for the SESA project team produced video ○ Supply of the packaged, open files to the storyboards created for the videos ○ Supply of the graphics/animations developed to illustrate the video 	<p>accordance with the specifications in section 5 below.</p> <p>(5 July 2024)</p>
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	<ul style="list-style-type: none"> o Supply of all stock images/illustrations/music purchased 	
<p>Phase II: Development of Video 2: Solar PV in sub-Saharan Africa (3-4 minutes)</p>	<ul style="list-style-type: none"> ● Develop a video, on the theme of solar PV in sub-Saharan Africa, by stitching together interview footage with graphics/animations (to be developed by the service provider) to illustrate the functionality and benefits and scaling potential of solar PV. <ul style="list-style-type: none"> o The narrative for the video must show the positive impact these clean energy technologies have, especially for peri-urban and rural communities, and motivate the broader need to transition to clean energy. o These videos will require animations to illustrate how the technology works, transitions, to highlight key aspects mentioned, and to bring the videos to life. o The service provider is required to add music and stock footage relating to the subject matter, colour grade all footage and ensure visual and audio consistency. o Video will require English subtitles throughout. o 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. o The service provider is expected to develop exciting on-screen animations and display key quotes with rolling text on-screen. Other suggestions are welcome. ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> o Raw interview clips in English o Photos and B-roll footage from the project if needed o Guidance on the aim/story for the video o Video script in English o Completed digital communications outputs from the project to align the look and feel ● Target audience: general public, organisations working in renewables, partner organisations and stakeholders involved 	<ul style="list-style-type: none"> ● Completed and approved Solar PV in sub-Saharan Africa video with graphic animations delivered per the specifications in section 5 below. <p>(6 September 2024)</p>

	<ul style="list-style-type: none"> ● Please provide for the following stages in the process: <ul style="list-style-type: none"> ○ Two rounds of comments/corrections for the SESA project team on the storyboard ○ Two rounds of comments/corrections for the SESA project team produced video ○ Supply of the packaged, open files to the storyboards created for the videos. ○ Supply of the graphics/animations developed to illustrate the video ○ Supply of all stock images/illustrations/music purchased. 	
<p>Phase III: Development of Video 3: Infohubs (3-4 minutes)</p>	<ul style="list-style-type: none"> ● Develop a video, on the theme of Infohubs, by stitching together interview footage with graphics/animations (to be developed by the service provider) to illustrate the functionality and benefits and scaling potential of Infohubs. <ul style="list-style-type: none"> ○ The narrative for the video must show the positive impact these clean energy technologies have, especially for peri-urban and rural communities, and motivate the broader need to transition to clean energy. ○ These videos will require animations to illustrate how the technology works, transitions, to highlight key aspects mentioned, and to bring the videos to life. ○ The service provider is required to add music and stock footage relating to the subject matter, colour grade all footage and ensure visual and audio consistency. ○ Video will require English subtitles throughout. ○ 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. ○ The service provider is expected to develop exciting on-screen animations and display key quotes with rolling text on-screen. Other suggestions are welcome. ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> ○ Raw interview clips in English ○ Photos and B-roll footage from the project if needed 	<ul style="list-style-type: none"> ● Completed and approved Infohubs video with graphic animations delivered per the specifications in section 5 below. <p>(8 November 2024)</p>

	<ul style="list-style-type: none"> o Guidance on the aim/story for the video o Video script in English o Completed digital communications outputs from the project to align the look and feel <ul style="list-style-type: none"> ● Target audience: general public, organisations working in renewables, partner organisations and stakeholders involved ● Please provide for the following stages in the process: <ul style="list-style-type: none"> o Two rounds of comments/corrections for the SESA project team on the storyboard o Two rounds of comments/corrections for the SESA project team produced video o Supply of the packaged, open files to the storyboards created for the videos. o Supply of the graphics/animations developed to illustrate the video o Supply of all stock images/illustrations/music purchased. 	
<p>Phase IV: Development of Video 4: TBC [Alternative renewable fuels for clean cooking OR Consortium reflections at the closing event 2025] (3-4 minutes)</p>	<ul style="list-style-type: none"> ● Develop a video, on the theme of alternative renewable fuels for clean cooking, by stitching together interview footage with graphics/animations (to be developed by the service provider) to illustrate the functionality, benefits and scaling potential of alternative clean cooking fuels. NB this theme is not finalised and we may choose to rather cover the Consortium’s reflections at the closing event 2025. <ul style="list-style-type: none"> o The narrative for the video must show the positive impact these clean energy technologies have, especially for peri-urban and rural communities, and motivate the broader need to transition to clean energy. o These videos will require animations to illustrate how the technology works, transitions, to highlight key aspects mentioned, and to bring the videos to life. o The service provider is required to add music and stock footage relating to the subject matter, colour grade all footage and ensure visual and audio consistency. o Video will require English subtitles throughout. o If the short video clips and footage supplied by the project partners are not of high enough quality, the 	<ul style="list-style-type: none"> ● Completed and approved video (theme to be confirmed) with graphic animations delivered per the specifications in section 5 below. <p>(14 March 2025)</p>

	<p>service provider will be expected to present solutions to retain the message but keep the final video of high quality.</p> <ul style="list-style-type: none"> ○ The service provider is expected to develop exciting on-screen animations and display key quotes with rolling text on-screen. Other suggestions are welcome. ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> ○ Raw interview clips in English ○ Photos and B-roll footage from the project if needed ○ Guidance on the aim/story for the video ○ Video script in English ○ Completed digital communications outputs from the project to align the look and feel ● Target audience: general public, organisations working in renewables, partner organisations and stakeholders involved ● Please provide for the following stages in the process: <ul style="list-style-type: none"> ○ Two rounds of comments/corrections for the SESA project team on the storyboard ○ Two rounds of comments/corrections for the SESA project team produced video ○ Supply of the packaged, open files to the storyboards created for the videos. ○ Supply of the graphics/animations developed to illustrate the video ○ Supply of all stock images/illustrations/music purchased. 	
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5. SPECIFICATIONS TO QUOTE

The budget for this ToR is **up to a maximum of ZAR 120 000.00** 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.

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 backgrounds.
- 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. Delivery will be staggered, with the first video being delivered by **5 July 2024**, and the remaining videos being completed and approved by **14 March 2025**, 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 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 if needed
- Scripts in the required language

- 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)
- A B-BBEE certificate (if applicable)

10. SUBMISSION PROCESS

Interested service providers should submit their proposal to Erin Hill (erin.hill@iclei.org), with Claudia Shroder (claudia.shroder@iclei.org) in copy by **15:00 CAT on 8 May 2024**.

Please use the subject line: **“Service Provider: SESA 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
- 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 SESA project see: <https://sesa-euafrika.eu/>

For more information on ICLEI Africa see: <https://africa.iclei.org/>