



Terms of Reference (ToR)

ICLEI Africa seeks to appoint a professional service provider to develop three short videos for a climate disaster risk reduction project - *Disaster Risk Reduction: A resilience agenda for urban Africa (DRR4Africa)*.

Terms of Reference issued: 17 July 2024

Proposals due: 15 August 2024 (16:00 GMT+2)

Indicate interest to submit a proposal by: 26 July 2024

Please indicate an interest to submit a bid and any queries by 26 July 2024, so that responses to queries may be shared with all bidders before 30 July. Bids will still be accepted if interest is not indicated, but bidders must accept that they may not have received responses to their questions before the proposal due date.

Bids and technical queries can be sent to Carina Mason (carina.mason@iclei.org) with Lucy Lavirotte (lucy.lavirotte@iclei.org) in CC.

ICLEI Africa reserves the right not to appoint a service provider in relation to this Terms of Reference (ToR)



TERMS OF REFERENCE

Local Governments for Sustainability (ICLEI) is a global network of more than 2500 local and regional governments committed to sustainable urban development. Active in 100+ countries, ICLEI influences sustainability policy and drives local action for low emission, nature-based, equitable, resilient and circular development. ICLEI's members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability.

ICLEI Africa is implementing the *Disaster Risk Reduction: A resilience agenda for urban Africa* (DRR4Africa) project, funded by Lloyd's Register Foundation.

This ToR relates to supporting ICLEI Africa with the creation of three climate change-related videos for the DRR4Africa project. The service provider is expected to only undertake work indicated within this ToR.

1. BACKGROUND

The 2021 World Risk Poll (WRP) results confirm that Africa is the continent with the lowest resilience index scores in the world. The DRR4Africa project seeks to improve resilience and safety from climate-induced disasters across three African cities, as the epicentres of localised climate impacts. Using WRP results and additional data emerging from project learning labs, ICLEI Africa will work closely with the municipalities of Cape Coast (Ghana), Lusaka (Zambia), and Port-Louis (Mauritius) on undertaking a baseline risk assessment, through the Making Cities Resilient 2030 Disaster Resilience Scorecard for Cities. Based on Scorecard outcomes, priority areas of intervention will be identified and a bespoke solutions package will be co-developed and deployed in each city.

2. AIM OF THE ASSIGNMENT

ICLEI Africa requires the services of a professional and experienced video developer to create three, short climate change-related videos.

These videos must use animated graphics, stock footage (sourced by the service provider), as well as ICLEI-owned footage of the three project cities being profiled (this can include stock drone footage of the city, on-the-ground stock footage and in-house footage of busy streets/marketplaces/harbours and so on). **Please note that we are not permitted to use footage showing childrens faces, or the faces of peoples with disabilities who may not be able to fully consent.**

The primary target audience for the videos will be municipalities, civil society groups and technical staff from Cape Coast (Ghana), Lusaka (Zambia) and Port Louis (Mauritius), but the videos should also be suitable/understandable for a broader Africa-wide audience, as they will be shared on our social media channels.

Video details:

- The three videos must each be between 2-3 minutes long.
- There should be a professional tone/feel to the videos, since the main aim is to inform and educate viewers of the climate-related challenges and opportunities in these three African cities.
- Voice over: An African woman needs to be cast to read the script (in English) for each video. This person must be sourced by the service provider, but must be approved first



by ICLEI Africa. Three voiceover samples for each city must be sent to ICLEI Africa to choose from. Ideally, we would like to have one voice-over artist per city i.e. a Zambian woman should read the script for the Lusaka video, a Mauritian woman should read the script for the Port Louis video, and a Ghanaian woman should read the script for the Cape Coast video.

- French subtitles, and possibly other African languages, will need to be added to the videos.
- There should be animated graphics incorporated into the video, to break or enhance the message on screen.
- Stock upbeat/optimistic music should accompany each video, but should not be distracting to the viewer or detract from the words being spoken. At least 3 audio samples should be provided to ICLEI Africa for approval.
- The people used in the videos should portray empowered and resilient Africans, rather than being stereotypical victims of climate change.

For your reference, here is an example of the type of video we want to create for each project city: <https://www.youtube.com/watch?v=DXUgXI1arhQ&t=115s>



3. ROLE OF THE SERVICE PROVIDER

3.1 Creation of climate change videos in English

A draft script for each of these three videos has already been prepared, and it is expected that the service provider will develop all three of the videos, as detailed above, within **6 weeks** of receiving the scripts. This will allow ICLEI Africa enough time to review and revert back with changes if necessary. Please allow for two to three rounds of comments/corrections from the ICLEI Africa team on the storyboard, and produced videos.

4. ROLE OF ICLEI AFRICA

ICLEI Africa will be responsible for the following to support the service provider with this work:

- Setting up an inception meeting with the service provider to address any questions and/or concerns before video creation commences.
- Providing all final script material (including translated text) to the service provider in a timely manner so as to respect the deadlines outlined above.
- Provide guidance on technical terms that may arise. A glossary of terms is also available.
- Clearly communicate deadlines as far ahead of time as possible so as to provide the service provider with adequate time to plan and deliver.

5. ACCESS TO INTELLECTUAL PROPERTY

All data used (that is not available from a public and open source platform) and related outputs produced are confidential and not to be shared without written permission of ICLEI Africa. On completion of the contract, the intellectual property of all outputs will be transferred to ICLEI Africa.

6. VIDEO DELIVERY TECHNICAL REQUIREMENTS:

All videos supplied as part of this ToR must conform to the following:

- All completed high-quality videos must be in MP4 format or in another widely acceptable file format for use on social media platforms and websites.
- All illustrations created specifically for the videos, must be supplied as PNGs and SVGs with a transparent background once the videos are finalised and approved.
- The service provider will need to agree to transfer full copyright and intellectual property rights of the commissioned videos to ICLEI.
- Any stock footage and music used must be licensed to the contracting party.
- The service provider must be able to deliver within the time periods specified above and to a high, error-free standard.
- The service provider must communicate with ICLEI Africa in a timely and professional manner on progress.
- The service provider must ensure that all material created is thoroughly proofread/checked before returning to ICLEI Africa.

7. SERVICE PROVIDER REQUIREMENTS

The service provider must:

- Have extensive experience in video editing and production.
- Have all of the necessary hardware and software to produce all elements of the videos, which could include, but not limited to graphics, editing, and music.
- Have experience producing content related to urban sustainability.

Please note: The service provider may not subcontract to other parties without prior approval from ICLEI Africa



6. SPECIFICATIONS TO QUOTE

Interested service providers will be required to submit the following, in order to be considered:

- **A brief proposal** containing the following information: proposed approach, including a simple work plan/ schedule to deliver the tasks listed in this ToR; the roles and responsibilities of team members who will be working on the project; a detailed, itemised costing for each of the above-mentioned deliverables.
- **A per video rate** (detailed hourly/daily rates to be submitted with the proposal). This will be the maximum rate that can be charged for each video (which includes the use of high-quality stock footage for each city, b-roll, audio, graphics, and any other elements that will amplify the message in the videos).
- **Full CVs** of the video producer(s) that will be working on this assignment, and links to their previous work/portfolios. The CV(s) submitted must include the video producers' qualifications and demonstrable experience with video editing.
- For South African-based service providers only, please 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 and/or does not have a B-BBEE certificate, a completed and signed sworn affidavit.

7. SCORING OF PROPOSALS

All proposals will be considered against the following criteria:

- Price
- Demonstrated experience in producing similar products mentioned in this ToR
- Professional skills and expertise and team composition
- Proposed approach, basic work plan for the delivery of these videos
- BBEE status (only if applicable)

8. SUBMISSION PROCESS

Kindly submit your proposal including all components outlined in the specifications (section 6) above to Carina Mason (carina.mason@iclei.org) with Lucy Lavirotte (lucy.lavirotte@iclei.org) in CC by 16:00 (GMT+2) on 15 August 2024. Please use the subject line: '**Service Provider: DRR4Africa Video Creator**'

For any queries related to submission please contact ICLEI Africa via the email above.

**ICLEI AFRICA RESERVES THE RIGHT NOT TO APPOINT A SERVICE PROVIDER IN
RELATION TO THIS TERMS OF REFERENCE**