

JMEG is funded by UK PACT (Partnering for Accelerated Climate Transitions) which is a flagship programme under the UK's International Climate Finance (ICF) portfolio. It is implemented by ICLEI Africa, in partnership with the Development Bank of Southern Africa

TERMS OF REFERENCE

Issued by ICLEI Africa

ICLEI Africa seeks to appoint a service provider to develop three videos (animation and compilations of existing/stock footage) and filming interviews to be used to produce these videos.

- ToR issued: 27 November 2025
- Indicate interest to submit a bid: 10 December 2025
- Submission of bids: 14 January 2026

Bids and technical enquiries can be sent to jarita.kassen@iclei.org.

Please indicate interest to submit a bid and any queries by 10 December 2025, so that responses to queries may be shared with all bidders on 12 December 2025. 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).

1. Background

About ICLEI Africa

ICLEI – Local Governments for Sustainability is a global network working with more than 2500 local and regional governments committed to sustainable urban development. Active in 125+ countries, we influence sustainability policy and drive local action for low emission, nature-based, equitable, resilient and circular development.

[ICLEI Africa](#) experts work alongside sub-national governments to anticipate and respond to complex challenges, from urbanisation and climate change to ecosystem degradation and inequity. We invest in the capacity and knowledge needed to design solutions to these challenges and make decisions informed by data, scientific evidence and local realities and pressures.

The Just Municipal Embedded Generation (JMEG) project

Funded by the British High Commission under the South Africa-UK PACT Programme (Partnering for Accelerated Climate Transitions) and implemented by ICLEI Africa, the Just Municipal Embedded Generation (JMEG) project aims to accelerate municipal renewable energy embedded generation in South Africa. Building on a previous project phase, Alternative Financing for Municipal Embedded Generation (AFMEG, 2021-2022), JMEG will run until December 2026. JMEG provides targeted support to municipalities, including the development of pre-feasibility studies and financial models, support with regulatory requirements, and capacity-building on topics related to embedded generation.

Six South African local municipalities are involved in JMEG, of which three were previously involved in AFMEG. These project municipalities are:

- Matzikama, West Coast District, Western Cape
- Cape Agulhas, Overberg District, Western Cape
- King Sabata Dalindyebo, OR Tambo District, Eastern Cape
- Walter Sisulu, Joe Gqabi District, Eastern Cape
- Greater Tzaneen, Mopani District, Limpopo
- Ephraim Mogale, Sekhukhune District, Limpopo

2. Activities and scope of work

As part of JMEG, ICLEI Africa is developing three videos to provide an overview of the shifting municipal role in South Africa's energy landscape and showcase the projects' successes:

1. **Video 1** | Talking head and animation: This video will be featured on the Municipal Just Transition Hub page on [Learn With ICLEI Africa](#). It will provide an overview of the Just Energy Transition and the roles of municipalities in South Africa to orient the viewer when they arrive on the Hub webpage.
2. **Video 2** | This video will be a documentary-style piece built around interviews with 8–10 high-level stakeholders in South Africa's energy landscape. These interviews will need to be recorded across Cape Town and Johannesburg, the video will capture their perspectives to tell the story of South Africa's municipal energy transition.

3. **Video 3** | Talking heads (existing interview and b-roll footage), footage, animation: Project success video featuring the journey each project municipality took and milestones achieved as part of the project

The service provider will need to shoot the interviews/narrations for videos 2 and 3.

3. Look and feel

All of the videos need to adhere to the ICLEI Africa [Sustainable Finance Centre](#) and JMEG visual identity 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 relevant guidelines and logos to the successful service provider.

4. Key tasks and deliverables of this assignment

Phase	Specifications	Deliverables and timeline
Phase 1: Inception	<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 	January 2026
Phase 2: Development of video 1	<ul style="list-style-type: none"> Develop an animation explainer talking head 1-2 minute video (see example here though the animation style is not fixed), that provides an overview of the Just Energy Transition in South Africa. This video will be featured on the Just Transition Knowledge Hub page on Learn With ICLEI Africa to orient the viewer when they arrive on the Resources Hub, to provide background to the just energy transition, embedded generation and the roles of municipalities in South Africa. Open files from this video (specifically the animation scenes) may be used by our web developer to create scroll-triggered animation/scroll-based Lottie animation to be displayed on the Municipal Just Transition Hub page on Learn With ICLEI Africa. No voice over is required for this video. The video needs to feature: <ul style="list-style-type: none"> Footage of local governments (landscapes, cityscapes, energy-related infrastructure) in 	January - March 2026

	<p>South Africa and solar farms (preferably located in South Africa). This footage* will need to be sourced by the service provider and approved by ICLEI Africa.</p> <ul style="list-style-type: none"> ○ Animation to visualise the Just Energy Transition in South Africa and to create visualisations where real-life footage is lacking. ○ A visualisation of how the user should navigate the resources hub. ○ English subtitles burned into the video. <ul style="list-style-type: none"> ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> ○ Guidance on introduction and closing screen (with relevant logos and disclaimers). ○ Talking head video of ICLEI Africa staff member doing the video narration. ○ Complete script in English. ○ Guidance on the animation style and icons used to visualise the script. ● Target audience: <ul style="list-style-type: none"> ○ South African government officials (local, national and provincial) ○ Funders ● Please provide for the following stages in the process: <ul style="list-style-type: none"> ○ 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. These open files will be used to develop a scroll-triggered animation/scroll-based Lottie animation to be displayed on the Municipal Just Transition Hub page on Learn With ICLEI Africa. ○ Supply of all stock images/illustrations/music purchased. <p>*Note: This footage will be used in all three videos.</p>	
Phase 3: Shooting interviews for video 2	<ul style="list-style-type: none"> ● As part of video 2 the service provider will need to shoot professional interviews with 8-10 high-level representatives from various organisations. ● Some interviews will need to be conducted in Cape Town and others in Johannesburg and surrounding smaller towns e.g. Tswelopele. 	February - May 2026

	<ul style="list-style-type: none"> ○ ICLEI Africa will coordinate interviewees' availability, working closely with the service provider to ensure a schedule that is efficient and realistic for production. ○ The service provider should budget for 5 days of interviews in Johannesburg** and 3 days in Cape Town**. <ul style="list-style-type: none"> ■ The Cape Town days include recording an ICLEI Africa staff member, in our offices, narrating the video. <p>** Note: 2-3 trips to Cape Town and Johannesburg. Please be efficient in allocating travel funds.</p> <ul style="list-style-type: none"> ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> ○ Interview times and dates (decided in collaboration with the service provider). ○ Interview guide which will include interview questions, prompts and necessary context. ● Please provide for the following stages in the process: <ul style="list-style-type: none"> ○ Briefing meeting with ICLEI Africa before conducting the interviews. ○ Supply of the raw, unedited interview recordings, via Google Drive, to ICLEI Africa no more than five working days after the interviews are conducted. 	
Phase 4: Development of video 2	<ul style="list-style-type: none"> ● Develop a 5-7 minute documentary-style video that speaks to embedded generation in intermediary municipalities and broader framing on the role of municipalities in realising the just energy transition in South Africa. This video needs to knit interview snippets from prominent thought leaders in the field together to tell a compelling narrative. <ul style="list-style-type: none"> ○ See examples here, here and here. ○ The service provider will also need to develop a short video compiling two interviews that were recorded during phase 3. ● No voice over is required for this video. ● The video needs to feature: <ul style="list-style-type: none"> ○ Footage of landscapes, cityscapes and electricity infrastructure in local governments (not just Cape Town but also smaller municipalities) in South Africa and solar farms (preferably located in South Africa). This footage will need to be sourced 	May - June 2026

	<p>by the service provider and approved by ICLEI Africa.</p> <ul style="list-style-type: none"> ○ Talking head interview recordings captured as part of phase 3 of this contract. ○ Light animation to tie the visuals together and to create visualisations where real-life footage is lacking. ○ English subtitles burned into the video. <ul style="list-style-type: none"> ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> ○ Guidance on introduction and closing screen (with relevant logos and disclaimers). ○ Complete script in English (including timestamps for clips from phase 3 interviews to be included) ○ Staff member and location for shooting the narration. ○ Guidance on the animation style and icons used to visualise the script. ● Target audience: <ul style="list-style-type: none"> ○ Financiers and development agencies ○ Potential partners ○ National government ● Please provide for the following stages in the process: <ul style="list-style-type: none"> ○ 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. 	
Phase 5: Development of video 3	<ul style="list-style-type: none"> ● Develop a 5-6 minute documentary-style video that showcases the journey each project municipality took, milestones achieved as part of the project and where the municipalities are on the long-term trajectory in the context of the just transition. The service provider will need to also develop shorter versions of this video: <ul style="list-style-type: none"> ○ Optimised for LinkedIn featuring a snippet of each project municipality and the overall main message. ○ Optimised for each project municipality (Six versions, one for each project city) ● No voice over is required for this video. ● The video needs to feature: 	August - October 2026

	<ul style="list-style-type: none"> ○ Footage of local governments in South Africa and solar farms (preferably located in South Africa). This footage will need to be sourced by the service provider and approved by ICLEI Africa. ○ Talking head interview recordings captured by ICLEI Africa. ○ An animation to visualise the pathway each project city took to develop their embedded generation project. ○ English subtitles burned into the video. <ul style="list-style-type: none"> ● ICLEI Africa will supply the following: <ul style="list-style-type: none"> ○ Guidance on introduction and closing screen (with relevant logos and disclaimers). ○ Raw interviews with time stamps to be included in the video. ○ Complete script in English. ○ Staff member and location for shooting the narration. ○ Guidance on the animation style used to visualise the script ○ Guidance on developed the shortened videos. <ul style="list-style-type: none"> ● Target audience: <ul style="list-style-type: none"> ○ Financiers and development agencies ○ Potential partners <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 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. 	
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4. Specifications to quote

The budget for this ToR is **up to a maximum of ZAR 390 000.00** for the successful applicant. Bids will be assessed competitively as per the criteria listed in section 7.

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.

5. 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 October 2026, unless agreed in writing with ICLEI Africa.

6. Service provider requirements

The service provider must:

- Have extensive and demonstrable experience in filming interviews with high-level technical officials and Mayors as well as filming ambient footage to add colour to documentary-style videos.
- Have extensive and demonstrable experience in video editing and animation.
- Have all of the necessary hardware and software to professionally film and 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.
- **Be based in South Africa, preferably in Johannesburg (or a videography team based on Johannesburg).**

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

7. 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)

8. Submission process

Interested service providers should submit their proposal to Jarita Kassen (jarita.kassen@iclei.org) in copy by 15:00 CAT on 14 January 2026.

Please use the subject line: “Service Provider: JMEG 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; breakdown of equipment that will be used in the filming; a detailed, itemised costing for each of the above-mentioned deliverables as well as travel and accommodation costs.
- 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.

ICLEI AFRICA RESERVES THE RIGHT TO APPOINT MULTIPLE SERVICE PROVIDERS AND NOT TO APPOINT A SERVICE PROVIDER IN RELATION TO THIS REQUEST FOR PROPOSALS.

