

Developing comprehensive Audio-Video public outreach content on Low Carbon Urban Freight in Indian cities under “EcoLogistics -Low Carbon Freight for Sustainable Cities” project

Terms of Reference

Title	Developing public outreach media/content on Low Carbon Urban Freight under “EcoLogistics -Low Carbon Freight for Sustainable Cities” project
Time (4 Months)	<p>TOR published on ICLEI South Asia website – 03-03-2021</p> <p>Last date of acceptance of proposals: 24-03-2021</p> <p>Identification of winning proposal and selection of consultant – 26-03-2021</p> <p>Draft communication Strategy for public outreach content: T+ 14 days</p> <p>Finalization of Strategy, structure of content for outreach media: T+28 Days</p> <p>Submission of draft final outreach content on Low Carbon urban freight: T+ 56 Days</p>

Background:

Urban freight includes a wide variety of services, from waste collection trucks to construction trucks or commercial related trucks. Urban freight transport has significant environmental and social impacts such as GHG emissions, poor air quality, noise pollution, road accidents and traffic congestion which hampers urban life quality. Therefore, growing number of global cities are including urban freight in their plans to reduce their emissions.

With the above context, ICLEI South Asia is implementing EcoLogistics project (2017-2021) involving cities Kochi, Panaji, and Shimla. The project will focus on enhancing capacities, strategies, and policies to promote low carbon urban freight through local action. This project will advance the development of effective regulatory, planning, and logistical instruments at all levels of government to support low-carbon freight.

Description of the Project

A first of its kind global initiative, the project is being implemented in Argentina, Colombia, and India. The EcoLogistics project will assist cities to develop Low Carbon Action Plan for Urban Freight, support implementation of demonstration projects in cities, and suggest national policy recommendations for the urban freight sector. The project is supported by the German Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMU) through its International Climate Initiative (IKI) program.

Outcome of the involvement:

Through a comprehensive Public outreach audio-video content, ICLEI South Asia intends to sensitize and encourage stakeholders towards decarbonizing the urban freight sector. The media content will contribute to generating awareness among relevant stakeholder regarding various externalities related to urban freight and need to consider it as priority area as part of overall urban development. The video content must holistically encompass all activities and their alignment with expected goals of the EcoLogistics project. Overall, the audio-video media content is expected to focus on following objectives:

- Define and showcase the integrated approach adopted under EcoLogistics Project.
- Define key components of Urban Freight supply chain, its impact, and externalities.
- Create awareness about benefits of Low carbon urban freight
- Promote coordination, collaboration, and partnerships among government agencies, development organizations, NGOs, businesses, academicians, and others actively engaged in Urban Freight.
- Comprehensive presentation on existing baseline report in Kochi, Shimla and Panaji including recommendations for the entire cities.
- Capacity building of various stakeholders for Low Carbon Urban Freight.
- Strategies that can adopted by various stakeholders Low Carbon Urban Freight Action plan and way ahead.
- Communication and outreach strategies developed to involve and build awareness of various stakeholders towards subject in its endeavor to showcase efficient management of urban freight in Kochi Shimla and Panaji.

Target Stakeholders:

- National Government ministries (MoHUA, Department of Logistics, Ministry of Commerce and Industries, Ministry of Road Transport and Highways, NITI Ayog)
- Local Authorities in three project cities i.e., Kochi, Panaji, and Shimla (Municipal Corporations, RTO, Traffic police, Collectorate office etc.)
- Local experts working on urban development
- Private stakeholders such as CII, FICCI, trade associations, freight operator's association etc.
- Academicians

- Citizens

Timeline:

Timeframe for current involvement shall be 3 Months.

Scope of Work :

Following are the scope of work for the video documentation assignment which is of a total duration of two months from assigning the work:

1. Focus of the video documentary: the video documentary must be in accordance with the objectives mentioned earlier. The documentary should focus on capturing the journey of EcoLogistics initiative in Kochi, Panaji and Shimla and its alignment towards the overall project goals, in perspective of the futuristic integrated planning and management of the sector.
2. Language of the documentary: The consultant is to develop the documentary and the script in English language. Final documentary shall have voice-overs in relevant language. It should specifically keep donor, policy makers, and government organization in focus.
3. Duration: The consultant is expected to develop total 4 videos documentary content (1 to 5 minutes each). 1 introductory video and 3 city (Kochi, Panaji, and Shimla) specific videos.
 - a. The introductory videos shall highlight the importance of understanding Freight movement, [the last mile in goods transportation] its importance for social wellbeing and externalities due to inefficient management, reaching essential goods to people. This also ensures economic wellbeing by facilitating transaction of goods. The video shall also highlight that an efficient urban freight movement ensures economic efficiency by reducing transport cost, increasing profitability and better urban life by reducing congestion.
 - b. City Specific videos shall focus on project activities its outcome and suggestions.
4. Script Development & Videography: The Consultant is expected to submit a detailed Action Plan indicating the structure of intended approach taken, assistance sought etc. The consultant shall arrange for all necessary equipment and gadgets for uninterrupted video documentation. The consultant shall develop script for above stated subject in English and share with ICLEI South Asia for approvals. The documentary shall represent latest statistical, graphics and info graphics regarding the accomplishment of said subject

and have requisite disclaimer & copyright. The documentary shall need to be in accordance with ICLEI communication guidelines and protocols.

5. Finalization of video documentation: ICLEI South Asia shall finalize the video content after due review of the submitted film. The consultant shall incorporate all suggestions, alterations and comments given by ICLEI South Asia, within the timeline, as a part of the assignment.

Deliverables

- The final documentary shall not be of more than 5 minutes duration. (each)
- The master copy of the documentary must be submitted in a digital format to ICLEI South Asia.

Final Product -Copyright

The Ownership & Copyright of the final video output and any part of its shall solely vest with ICLEI – South Asia. Any unauthorized use of final or raw footage and reproduction in full or partial would have legal implications.

Qualification and Experience

- The consultant is expected to have at least 05 years of relevant experience in video documentation of similar projects. Experience of similar project on subject of urban development shall be preferred.
- The consultant is expected to have prepared at least 05 video documents related developmental themes in the past 5 years.

Proposal Submission

- The Terms of Reference (ToR) can be downloaded from the ICLEI South Asia website (southasia.iclei.org).
- The financial & technical proposals should be submitted as separate documents.
- The Proposal should be submitted with title “**Developing comprehensive Audio-Video public outreach content on Low Carbon Urban Freight in Indian cities under “EcoLogistics -Low Carbon Freight for Sustainable Cities” project**”
- The Proposal can be submitted by applicant through email on or before DD/MM/YYYY
- The proposal shall be submitted in two parts, viz.
 - Part I: Technical Proposal.
 - Part II: Financial Proposal.

Terms and conditions:

- In case of any doubt/query regarding any portions of ToR, the applicant should send it by mail to contact person mentioned in ToR.
- ICLEI South Asia reserves the right to reject any proposal, and to annul the selection process and reject all proposals at any time, without thereby incurring any liability to the affected applicant or any obligation to inform the affected applicants of the grounds for such decision.
- It should be noted that the project is being implemented in Kochi, Shimla, and Panaji
- The decision of ICLEI South Asia will be final.
- Detailed work order will be issued to winning applicant within 7 days of announcing the results.
- The selected applicant is to forward the signed and sealed work order to ICLEI at the earliest or not more than 7 (seven) days of issue of work order.
- ICLEI – South Asia retains a full-time project staff in all the three projects cities and will help facilitate local video footings, meetings, and interactions.
- The video documentations may draw upon existing text reports, documents and field experiences of the project team relating to the project cities. ICLEI will confidentially share copies of the same with selected consultant.