

Terms of Reference (TOR)

Developing comprehensive Audio-Video public outreach content under Accelerating climate action through the promotion of Urban Low Emission Development Strategies (Urban-LEDS II) project

Timeline	<p>TOR published on ICLEI South Asia website – 03-09-2021</p> <p>Last date of acceptance of proposals: 09-09-2021</p> <p>Identification of winning proposal and selection of consultant – 13-09-2021</p> <p>Submission of final assignment workplan and script for the audio-video content: within 2-3 working days from award of contract</p> <p>Submission of draft audio-video content (film): within 3 weeks from award of contract</p> <p>Submission of final audio-video content (film): within 4 weeks from award of contract</p> <p><i>It shall be noted that in any case there is no possibility of timeline extension for this consultancy. In case of incomplete work, the payment will be made on pro rata basis for the tasks completed and the same will be decided by ICLEI South Asia.</i></p>
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1. Background:

ICLEI South Asia is implementing the European Commission funded project on ‘Accelerating climate action through the promotion of Urban Low Emission Development Strategies (Urban-LEDS II)’ in Thane & Nagpur city with support from the UN Habitat as an implementing partner. This project aims to reduce greenhouse gas emissions and support implementation of climate actions at local level by the promotion of Urban Low Emission Development Strategies (Urban LEADS) in cities/towns of emerging economies (Brazil, Colombia, India, Indonesia and South Africa) and Least Developed Countries (Bangladesh, Lao PDR and Rwanda).

Through a comprehensive public outreach audio-video content, ICLEI South Asia intends to sensitize and encourage stakeholders towards low emission & climate resilient urban development. The video content must holistically cover the journey & activities of the Urban-LEDS II project.

2. Objectives:

Overall, the audio-video media content is expected to focus on following objectives:

- Capture the Urban-LEDS II project approach (activities & milestones).
- In-depth documentation of the pilot projects being implemented in Thane and Nagpur cities under Urban LEADS II.
- Capture stakeholder (national & city-level) perspectives on the project activities and impacts.
- Overall, create awareness and promote low emission and climate resilient development at city-level.

3. Stakeholders:

- National Government ministries (The Ministry of Housing & Urban Affairs (MoHUA), The National Institute of Urban Affairs (NIUA)
- Local Authorities in two project cities i.e., Thane & Nagpur (Municipal Corporations & Smart City Cell)
- European Commission representative
- Project implementation team
- Others (as deemed fit during development of the film)

4. Numbers of video documentaries: 1 (one)

5. Duration: 8 to 10 minutes (total)

6. Format: MP4/mov/compatible with various OS and video players. The video would be provided in both High resolution and medium resolution formats (colour).

7. Language: The language of these illustrations and videos would be English. Any Hindi/Marathi interviews would require subtitles in English.

8. Overall scope: The tasks for film maker involves concept, script, shooting, interview of government official & other project officials, shooting at project cities and sites, production equipment, technicians, direction, editing, 2d/3d animation, voice over, music, mixing, graphics, and other allied tasks. The agency will be required to develop video documentary on Urban LEADS II project covering following information:

Sr. no.	Scope	Information to Include (script)	In the form of	Tentative time
1	The project brief and the process flow adopted in all stages of Urban LEADS II	Importance of low emission and climate resilient urban development in India Project name, funding agency, partners, project cities, objectives, duration etc.	a. 2d/3d animations and b. maximum 3 bites of the officials	1 to 1.5min
2	Project city introduction (Thane and Nagpur)	Map, city's geographical location, population, economic base and characteristics	a. 2d/3d animations, b. Main images/videos showing	1 min

			city's characteristics/ identification/ known for etc. c. Maximum 2 bites of the officials	
3	Outputs of the major project steps/deliverables (for Thane and Nagpur)	Basis, methodology and guidelines followed, involvement of, used for and ultimate importance for the city. Glimpses of: 1. Horizontal and vertical integration 2. Project committees at national and city level 3. GHG emission inventory 4. Climate Risk and Vulnerability Assessment 5. GCoM member 6. Selection of pilot projects 7. City resilient climate action plan	a. 2d/3d animations b. Info graphics c. Graphical representation d. Maximum 4 bites of the officials	3 to 3.5 min
4	Pilot implementation in Thane and Nagpur	2 Major and 4 minor pilot projects (total 6). Information will cover, problem statement, methodology, implementation, benefits, replication potential	a. 2d/3d animations b. Time lapse c. Arial shots/drone footage showing city's land use and project area d. Info graphics e. Graphical representation f. Maximum 2 bites of the officials	3.5 to 4 min
5	Concluding remark	Logos of all the partners, funding agency and cities including individual and project websites. Statement on climate resilience/ replication/ scaling up/ way forward, direction for other cities.	a. 2d/3d animations b. Info graphics c. Urban LED S project	0.5 min
<ul style="list-style-type: none"> • Overall, about 20 to 25% time of the video will be used for 2d/3d animations and another 15 to 20% time for infographics. • The video would bear the Project Logo, logo of funding agency, Logo of Project Partners and respective Municipal Corporations. • The video would be the copyright property of ICLEI South Asia and any sharing of video or clippings without the written consent of ICLEI South Asia would be subject to penalty. 				

Script Development & Videography: The Consultant is expected to submit a detailed Action Plan indicating the structure of intended approach taken, assistance sought from ICLEI South Asia etc. The consultant is expected to already have all of the necessary hardware and software to produce all elements specified in this note. The consultant shall develop script for above stated subject in English and share with ICLEI South Asia for approvals. The documentary shall need to be in accordance with ICLEI communication guidelines and protocols.

9. Payment and delivery schedule

- 50% of total work value: On signing of work order and acceptance of final work plan and audio-video content (film) script by ICLEI South Asia
- 50% of total work value: On satisfactory completion and acceptance of the audio-video content (film) by ICLEI South Asia, including submission of raw videos, photographs, etc. developed during the assignment.

10. Bid submission

The technical & financial bids (soft copy) must be submitted on or before 7 September 2021 to the following contacts

- Soumya Chaturvedula, Deputy Director, ICLEI South Asia, Email: soumya.chaturvedula@iclei.org
- Nikhil Kolsepatil, Senior Manager (Energy & Climate), ICLEI South Asia, Email: nikhil.kolsepatil@iclei.org
- Bhaskar Padigala, Manager (Energy & Climate), ICLEI South Asia, Email: bhaskar.padigala@iclei.org

For any queries kindly contact: Nikhil Kolsepatil, Senior Manager (Energy & Climate), ICLEI South Asia, Email: nikhil.kolsepatil@iclei.org, (+91) – 85859 73062

11. Consultant Requirements

Both independent consultants and firms are welcome to apply. The consultants should ideally have the following expertise and experience:

Technical requirements

- Has demonstrable experience in documentary film and photography related to of similar theme. 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.
- Will communicate with ICLEI South Asia in a professional and timely manner on progress.

Financial requirements

- a) The bidder (if a firm) should possess a valid national registration certificate.
- b) The bidder should be submitting VAT registration (if a firm) and up-to-date PAN certificate.
- c) The bidder (if an individual) should possess valid national identity document to prove

nationality.

12. Details required in proposal

Technical Bid: Technical bid shall cover the following points.

- Credentials of organization(s) and or individual
- Concept proposal with methodological approach for undertaking the current assignment. Detailed work plan (with timelines) to accomplish the task within the scheduled project duration.
- Details of similar previous projects along with link (website or file sharing services) to the final output(s) (at least 3) implemented by the organization(s)/individual with documentary proof for the same.
- The consultant shall make an assessment of required support personnel (technical and administrative if any) to undertake the assignment. Consultant should provide time estimates of key Personnel in the staffing schedule. It is stressed that the time period for the assignment indicated in the TOR should be strictly adhered.
- Names and qualifications of the key personnel that will perform the services, including their roles in the assignment.

Financial Bid: Financial bid shall cover the following points.

- Financial bid for the tasks listed in the ToR document. The total cost should include all the expenses for required to complete all the tasks mentioned in this ToR.
- A financial proposal clearly stating manpower/expert time and costs as may be required, adequately addressing the manpower stated available for the assignment, as given in the technical proposal.
- The Financial bid shall be inclusive of all the costs including taxes associated with the assignment. The financial bid should be prepared in INR.
- The total amount indicated in the financial bid shall be without any condition attached or subject to any assumption, and shall be final and binding. In case any assumption or condition is indicated in the financial bid, it shall be considered non-responsive and liable to be rejected.
- In case of any discrepancy between the amount quoted in figures and words, the amount quoted in words will be considered for evaluation purposes.
- Latest audited financial statement

Failure to comply with or provide the above listed items in the Technical Proposal may result in disqualification. The bidder shall produce, original documents for cross verification as and when requested by ICLEI South Asia. Bidders shall ensure that the technical and price bid documents shall have a sign of the authorized representative/signatory, on the first and last pages at a minimum.

All Technical and Financial bids should preferably be in English. Bidders are encouraged to visit the weblink with the ToR before submission of bid. **Soft copy of the proposal/bid document (technical and financial) should be mailed to ICLEI South Asia on the contact details mentioned in this document no later than 7th September, 2021.**

Please note:

- All or any accessories/consumables/items required for satisfactory commissioning of the study/work shall be deemed to be included in the contract and shall be provided by the bidder without extra charges
- Bid Validity: All bids submitted shall remain valid for a period of 30 days from the time of submission. Any bids submitted for a lesser duration can be disqualified.
- In case the bidder wishes to sub-contract part of his deliverables, the final responsibility of delivery and performance solely lies with the bidder.

13. Terms and Conditions:

Deviation from date of completion and timeline

- Time is the essence of the contract and as such all works shall be completed within the time stipulated in the contract/ work order
- If the bidder, without reasonable cause or valid reasons, commits default in commencing the work within the aforesaid time limit, ICLEI South Asia shall without prejudice to any other right or remedy, be at liberty, by giving 7 days' notice in writing to the contractor to commence the work, to forfeit the balance payment depending on the status of work, and to cancel the Work Order.
- In the event of any occurrences causing delay, the bidder shall intimate immediately in writing to ICLEI South Asia.

Conflict Resolution: In case of a conflict, the same would be addressed through mutual discussions. In case the conflict cannot be mutually sorted, ICLEI South Asia's decision would be final and binding.

Termination of Contract: In case the expert/consultant is unable to perform as per the expectations of the project team and/or project cities, the contract of the expert/consultant can be terminated based on mutual consent. In case of contract termination, the expert/consultant would be paid on the basis of deliverables completed to the satisfaction of ICLEI South Asia.

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

Ownership and Copyright: The selected consultants shall understand that as part of the Consultancy, they might be asked to create, modify or contribute to the creation of designs, documentation and other copyrightable works. The Consultant agrees that any and all designs and assignment outputs, including design formats, text, photographs, work-up files, documentation and other copyrightable materials that have been prepared as part of this contract shall be "works made for hire" and that ICLEI South Asia shall own all the copyright rights in such works.