

Terms of Reference for

“Creating Videos about Climate Finance and Climate Action Planning Methodology”

Title:	Creating Videos on Climate Finance and Climate Action Planning
Project:	Capacity Building Project on Low Carbon and Climate Resilient City Development in India (CapaCITIES – Phase II)
Location:	Remote
Type of Contract:	Independent consultant or Firm
Deadline for acceptance of proposals:	20 th Nov, 2022
Date of announcement of successful bidder:	25 th Nov, 2022
Indicative Starting Date:	1 st Dec 2022
Envisaged Duration of Contract:	60 Calendar Days

1. Introduction

1.1 Background

ICLEI – Local Governments for Sustainability is a global network of 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. Our Members and team of experts work together through peer exchange, partnerships and capacity building to create systemic change for urban sustainability.

Capacity Building for Low Carbon and Climate Resilient City Development (CapaCITIES) Phase II project, funded by the Swiss Agency for Development and Cooperation, aims to strengthen the capacities of Indian cities to plan and implement climate resilience actions, considering both climate change adaptation and mitigation measures in an integrated manner in key urban service sectors. ICLEI South Asia as a consortium partner of the CapaCITIES Implementing Agency, which comprises of South Pole Group and econcept AG, is implementing the project across the selected cities and states.

After the successful implementation of the first phase of the project in Coimbatore, Rajkot, Siliguri and Udaipur cities, the CapaCITIES project in its second phase focuses on enhancing the capacity of 4 more cities namely, Ahmedabad, Vadodara, Tiruchirappalli, Tirunelveli, in implementing climate resilience actions. The project also engages with the state government of Gujarat and Tamil Nadu to mainstream climate action in urban development through adoption of integrated climate-resilient planning, design of innovative finance mechanisms and development of climate-resilient infrastructure. The project will bring together Indo-Swiss expertise in the sectors of water, waste, and transport to demonstrate scalable solutions of urban climate action in India, with a global relevance.

The primary objectives of the project are:

- City and state governments integrate climate change aspects (adaptation and mitigation) into urban planning and implementation.

- Enhanced capacities of city and state governments to access finance for scaled up urban climate action.
- Enhanced knowledge on accelerating city climate action at the national and global level.

1.2 Assignment Overview – Capacity Building in CapaCITIES II

Cities across India and the world face numerous challenges when it comes to dealing with climate change and its impacts. According to various reports, cities are plagued by limited knowledge of the subject, inadequate expertise in planning climate actions and limited financial resources etc. CapaCITIES project being implemented across 8 cities in India endeavors to enhance the capacities of city governments to undertake climate actions and enhance knowledge to accelerate such actions in India and across the world.

And in this regard, videos based on the 2 thematic areas of (i) city level climate action planning & (ii) climate finance have to be developed for the various intended audience mentioned in section 1.3 under ‘Target Audience’. These videos are being prepared based on the CapaCITIES project’s four capacity building training modules “Simplified Climate Resilient Cities Process”, “Comprehensive Climate Resilient Cities Process”, Structuring of bankable project and Urban climate finance among others.

1.3 Scope of Work

The aim of preparing the training videos is to build capacity of city officials and engineers on processes of undertaking city level climate actions. It will also build capacities of city governments on how to access climate finance and prepare bankable projects on climate resilient infrastructures. The videos will form a part of a comprehensive capacity building training module resource to refer to and use as a guide by city engineers to plan for urban local climate actions and develop locally contextualized financially sustainable climate interventions. It serves as a free online repository of self-learning e-tool for city government officials to use as a ready reference to undertake climate actions for enhancing the resilience of their cities’ socio-

economic and ecological systems while steering them on a path of low carbon growth trajectory.

The tasks for the consultant(s) under this assignment are:

1. Creation of Videos
 - a. **Animated Training Videos:** Assist in the creation of 75 minutes of video on the topics mentioned in combination format of presentation + animation + stock photo/footage + voice over. A list of sample video links is attached in Annexure A. These videos shall include very immersive use of graphs/ flowcharts and other elements that will help increase the user's attention.
2. The voice over shall be in 5 languages - Namely Bengali, Hindi, Gujarati, Tamil and English. (However as mentioned in Pt. 2 of Financial Bid, the consultant(s) must quote the cost of adding another voice-over language in the cost bid.
3. Create the concept/storyboarding of the video based on the reports/presentation, the training modules and CapaCITIES knowledge product documents shared on the topics and based on discussion with ICLEI South Asia team (List of all the documents is available in Link: <https://bit.ly/3xSnaPE>)
4. Create videos in the topics mentioned with audio voice over in Bengali, Hindi, Gurati, Tamil and English.
5. Create closed-caption SubRip Subtitle (SRT) files for all the languages mentioned in 3 above for uploading to youtube or any other platform that supports Closed Captions.
6. Create a title image for the purpose of thumbnail for use in hosting in video platforms
7. All videos must be in a minimum of 1440p HD format.
8. The consultant(s) will work closely with the ICLEI team to build an engaging storyboard which must translate into a very good self-explanatory video for self-hosted training.
9. Record sounds and voice narrations as per the requirement of ICLEI.

1.3.1 Topics/Themes of Video

As already indicated, the capacity building training video will serve mostly as an online self-explanatory and self-learning e-tool, the format of the video will be designed accordingly. It will comprise of the following:

- Animated infographics, illustrating the various steps/process and explaining the various tools of the Climate Resilient Cities Action Plan Process (CRCP)/Methodology.
- Available Photographs/images etc. pertaining to actual pilot/ implemented projects of some of the tools of the CRCP/Methodology.

1.3.2 Topics of the Various Modules/Videos

Module 1: Simplified CRCP

Module 2: Comprehensive CRCP

Module 3: Climate Finance for Cities & Designing Bankable Climate Resilient Infrastructure Projects

Depending on the flow and engaging storyboard, the various modules can also be further divided for better user engagement.

1.3.3 Expected Duration of the Videos

The videos are broadly estimated to be of the following lengths:

1. Videos will consist of a narration of the topic, including stock images, animation and content provided by ICLEI in power point presentations - Videos that are to be produced from power point presentations and toolkits that will be shared with the firm. These videos will have an animated walk through of the detailed technical planning processes that will be explained in the ppt and the tool kits, with a voice over.
 - a. Simplified climate action planning and tools: 15 minutes

- b. Comprehensive climate action planning: 20 minutes
- c. Finance and Bankable modules: 40 minutes

Each of these videos may be split into multiple videos for better organizing the thought and narrative.

1.3.4 Target audience

The capacity building training videos have been developed for use by

- Smart Cities, Municipal Administrations & Urban Development (state department officials), ULBs and development authority officials.
- Senior to mid-level municipal staff, such as engineers, health officers, urban planners and FAs among others.
- Practitioners and other decision-makers involved in climate resilience planning.
- Regional Training/ Research Institutions / Academic Institutions

Discussion, review and approval

In order to facilitate and guide the development of the training video, CapaCITIES team will hold at least one meeting every week till the completion of the project with the consultant(s) or as needed. The consultant(s) will incorporate all suggestions and feedback from these review meetings. Upon incorporation of all the suggestions, and approval by the CapaCITIES team, the consultant(s) will submit the final videos.

1.4 Deliverables and Schedule

The following table provides the deliverables and timelines for the scope of this assignment as specified for the two cities:

S. No	Activity/Deliverable	Timeline (from the date of signed contract or issued work order)
1	Project inception meeting and initial consultation	1 Week
2	Draft Storyboarding for the Videos (Without Audio)	2 Weeks
3	Final Storyboarding for the Videos (Without Audio)	3 Weeks
4	Draft Video with English Audio	4 Weeks
5	Incorporate Changes and Final Video	5 Weeks
6	Final Video with with audio of all the languages	6 Weeks
7	Final Video with CC files	8 Weeks

1.5 Payment Schedule

The fee is payable upon satisfactory completion and acceptance of the deliverables by ICLEI South Asia. The breakdown of deliverables and percentage of payment is as follows for the contract that will be entered into for the scope of work as described in this ToR.

1. 10% of total work value on signing of work order
2. 30% of total work value on submission of deliverables upto SI.No 3
3. 30% of total work value on submission of deliverables upto SI.No 5
4. 30% of work value after completion of deliverable upto SI.No. 7

1.6 Methodology/Modality

The consultant(s) will report to ICLEI South Asia and will work closely with ICLEI personnel. Project relevant communication with the consultant(s) will be done through ICLEI South Asia. The consultant(s) will attend a project inception meeting organized by ICLEI South Asia to gather information, inputs and required data from the stakeholders and to resolve queries, if any, from either party. All documentation from the consultant(s) will be finalized only after incorporating all queries/ concerns raised by ICLEI South Asia.

ICLEI South Asia will not provide any equipment or technical support in executing the assignment. It is expected that the consultant(s) will sufficiently resource himself/herself in carrying out the tasks specified in this ToR (where it shall be included in the Financial Proposal).

2 Bidders Eligibility Criteria and List of Required Documents

2.1 Bidder Eligibility Criteria

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

2.1.1 Professional Experience

- **Minimum 10 years of relevant professional experience in creating Explainer Videos, Corporate Videos, How-to? Etc. International experience will be considered an advantage.**
- **At Least 2 prior assignments in the last 5 years in the creation of videos in the Topic of Climate Change or Sustainability**
- Experience providing consultancy services for government projects and working with government officials will be considered an advantage.
- Physical presence in Delhi NCR region will be considered an added advantage.

2.1.2 Financial requirements

- The bidder (if a firm) should possess a valid GST registration.
- The bidder must be registered with the Income tax department and should produce Latest Income Tax clearance certificate/income tax return details.

2.1.3 Language Requirement

Proficient in English and active working knowledge of team members in Bengali, Gujarati, Tamil & Hindi will be an added advantage.

2.2 Documents to be Submitted by Participating Bidders

Interested individuals/firms must submit the following documents/information to demonstrate their qualifications:

2.2.1 Technical Bid

The Technical bid should provide the following information/ documents:

- a) Consultancy/ company profile (**both independent consultants and firms are encouraged to apply**)
- b) Bidder's experience on assignments of similar nature, the outline should indicate, inter alia, the profiles and names of the staff provided (if in case of a firm), duration of the assignment, contract amount, and firm's involvement.
- c) The bidder must possess written evidence in the form of Letter of intent/Work order/ project completion certificate issued by the client (any city/ state/ national/ international agency) for related consultancy.
- d) On-going consulting assignments can be submitted with detail of progress supported by suitable documents (E.g., copy of invoice or payment received till date or through certificate from the respective client).
- e) Detailed Approach and Methodology for undertaking the current Assignment.
- f) Project Schedule with activity and duration to accomplish the task within the scheduled project duration along with a detailed work plan.
- g) Against the list of proposed staff, details of tasks assigned to each staff as per his / her experience shall influence the evaluation
- h) All relevant CVs shall be provided in full detail. If the CV of a proposed staff is found incorrect, the award of the consultancy to the bidder may also be liable to cancellation in light of such an event.

- i) Each page of the CV must be signed in original by the authorized representative together with original or electronic signature of the key team member at the proposal stage. However, at the time of contract signing, original signatures of both authorized representatives and the Key Personnel shall be required.
- j) The consultant shall assess required key and support personnel, both technical and administrative, to undertake the assignment. Additional support and administrative staff shall be provided as needed for the timely completion of the Assignment within the total estimated cost. Consultant should provide time estimates of Key Personnel as well as support staff in the staffing schedule. **It is stressed that the time for the assignment indicated in the TOR should be strictly adhered to.**
- k) The Proposals/ bid documents must be duly signed by the authorized representative/ signatory on each page and stamped as detailed below. This shall not contain any alternative items or suggestions, comments, or conditions:
 - i. By the partner holding the Power of Attorney in case of a partnership firm / limited liability partnership (A certified copy of the Power of Attorney shall accompany the proposal)
 - ii. By the proprietor in case of a proprietary firm; by a duly authorized person holding the Power of Attorney or by a Board Resolution in case of a Limited Company or a corporation (A certified copy of the Power of Attorney/Board Resolution shall accompany the proposal)
 - iii. By the authorized representative of the Member in Charge in case of Joint Venture / consortium (a certified copy of Board Resolution/Power of Attorney indicating the representative shall accompany the Proposal).

Note: Bidders shall also indicate how they will execute the project within the stipulated timelines as the assignment needs to be executed on an urgent basis and are welcome to include any previous experience on the same.

2.2.2 Financial Bid

The Financial bid should provide the following information/ documents:

- a) Financial bid for the tasks mentioned in the scope of work described in this ToR document. The total cost should include all the expenses for required to complete all the tasks mentioned in this ToR. Financial bids should be inclusive of all taxes, travel, and per-diem costs etc.
- b) The consultant(s) should also indicate clearly the cost of incorporation audio voice-over in any other Indian language
- c) A financial proposal clearly stating manpower/expert time, travel, equipment, survey, and laboratory costs as may be required, adequately addressing the manpower stated available for the project, as given in the technical proposal. A breakup of the budget items indicated above and by tasks listed in the ToR is required.
- d) The Financial bid shall be inclusive of all the costs including taxes associated with the assignment. It is clarified that, for the purposes of evaluation, the financial bid should be prepared in INR.
- e) 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.
- f) In case of any discrepancy between the amount quoted in figures and words, the amount quoted in words will be considered for evaluation purposes.
- g) A copy of valid Pan Number and particulars of registration with GST
- h) Last 3 Financial Year's balance sheet (or as applicable), audited by certified Chartered Accountant.

Note: The current indicative budget for the project is a maximum of Rs 10,00,000 (Ten Lakh Only). So bidders are expected to keep this in mind while bidding.

Please note:

- The bidder shall be acquainted with the work and working conditions at site and locality. No claim shall be entertained on this issue after the bid has been submitted.
- 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

- All Technical and Financial bids should be in English. Bidders are encouraged to visit the weblink with the ToR before submission of bid.

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.

2.2.3 Bid Submission

- ☐ The Terms of Reference (ToR) shall be downloaded free of cost from the ICLEI South Asia website.
- ☐ The bid document shall be submitted by bidders through email to the below mentioned email IDs on or before 20th November 2022:

soumya.chaturvedula@iclei.org

Soumya Chaturvedula, Deputy Director, ICLEI South Asia

mukesh.patir@iclei.org

Mukesh Patir, National Project Coordinator

- ☐ The bidder shall also submit 2 sets of hard copies of the bid documents to the address as mentioned below:

**Soumya Chaturvedula, Deputy Director, ICLEI South Asia Secretariat,
C-3, Lower Ground Floor, Green Park Extension, New Delhi - 110016, India.
Tel: +91 - 11 - 4974 7200 Fax: +91 - 11 - 4974 7201**

- ☐ The hard copy of bid document shall reach to the above-mentioned address not later than **3 days** from the last date of submission of bid document, provided the bid has been submitted through email before the due date of submission
- ☐ The bid shall be in two parts, viz. **Part A: Technical Bid** and **Part B: Financial Bid** submitted in a sealed envelope and shall be scribed as:

**“Creating Videos about Climate Finance and Climate Action Planning
Methodology”**

- The bid shall be valid for a period of 60 days from the date of submission of bid document.
- A bidder shall submit the bid documents that satisfies every condition laid down in this notice, failing which, the bid will be liable to be rejected by ICLEI South Asia.
- In case the bidder wishes to sub-contract part of his deliverables, the final responsibility of delivery and performance solely lies with the bidder.

3 Contract Terms

3.1 Specific conditions of contract

Contractor to study conditions:

- The bidder shall be deemed to have carefully examined the work and site conditions. In this regard, he/she will be given necessary information to the best of knowledge of ICLEI South Asia in consultation with but without any guarantee to it.
- If he/she shall have any doubt as to the meaning of any portions of these general contract terms, or the scope of the work, or any other matter concerning the contract, he/she shall in good time, before submitting his tender, set forth the particulars thereof and submit them to the point of contact, as given in this TOR, by email in order that such doubts may be clarified authoritatively before tendering. ICLEI South Asia will respond to queries until 5 days before the last day of tender closure. Once a tender is submitted, the matter will be decided according to the tender conditions in the absence of such authentic pre-clarification.

3.2 General conditions of contract

- The contractor/ consultant shall address all aspects of the proposed outputs and deliverables mentioned in this TOR.
- The comments and suggestions provided by the bidder on the TOR are not binding and shall not affect the financial proposal.
- The bidder shall also obtain necessary permission from concerned government departments related to the work/data collection if deemed necessary and in

coordination with ICLEI South Asia.

3.3 Tender Evaluation & Bid Assessment

- The bids received will be scrutinized & evaluated by ICLEI South Asia in consultation with other partners of CapaCITIES II involved in the execution of project. The decision shall be informed to the winning bidder.
- The bids of those bidders whose technical bids are found to be responsive shall be informed and shall be invited for seeking any further clarification/s either individually or a meeting would be called, if desired. In both the cases the bidders shall be informed accordingly, and bidders are expected to be present at given date and time.

3.4 Award of contract

- Detailed Work Order will be issued to the winning bidder within 5 days of announcing the winning bidder.
- The winning bidder is to forward the signed and sealed work order to ICLEI at the earliest or not more than 3 (three) days of issue of work order.
- In case the winning bidder fails to indicate his intent to undertake the said work within the stipulated time of 3 (three) days and observe the formalities as above, the Letter of Intent will be canceled, and the next bidder will be finalized by ICLEI South Asia in Consultation with senior city officials.

3.5 Compensation for delay

- 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 15 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.

3.6 Extension of date of completion

On occurrences of any events causing delay as stated hereunder, the bidder shall intimate immediately in writing to ICLEI South Asia-

Force Majeure:

- Natural phenomena, including but not limited to abnormally bad weather, unprecedented flood and draught, earthquakes & epidemics.
- Political upheaval, strikes, lockouts, acts of any Government (domestic/foreign) including but not limited to war, properties, and quarantine embargoes.

Please note that this clause will only account if an event occurs during data collection/ site visit/ city visit period.

3.7 Materials/Appliance at site

- ICLEI South Asia will not undertake any responsibility for supply of any materials/ equipment/ Appliance/ tool for site analysis to the bidder.
- All materials/ equipment/ tools brought to site by the bidder shall be the responsibility of the bidder. ICLEI South Asia shall extend help as and when approached by the bidder to keep any materials/ equipment/ Appliance/ tool, however not liable for any loss, theft, or damage due to fire or other cause, the responsibility for which shall lie entirely on the bidder.

3.8 Final Inspection of Work

- ICLEI South Asia team shall jointly make final inspection of all work included in the contract/work order, or any portion thereof as soon as practicable after notification by the bidder that the work is completed and ready for acceptance.
- At the time of such inspection, ICLEI South Asia will inform the bidder in writing as to the concerns to be remedied before final acceptance can be made.

3.9 Ownership of Materials and Confidentiality

All material will acknowledge ICLEI South Asia, by featuring its logo, together with the logos of the CapaCITIES Phase II initiative and other project partners (Swiss Agency for Development & Cooperation, South Pole, econcept AG, and the logo of the Initiative at the beginning and at the end of the documents.

The Consultant understands that as part of the Consultancy, they might be asked to create, modify, or contribute to the creation of architectural designs, drawings, documentation, and other copyrightable works. The Consultant agrees that all designs, drawings, assignment outputs, including design formats for infrastructure, forms, text, photographs and videos, computer programs, 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.

ANNEXURE A

LIST OF SAMPLE VIDEOS

<https://www.youtube.com/watch?v=WHq7ZTtPrsk>

<https://www.youtube.com/watch?v=MpS3x-Wmx1o>

<https://www.youtube.com/watch?v=WSJTKyDul6I>

<https://www.youtube.com/watch?v=VcUqkRhYV6E>

<https://www.youtube.com/watch?v=MpS3x-Wmx1o>

https://www.youtube.com/watch?v=_Y9vM4e9XaM

<https://www.youtube.com/watch?v=hxbTldatN7o>

<https://www.youtube.com/watch?v=mS950xRLfek>

<https://www.youtube.com/watch?v=C3w9YL2bYOg>

<https://www.youtube.com/watch?v=Hqdmbl2xpvl>