Terms of Reference – Interviews, Video Production and Editing, and Infographics

“Circular Economy in Eastern and Southern Africa”

Project: ESARO Cost Centre, Fund AVCH-00757, Project: MARPLASTICCs/Sida, P02639, split equally between PA02639.07 and PA02639.08

Background

IUCN implements the Swedish International Development Cooperation Agency (Sida)-funded Marine Plastics and Coastal Communities (MARPLASTICCs) project in five countries: Kenya, Mozambique, South Africa, Thailand and Vietnam. The project started in late 2017 and runs until end 2020. The higher-order goal of this initiative is that governments, regional bodies, industries and society within the Eastern and Southern Africa and the Asia Pacific regions promote, enact and enforce legislation and other effective measures that contain and reduce marine plastic pollution. The project aims to contribute to impact by focusing on four main pathways to impact: Knowledge, Capacity, Policy, and Business.

As part of the Deliverable 2 “Local and regional capacity building to facilitate national action to control plastic pollution”, IUCN provided support to five existing, small-scale circular economy initiatives (1x in each target country) that aim to reduce the amount of plastic leaking into the marine environment. In the Eastern and Southern Africa region, IUCN supported one project per country in Kenya, Mozambique and South Africa. The support modality was serviced through a contract for max USD 50,000 equivalent in each target country for a period of 12 months. This project component is a small but significant part of the overall project and is not designed to achieve transformational change in isolation.

This TOR is focused on the three countries of the Eastern and Southern Africa region, and is explicitly designed to cover on-site filming and interviews, creation of a video story from the filming and interviews, and a set of three infographics.

Deliverables:

IUCN requires the services of a reputable firm or expert to undertake on-site filming and interviews where possible in three countries: Kenya, Mozambique, and South Africa specific to ongoing Circular Economy projects in (Kilifi County, Kenya; Vilanculos, Mozambique, and Durban Bay, South Africa). IUCN requires a fully edited suite of three short video interviews that include current project activities, with one video per country (Kenya, Mozambique, and South Africa), combined with video and motion graphics introduction and conclusion to make a longer video story.

Segmented video footage needs for the story is as follows:

- 2 minutes: Introduction and a narration on Circular Economy theory (through motion graphics)
- 1 minute: Introduce IUCN MARPLASTICCs, and the ongoing small-scale Circular Economy initiatives being implemented as part of MARPLASTICCs project
5 minutes each: Present the three initiatives in Africa: Kenya, Mozambique, and South Africa. The projects are shared here: (Kilifi County, Kenya; Vilanculos, Mozambique; and Durban Bay, South Africa) (Total: 15 minutes)

1 minute: Conclusion of Circular Economy projects and regional impact, focus on the Nairobi Convention vision and objectives

1 minute: Overall global impact of MARPLASTICCs work and conclusions

30 seconds: closing

IUCN requires 3 infographics to support these three country interview videos. Each infographic will be high-resolution, one A4 size for printing and web, and shall focus on:

- Who they are (WMA, in Kenya, 3R, in Mozambique, and WildTrust, in South Africa)
- Geographical location (Kenya, Mozambique, South Africa)
- Partners and community engagement
- Problem that each project is trying to solve, as a part of the MARPLASTICCs project
- Circular Economy Principles
- Actions being taken, outcomes and impacts to date for each country
- IUCN and partner logos and social media links
- Next steps

IUCN will provide:

- Introductions to the project implementing teams and links to their respective project websites
- Introduction to the IUCN MARPLASTICCs team involved in the project
- A script of the voiceover narratives, as part of a full story board, including a mark-up of where edits are to be made for the footage for each section (start and end points).
- 3 scripts and text for each project interview
- High-resolution images from the project teams
- Guidance on motion graphics needed that will demonstrate Circular Economy
- The opening and closing remarks for each section
- Detailed information to produce 3 infographics (one per country)
- IUCN logo, Sweden International Agency for Development Cooperation (Sida) logo, and project logos
- For the video work and the infographics, guidance by the IUCN global Communications Coordinator and the project teams shall provide two rounds of feedback and approval for a final version

Schedule:
9-13 November introductions and kick-off meeting (virtual and/or in person if possible)
16-27 November: interviews, shooting, discussions
30 November: check in meeting (No1), review of progress, to share first drafts of videos and infographics
7 December: check in meeting (No2) and final review

Budget:
Up to 20,000 USD, paid in 2 instalments: 1x at signature (40%) and 1x at delivery and acceptance (60%)

Deadline:
Applications should be received by 9 November 2020

Submissions:
Submissions should be made to info.esaro@iucn.org