



Terms of Reference (ToR)

Selection Documentation for Goods, Works & Services for ICLEI – Local Governments for Sustainability

Production of short documentary series for the TUMI E-bus Mission City Network

Issue date: 19 October 2022

Submit proposals to Laura López at laura.lopez@iclei.org with
tumi-network@iclei.org in copy
by **3 November 2022, 23:59 CET**

ICLEI - Local Governments for Sustainability reserves the right not to appoint a video producer in relation to this Terms of Reference.





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1. Background

1.1. About ICLEI

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.

1.2. About the TUMI E-bus Mission

Funded by the German Ministry for Economic Cooperation and Development (BMZ), a core group of organizations such as C40 Cities, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ), The International Council on Clean Transportation (ICCT), The Institute for Transportation and Development Policy (ITDP), ICLEI – Local Governments for Sustainability, The International Association of Public Transport (UITP) and World Resource Institute (WRI) will work together to accelerate the transition to electric buses in the Global South.

Air and noise pollution are among the most pressing problems in today's cities. [The TUMI E-bus Mission](#) not only works to reduce these problems but also strongly cuts down CO2 emissions created by urban transport systems. The TUMI E-Bus Mission cities will furthermore serve as role model cases for successful and large-scale E-Bus adoption in other cities. These actions will lead to the procurement of more than 100,000 e-buses, resulting in a reduction of more than 15 megatons of CO2 emissions.

Within the TUMI E-Bus Mission, there are two programs: the 20 Deep Dive Cities Program and the TUMI E-Bus Mission City Network.

[The TUMI E-Bus Mission City Network](#) – led by ICLEI and UITP- is a learning network of cities committed to exploring and/or accelerating the transition toward e-bus fleets within public transport systems. Through the network, members benefit from shared knowledge and resources relating to the transition toward e-bus fleets, including exclusive trainings, peer-to-peer exchanges, and more. The network, starting with an initial group of 50+ cities and counting, aims to champion good practices for the transition to e-buses and set an example for the incoming members.



2. Scope of work

2.1. Objective

ICLEI is seeking an agency/studio (hereafter referred to as 'firm') to script, produce, and edit a short documentary series featuring the experience of the pioneering city of **Bogotá, Colombia**, in adopting battery-electric buses within its public transport system. In its drive to achieve zero-emission public transport, Bogotá will reach a fleet of 1485 E-buses by 2023, the largest of any city worldwide outside China.¹

The documentary series, divided into thematic video chapters, will comprise, inter alia, stakeholders' testimonials and on-site visits diving into Bogotá's technical, institutional, and financial specifics and decision-making to kickstart and accelerate the transition from combustion engine to battery-electric bus fleets.

The primary target audience is city leaders, transport professionals, and practitioners involved in public bus systems' decision-making, planning, or operation. The audience is expected not only to be inspired by Bogotá's real and practical experience but also to shed light on anticipating potential roadblocks, seize windows of opportunity, and critically discern which and how models and strategies can be adapted within their contexts.

The video's original language will be Spanish, with subtitles in English (required) and Portuguese (optional).

2.2. Documentary components

The following components/ formats are expected to be included in the documentary series. Different and additional components can be considered upon suggestion.

Interviews: Testimonials with key stakeholders directly involved in the decision-making of e-bus business models, infrastructure, and operation, namely transport authorities, transport operator(s), energy suppliers, bus manufacturers, etc. Testimonials format also will be used to portray bus drivers' and users' experiences when providing and using the transport service, respectively.

On-site facilities visit: Walk-through bus depots and control centers to provide an overview of infrastructure, equipment, and human resources characteristics and requirements to plan, run, monitor, and maintain e-bus fleets and routes.

¹ <https://bogota.gov.co/en/international/2023-bogota-will-have-biggest-electric-fleet-after-china>



E-bus route tracking: Shadow the operation of an e-bus within a typical route throughout the day, providing a comprehensive outlook of the operational performance within realistic and variable topographical, weather, urban, and time (peak vs. non-peak) conditions. With this format, it is also expected to capture users' experience when interacting with the service at different stages (waiting, riding, getting off/on the bus, etc.)

Animated diagrams or maps: Diagrams, maps, graphs, and infographics to better illustrate the conditions and support the content described above.

2.3. Chapters description

The following video chapters chapter breakdown is suggested, and it is subject to change and improvement by the video makers in close collaboration with ICLEI.

Time duration (approx)	Chapter topic	Content details
2 min	Background	<ul style="list-style-type: none"> • Introduction to the city of Bogota, its main social and physical features. • Main enabling conditions that sparked and accelerated the adoption of E-buses within the public system including, but not limited to, climatic commitments, policy frameworks, political leadership, and civil society's demand. • Decision-making and stakeholder engagement process before the procurement phase/start of operation
5 min	E-bus project planning and design.	A detailed description of: <ul style="list-style-type: none"> • Identification of passengers' demand • Identification of routes characteristics and conditions. • Procurement phase characteristics and requirements • Definition of appropriate business models: definition of parties involved, roles and responsibilities, risk assignment, contractual and legal agreements, and requirements.



Time duration (approx)	Chapter topic	Content details
		<ul style="list-style-type: none"> • Definition of financial model and schemes: private capital, self-finance, international/national banking, etc. • Fares model
4 min	Technology and infrastructure	<ul style="list-style-type: none"> • Infrastructure technical and spatial requirements: bus depots, bus stops, and bus lanes. • Energy supply requirements: network, power, and substations. • Technology's technical and spatial requirements: vehicle types, battery range.
5 min	Operation management and design	<ul style="list-style-type: none"> • Intelligent transport system characteristics and requirements • Depot and charging management • Route scheduling and monitoring • User service standards • Monitoring, evaluation, and improvement. • Technical capacities requirements and improvements
3 min	Quality of service	<ul style="list-style-type: none"> • Evidence-based improvements • Users' experience and perceptions of efficiency, accessibility, comfort, safety, and affordability.
1 min	Main achievements and challenges, and way forward	<ul style="list-style-type: none"> • Tangible results: Intrinsic: travel times, frequency, etc Extrinsic: decreases in GHG emissions, air pollutants, etc • Fare and physical integration with other means of transport • Future plans and targets • Lessons learned and best practices. • Opportunities and challenges for upscaling adoption
Total: 20 min		



2.4. Activities and deliverables

The activities and expected deliverables of this assignment have been broken down into three phases as indicated below:

No	Phase	Activities	Deliverable (s)
1	Pre-production	<ul style="list-style-type: none"> • Discussion and definition of videos' concept, narrative, and artistic style (ICLEI co-lead) • Discussion and definition of five video chapters' topic and scope (ICLEI co-lead) • Definition of guiding questions for interviews (ICLEI co-lead) • Development of storyboard detailing timestamp, text, and visuals. • Development of a shooting plan detailing expected shooting time, locations, and staff and equipment required. 	1-2-Storyboard(s) 1-2 Script(s) 1 Shooting plan All files in editable format (e.g., word) and pdf
2	Production	<ul style="list-style-type: none"> • On-site video shooting (Approx. 2-4 days) 	Complete raw footage in 1080 resolution (full HD) or higher
3	Post-production	<ul style="list-style-type: none"> • Advanced edition (footage cut and selection, color grade, correction, etc.) • Sound recording, mixing, and editing • Text and graphics design and development • Subtitles included 	Video chapters of 2-5 minutes in 1080 resolution (full HD) or higher. Twenty (20) minutes duration in total. At least four (4) animated graphs/diagrams/maps in editable files (e.g., Adobe Illustrator)



2.5. Timeline

The expected/suggested overall timeline for the assignment is a maximum of **50 working days** upon signing the contract. The contract is likely to start from the middle of November to the end of January, with **December 16 as the expected hard deadline for finalizing all on-site shooting activities (PHASE 2)**.

No.	Deliverables	Duration (approx.)
1	Delivery of Storyboard(s), Script(s), and Shooting plan. (PHASE 1)	15 working days
2	Delivery of all raw footage in 1080 resolution (full HD) or higher. (PHASE 2)	10 working days
3	Video chapters of 2-5 minutes in 1080 resolution (full HD) or higher. 20 minutes duration in total. Graphics in editable files (e.g., Adobe Illustrator) (PHASE 3)	25 working days

3. Institutional agreements

- ICLEI will be responsible for contacting key informants, setting up interviewees, managing all logistics, permitting access facilities, and shooting in defined locations.
- All phase one activities will be carried out with ICLEI closed collaboration and support.
- The firm or the team assigned to execute this contract will update the ICLEI Office weekly and will be required to report expected outputs within a mutually agreed timeline.
- As the project evolves, the need for more frequent or less frequent meetings will be assessed. A kick-off meeting will be held as an initial step in coordination.
- Project management and communications will be handled primarily through the project management platform **Asana**.
- During the shooting, at least one ICLEI representative should be present to provide technical and logistical support.
- ICLEI will provide institutional guidelines for general branding, color palette, logos, and acknowledgments.
- The firm will be responsible for securing itself with all human resources, hardware, and software, as well as travel and accommodation required to execute the deliverables and outputs stated.
- **All videos, graphics, and supporting material (e.g., storyboards) produced under this contract's scope of work will be the sole property of ICLEI. This**



property right will remain in force even after the termination of the contractual relationship between the parties. The use of the same materials by the consultant will be possible with prior written authorization from ICLEI, and explicit credit must be given to ICLEI in activities/channels in which the products of this contract are used or referenced. The firm may link the final output for its portfolio.

4. Requirements

The firm must comply with the following specifications:

4.1. Service provider requirements

- The firm should have at least five (3) years of experience creating, designing, and directing audio-visual content.
- Proven experience in producing deliverables related to the object of the contract (documentary interviews, storyboards, audio-visual documentaries, on-site shooting, animated infographics/maps/diagrams, editing, and photography).
- Proven experience developing promotional, pedagogical, or advocacy content for internal cooperation agencies, foundations, and national/local governments is required. **Proven expertise in developing sustainable mobility-related content is highly desirable.**
- **The firm should be legally and physically based in Colombia, ideally in Bogotá.**

4.2. Proposal requirements

Submission of proposals in one PDF file (max 10MB), ideally in English, with the following information:

- Short description of the firm's mission and trajectory.
- The firm's specific interest in the project.
- Project portfolio with at least three audio-visual relevant examples (link to firms' website, YouTube channels, or similar)
- Detailed budget and proposal breakdown **in EUROS (EUR)** by phase, indicating number and type of item, unitary value, and total.
- Detail of technical equipment, software, and human resources to be deployed.
- Proposed timeline, with tentative dates and working days for each phase's execution.
- Copy of the Single Tax Registry – RUT.

5. Selection Criteria



Criteria	Description	Top score (points)	Percentage
Relevant experience and portfolio	<ul style="list-style-type: none"> • Three (3) or more years of relevant experience. Five (5) or more years of relevant experience qualify for one (1) extra point • Proven experience developing animated graphics • Developed content with advocacy, pedagogical purposes for NGOs, governments, and foundations. • Developed similar content to TUMI E-bus and ICLEI Sustainable Mobility Mission and visual style. • Previously developed products related to transport and sustainable mobility will qualify for two (2) extra points 	10	25%
Technical proposal	<ul style="list-style-type: none"> • Total videos duration proposed • Type and number of visual and sound effects and enhancements proposed • Type and number of graphs/maps/diagrams (four minimum) • provision of Portuguese subtitles will qualify for one (1) extra point 	10	25%
Flexibility and timeline	<ul style="list-style-type: none"> • If Phase 1 is guaranteed to be delivered before in ten (10) or fewer working days, it will qualify for three (3) extra points. • If Phase 3 is guaranteed to be delivered in twenty (20) or fewer working days, it will qualify for two (2) extra points. 	10	20%



Economic proposal	<ul style="list-style-type: none">Detailed budget breakdown and competitive price	10	30%
TOTAL		40	100%

6. Payment

The payment is in EUR, including VAT, taxes, and transfer rates. It will be executed as follows:

- 30% after the kick-off meeting
- 30% after completion of phases 1 and 2 and respective deliverables submission.
- 40% upon completion of phase 3 and its respective deliverables submission

Please note that ICLEI World Secretariat will directly handle the payment upon satisfactory submission of deliverables and invoices.

7. Submission Timeline

The submission timeline is as follows :

19 October: Terms of reference issued

28 October 2022, 23:59 CET: Deadline for technical queries submission

3 November 2022, 23:59 CET : Deadline for proposals submission.

Submit proposals and technical queries to Laura López at laura.lopez@iclei.org with tumi-network@iclei.org in copy, with the following subject line: "Submission of queries/proposal: Documentary series TUMI E-bus Mission."

If you have not heard from ICLEI by 10 November 2022, kindly note that either ICLEI has decided not to appoint a video producer, or you have been unsuccessful in your application.