

# TERMS OF REFERENCE

## Videographer and Video Producer

TO COVER THE IMPLEMENTATION OF ACTIVE MOBILITY INTERVENTIONS IN QUEZON CITY AND PASIG CITY

### I. BACKGROUND

The “**Sparking active mobility actions for climate-friendly cities**” or **SPARK Project** aims to increase the role of active mobility in building resilient and safe transport systems, contribute to national emission reduction targets, and promote climate-friendly mobility behavior. Two cities in Metro Manila - Pasig City and Quezon City - will demonstrate the potential of reducing GHG emissions through improved capacities, strategies, and policies for active mobility through *tactical urbanism* and *open data*. This project is being implemented by [ICLEI-Local Governments for Sustainability \(ICLEI\)](#) and the [Institute for Climate and Sustainable Cities \(ICSC\)](#) with funding support from the German Federal Ministry for Economic Affairs and Climate Action (BMWK) and the German Federal Ministry for the Environment, Nature Conservation, Nuclear Safety, and Consumer Protection (BMUV) through the International Climate Initiative (IKI) Program. You may learn more about the project [here](#).

ICLEI is looking for an individual or team of qualified and experienced videographer/s and video producer/s to help the project team in documenting the implementation of the tactical urbanism interventions in Quezon City and Pasig City

### II. DURATION AND LOCATION

The project must be carried out within a period of **five (5) months** from the beginning of October 2024 to the end of February 2025.

### III. EXPECTED OUTPUTS

The consultant is expected to produce videos for the project’s implementation in Pasig City and Quezon City. Specifically, one video for each project city will be created, with the videos showcasing the local interventions, stakeholder activities, and stakeholder interviews. The **working budget is around PHP200,000**.

#### IV. TASKS

The videographer(s) and video producer(s) will cover the video documentation of the implementation of co-designed tactical urbanism interventions for active mobility in Quezon City and Pasig City. This would involve taking video footage of the project sites before and after the interventions, and documenting interviews with willing city staff, barangay officials, and community stakeholders, as well as post-processing them to produce effective video communication materials. More specifically, the tasks include:

1. Crafting clear and cohesive video concept, storyboard, and video footage collection and management plan in close consultation with the project's implementing partners.
2. Supporting the SPARK Project Team in coordinating the schedule and logistics for video shoots of the following:
  - a. Maginhawa Street and A. Mabini Street before the SPARK Project intervention
  - b. The tactical urbanism design intervention implementation process (e.g. task assignment, street painting, installation of street barriers, art pieces and furniture, launching of the intervention)
  - c. Document interviews in Pasig City and Quezon City for (1-2) city staff, (1-2) barangay staff, and (5-6) community stakeholders (especially business owners, women, elderly, youth, PWDs)
  - d. Maginhawa Street and A. Mabini Street after the project SPARK Project intervention
3. Capturing video footage as agreed and scheduled within the concept and proper videography technology (e.g. consider the use of drones, aerial footage, timelapse, etc.).
4. Post-processing and producing two (2) video communication materials for Quezon City and Pasig City project interventions, respectively. They should reflect the SPARK Project Branding and comply with IKI communication guidelines.
5. Revising the produced video materials according to the feedback from the SPARK Project Team and partner cities.

#### V. DELIVERABLES AND TIMEFRAME

The videographer(s) and video producer(s) shall be expected to accomplish the following deliverables according to the timeline indicated below. The actual time required for each task may vary based on the specific requirements of the project and the capabilities of the service provider and project team. Adjustments to the timeline due to unforeseen circumstances and external factors can be accommodated and shall be discussed between the service

provider and ICLEI. The project team shall also provide on-ground support to the service provider in implementing the tasks and outputs indicated in this ToR.

No.	Item	Inclusive Dates
1	Video concept, draft storyboard, and video footage collection and management plan	End of September 2024
2	Filming proper (4 man-days per city)	October 2024 to January 2025
3	Post-production	December 2024 to January 2025
4	Submission of 2 videos for Pasig City and Quezon City	End of January 2025
5	Reviews, revisions, and acceptance of final video outputs	February 2025

## VI. QUALIFICATIONS

- Experience and expertise
  - Proven experience in high-quality videography and video production from pre-production to post-production.
  - A portfolio showcasing similar projects is a must. Videography work featuring themes related to urban development, climate action, or community projects is a plus.
  - Experience in covering events, interviews, and civil/architectural infrastructure, particularly in the context of public or community-based interventions, is a plus.
- Equipment
  - Must have or must be able to source own videography equipment, including but not limited to cameras, necessary lenses, gimbals, tripods, lights, audio kits, etc. Drone utilization is a plus.
  - Must have or must be able to source their own editing software and equipment.
  - Must have or must be able to source copyright-free stock images, graphics, and audios.
- Technical skills
  - Ability to create clear and cohesive video concepts, storyboards, and video footage collection plans.

- Proficiency in using professional video cameras, lighting, and audio equipment.
- Strong technical skills in video shooting, including knowledge of framing, composition, and lighting.
- Excellent post-production skills both for video and audio, with the ability to create compelling narratives and visually appealing content from available materials.
- Ability to create static graphics is a must. Ability to create motion graphics is a plus.
- Creative and analytical skills
  - Strong creative vision with the ability to translate project objectives into engaging video content.
  - Analytical skills to understand project goals and effectively communicate them through video.
  - Attention to detail to ensure accuracy and consistency in video production.
- Adaptability and Flexibility
  - Ability to adapt to unforeseen changes in project requirements and timelines.
  - Flexibility to travel to project sites in Quezon City and Pasig City as required.
  - Capacity to work in diverse environments and engage with different community groups, including business owners, women, elderly, youth, and persons with disabilities (PWDs).
- Professionalism and reliability
  - Excellent communication skills for meaningful, respectful, and productive coordination and interaction with the SPARK Project Team and stakeholders that will be involved throughout the production period.
  - Strong organizational skills to manage schedules, logistics, and video production timelines.
  - Proven ability to meet deadlines and deliver high-quality outputs within specified timeframes.
  - Strong professional ethics and reliability in fulfilling contractual obligations.
  - Availability to commit to the project timeline from September 2024 to February 2025.

## VII. PROPOSAL EVALUATION CRITERIA

Proposals will be evaluated against the following criteria:

Evaluation Criteria	Percentage
The bid demonstrates an understanding of project requirements and risks .	30%
Expertise and experience: CV of Key personnel and Project references demonstrate experience in videography and video production. The portfolio is extensive enough to assure delivery of quality video materials	40%
Branding and aesthetics: the bid demonstrates capacity to match the SPARK branding guidelines and deliver the expected material.	10%
Competitive quote: Project quotation and additional value (if any)	20%

#### VIII. REPORTING

The consultant will report directly to the Regional Program Manager and Project Officer of the Sparking Active Mobility in Climate-Friendly Cities (SPARK) project in the Philippines. They will also be coordinating with the ICLEI Southeast Asia Communications Head and the relevant offices in Pasig City and Quezon City.

#### IX. GENERAL TERMS

The video production service will be paid upon the completion of the following milestones:

No.	Item	Percentage
1	Submission of video concept, draft storyboard, footage collection and management plan for Pasig City	20%
2	Submission of the two (2) project documentation draft videos. One each for Pasig City and Quezon City.	40%
3	Submission of the two (2) final project documentation videos. One each for Pasig City and Quezon City.	40%

## X. APPLICATION

Interested consultants (individual or firm) are requested to apply on or before **September 27, 2024** by sending the following documents in English to [iclei-sea@iclei.org](mailto:iclei-sea@iclei.org) with the email subject: **SPARK Project Documentation\_Name of Consultant:**

- Expression of Interest and confirmation of availability for the consultancy's duration
- Proposal that shall include implementation approach, methodologies, and detailed work plan, at the minimum.
- Budget proposal that shall include detailed breakdown of professional fees, transport costs, materials, etc.
- Latest CV and portfolio (for individuals)
- Company profile, portfolio of similar projects, and latest CVs of team members (for firms)

For any queries regarding this Terms of Reference, please contact ICLEI Southeast Asia via the email address above or at (632) 426-0851.