Terms of Reference/Request for Proposal
ICLEI Daring Cities Podcast Production
Selection Documentation for Goods, Works & Services
For ICLEI – Local Governments for Sustainability
Duration: August 2020 – October 2020

1. ToR/RFP Contact
Requested By: Ariel Dekovic, Head of Communications, ICLEI World Secretariat
Email: ariel.dekovic@iclei.org
Date: 15 July 2020
Location: Bonn, Germany (CEST)

2. Summary
ICLEI – Local Governments for Sustainability (“The Client”) is a network of over 1750 local governments committed to sustainability. We are seeking a Producer to conceive, report, and produce a podcast series of five to ten episodes for Daring Cities 2020, a three-week virtual conference for cities, towns and regions fighting climate change happening in October. We’re looking for a producer who would have a deep creative stake in the project. Priority will be given to proposals that demonstrate excitement about the possibilities and an interest in and commitment to the theme of urban sustainability and telling the story of how cities are fighting climate change.

3. ICLEI and Daring Cities 2020 Background
ICLEI – Local Governments for Sustainability is a global network of more than 1,750 local and regional governments committed to sustainable urban development. Active in 100+ 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.

We are seeking a producer to create a podcast to support Daring Cities 2020, our global, action-oriented virtual forum, designed by ICLEI and the City of Bonn, to empower urban leaders to tackle the climate crisis, especially in the context of the COVID-19 pandemic. The forum takes place 7-28 October 2020.

4. Objectives
We are committed to bringing a variety of content formats to the event of Daring Cities, including on-demand audio content, so that attendees can engage how they want, when they can. This podcast series will be released during Daring Cities as part of the event content, but will be made available to a wider audience on streaming platforms.

Our goal is to deliver an engaging, informative, innovative podcast series that tells the story of the daring cities of Daring Cities – that is, cities and the individuals working for them who have found a way to be notably ambitious in responding to the climate emergency. That might mean a city leader who is bucking their national government, such as in the US or Brazil; a young city administrator who has made financing climate projects their passion and goal; a sustainability officer who has found a way to embed climate action into the city recovery plan; a city resilience officer working to protect a mega-city from the impacts of climate change. We are particularly looking to share a diversity of stories and voices from cities around the world, especially global south cities, and including both those cities with ample resources and those that are finding a way to get the work done without extensive budgets. ICLEI’s 24 offices around the world can connect the Producer with individuals who can tell these stories and experts who can illuminate tough ideas.
We are seeking a Producer to conceive, report, and produce this series, with sourcing and technical support from us. We’re open to multiple formats and approaches. Our ideal candidate is someone who will be a co-leader for the project, have a creative stake in the series, and collaborate with us to make it great.

Podcasts that can serve as inspiration: (no host) Partners, (hosted) Rough Translation, (panel/interview) The Exchange by Reuters

5. Scope of Work

Production (Required)
Under the supervision of the Head of Communications, Podcast Producer the Public Relations Consultant will be responsible for fulfilling the following duties for each episode:

1. Episode research
2. Reporting
3. Interview preparation
4. Finding translation services (if necessary)
5. Interviewing
6. Hosting (optional/ to be explored)
7. Cutting
8. Mixing
9. Finalizing

Post-production (Optional)
A separate cost per episode for the following should also be included in the bid:

1. Meta data preparation
2. Uploading to target streaming platforms (such as Apple Podcasts, Google Podcasts, Spotify, Soundcloud and Sticher etc)
3. Transcription

Training (Optional)
A separate one-time cost for the following should also be included in the bid:

1. Training of ICLEI staff on how to maintain/monitor on target streaming platforms

6. Target Audience
ICLEI works with many audiences around the globe. Our target audiences are:

1. Local governments, including cities, towns and regions, and the political and administrative individuals working for these entities.
2. Partners, including other global and regional city networks, international policy organizations, global and regional environmental organizations, researchers and civil society organizations.
3. Funders, including local government organizations, national governments, private foundations and sustainability-oriented corporations.
4. Representatives from other levels of government, such as national and subnational.
5. Journalists, researchers and urban development professionals, who are interested in proven approaches to sustainability in cities, towns and regions.
6. 300+ staff in 24 global offices.

7. Deliverables

1. Audio files for each episode (required)
2. Transcription for each episode (Optional; only if agreed to by both parties)
3. Administrative access to selected streaming platforms to manage podcasts (Optional; only if agreed to by both parties)

8. Milestones and timeline
   - Kick off meeting (August 5 – 15)
   - All deliverables delivered by October 1, 2020
   - Some follow-up may be required during the event itself – October 7 – 28, 2020

9. Terms and conditions
   All content, documents, reports, and other materials prepared as part of this assignment shall be the property of ICLEI and shall be handed over upon completion of the assignment. The provider shall not pass on to any third party any data, document, reports, or other materials prepared or obtained during the assignment and three years thereafter.

10. Costs to Be Included in the Proposal
    Costs for the Scope of Work (Section 5) including Production, Post-Production and Training should be included in the proposal. The total budget available for the Producer is 6000 euro (approx. 6,846 USD). Please provide an estimate of how many episodes at what length can be delivered in the timeframe for this cost.

    In addition, the hourly and daily rate at which additional, unforeseen work would be charged should also be included. Translation services and theme music will be paid for by ICLEI and do not have to be included in your estimate.

11. Payment
    The payment terms to be discussed and finalized with the selected Producer (e.g. 50% payment halfway through the project etc). The Client does not take responsibility for any changes in the exchange rate. Payment will be made in Euros.

12. Selection Criteria
    Parties will be evaluated on the following criteria:
    - Cost of services, combined with the number of episodes and length of episodes (40%)
    - Quality of prior podcast work (50%)
    - Past experience producing podcasts for environmental NGOs, local government NGOs, urban development NGOs or social impact events (10%)

13. Applying for this ToR/RFP
    Interested parties are requested to submit a brief concept/pitch, including costs, initial proposed number of episodes and length of episodes; a CV; and at least three examples of your work that best illustrate the concept/pitch ideas, by 29 July 2020 (12:00 PDT/ 15:00 EDT/21:00 CEST) to Ms. Ariel Dekovic at ariel.dekovic@iclei.org. Questions can also be directed to Ariel Dekovic.