

SECTION 3

TERMS OF REFERENCE - TOR

Production, editing and promotion of photographic content (videos and still photos) for several projects in IRENA/ADFD Project Facility portfolio.

Background

The Abu Dhabi Fund for Development (ADFD) committed USD 350 million in co-financing in the form of concessional loans over seven annual cycles for the implementation of renewable energy projects in eligible developing countries recommended by the International Renewable Energy Agency (IRENA). The IRENA/ADFD Project Facility is the result of this commitment and represents a partnership between these two organisations to promote renewable energy in developing countries.

24 projects have been selected so far through the IRENA/ADFD Project Facility to receive concessional loans in six funding cycles since 2014 of which, 18 are advancing to implementation. Seven of the selected projects started construction/ installation activities in 2018 and some of these are expected to start generating electricity in 2019.

In 2018, the IRENA/ADFD secretariat commissioned the first photography assignment to document and showcase the progress of four projects had advanced to construction/installation stage. The resulting videos and photos featured projects in Mali, Cuba, Antigua and Barbuda and Mauritius together with eight social media videos and photos from the assignment. The videos showcased the positive human impact stories of the Facility's work, inspired more renewable energy projects with strong sustainable development benefits and government-driven projects to apply in the seventh cycle and contributed to discussions on how to build on and replicate the Facility's work to increase impacts.

Following up on the 2018 videos, more renewable energy projects that have reached construction have been identified for filming in 2019. IRENA seeks to recruit the services of a service provider with capacity to deliver still- and motion-picture photography as well as online marketing/ promotion of the content created. The documentary videos and still photos will show the progress of the Facility's activities and to inspire new partnerships to build on the Facility. The outputs will detail the impacts of the projects on the beneficiary communities and the host countries' sustainable development.

Objectives of the assignment

As, IRENA intends to showcase a selection of video and photo materials to the audiences as evidence progress and a source of inspiration for new partnerships, investments and implementation in renewable energy. The specific objectives include:

1. Showcase the progress and impacts of IRENA/ADFD Project Facility to the membership of IRENA and inspire action for the implementation and funding of impactful renewable energy projects in developing counties.
2. Promote IRENA/ADFD Project Facility's progress and impacts in various online media channels. And enable the projects to access materials for their own communication and promotion activities.
3. Convey the transformative and positive human and environmental impacts of these projects (for example: reduction in fossil fuel imports, improvements in waste management, reduction in greenhouse gas emissions, provision of fresh water, provision of electricity for the population, etc.).

4. Inspire discussions on similar partnerships between IRENA and other funds to drive renewable energy deployments.
5. Contribute to increasing project implementation pace within the portfolio by encouraging other projects to reach installation stage for future filming.
6. Contribute to monitoring, validation and reporting from the target projects.

Audience description

1. The IRENA members participating in the 10th session of the IRENA General Assembly.
2. National level stakeholders in developing countries provided with country-specific content.
3. Global renewable energy network online.
4. General public reached through online social media channels

Status of the projects under this activity

1. Maldives

The Ministry of Environment and Energy, in partnership with the Waste Management Corporation Limited (WAMCO) – a state-owned enterprise – put forward this project to address waste management, access to fresh water and sustainable energy solutions in a holistic manner. It comprises the construction of two small demonstration waste-to-energy facilities to provide renewable electricity for the population through the combustion of municipal waste, while also powering an integrated desalination plant through a heat recovery system. These waste-to-energy facilities are part of the country's broader waste management framework and contribute to the government's 'Scaling up Renewable Energy Program'.

Status: Shipment of the equipment for the waste to energy facility at R. Vandhoo was done at the end of 2018 and installations are expected to be done in the first half of 2019.

Focus of the filming: The first waste to energy facility at R. Vandhoo is expected to be fully constructed so the filming will focus on this site and how the project is addressing the critical issues of waste management for the islands. The Maldives' government is addressing the waste management issues that are affecting the islands by turning waste into electricity part of which will be used for the desalination plant. Similar waste to energy facilities are planned to collectively manage waste disposal, provide electricity and fresh water and reduce dependence on imported fossil fuels. These potential sites will be included in the filming together with the completed site at R. Vandhoo.

Interviews with government officers (including new Minister who was very enthusiastic about prioritizing this project in his new position at ADSW 2019), local beneficiaries, project contractor, employees at the W2E sites.

Filming duration: Up to three (3) working days on location.

2. Sierra Leone

The Freetown Solar Park will produce approximately 9.9 GWh of electricity per year, improving the grid stability and helping to meet peak demand. The local community of Freetown will benefit from the employment opportunities created by the project and from a chance to acquire professional skills through a planned training centre for installation and maintenance. The proponents anticipate the project

to benefit more than 15,000 people through access to electricity, improving education, healthcare and access ICT.

Status: The project is continuing with the construction and installation. By the time of filming, it is expected that the installation phase will be near completed.

Focus of the Filming: This is a strategic project for Government of Sierra Leone that will significantly contribute to the generation capacity of the country. The video will target a mix of national development (energy security, savings from fossil fuels, energy for industrial development, employment creations, etc) and community benefits (SME development, local employment, access, stable supply, reduction of expenditure on alternatives) of the project. The expected thread/messaging aims to showcase Sierra Leone's transformation further catalysed by the added electricity generation.

Interviews with government officials, consultants, employees on the project site, SMEs in the Free-town neighbourhood, households, etc.

Filming duration: Up to three (3) working days on location.

3. Saint Vincent and the Grenadines

This 10–15 MW geothermal project will transform the energy sector of Saint Vincent and the Grenadines, providing a sustainable and reliable source of renewable power. The project is being developed as a public–private partnership between the Government of Saint Vincent and the Grenadines, Light & Power Holdings and Reykjavik Geothermal. The project will contribute to achieving the country's Energy Action Plan target to increase the amount of renewable energy to 60% of the energy mix by 2020. Once operational, the plant will bring the share of renewable energy sources to approximately 73% of total national power generation, well in excess of the country's Energy Action Plan target.

Status: Well-drilling started in May 2019.

Focus of the Filming: Filming will happen while construction is still on-going. The proposed focus is on the strategic issues related to this project including the expected output and impact on the country's energy balance, the partnerships involved including donors, private sector and government, the lessons learned from the impact of hurricanes on the project and how this project adapts to these challenges as well as the national development impacts from the project.

Interviews with government officials (e.g the Prime Minister, Head of PIU), Project Manager, contractor, employees onsite, etc. Through the interviews, the expected foreign currency savings through reduction in fossil fuel imports will be highlighted together with other social economic benefits such as electricity tariff reduction, and catalysing local economic development.

Filming duration: Up to three (3) working days on location.

4. Seychelles

This government-driven project being implemented by the Public Utilities Corporation (PUC) involves the construction of a 5 MW solar PV plant that will be integrated into an existing offshore wind farm, located 500 metres from the largest island of Mahé. PUC is wholly owned by the government and comes

under the authority of the Ministry of Environment, Energy and Climate Change. The solar park will be located on the same site as existing wind turbines on Ile de Romainville, resulting in a highly space-efficient concentration of renewable energy plants.

The electricity generated will be injected into the national grid using the existing transmission network and will benefit the entire population of Mahé island.

Status: The project started construction in 2018 and is expected to be completed by August 2019.

Focus of the Filming: the filming will capture the efforts of this island state in diversifying its energy mix, reducing its dependence on fossil fuels and reducing greenhouse gas emissions into the environment. The project is also innovative in that it utilises the limited space on the island already having the wind turbines to generate addition power from solar PV. The use of a drone will be particularly effective for this project.

Interviews with government officials (including energy minister and / or prime minister, IRENA representative, head of PIU, etc), contractors, consultant (Masdar), employees, utility workers, etc. The filming will explore/ capture how Small Island Developing States are using renewables to reduce fossil fuel imports, improve their energy security while efficiently using the scarce land resources.

Filming duration: Up to three (3) working days on location.

Scope of Work

1. Videography

1. In consultation with IRENA and ADFD, develop a script to be used in the filming and production of the videos
2. Undertake filming missions for the construction of renewable energy projects in the four selected countries. This will be done in close consultation with IRENA and ADFD communications and project teams.
3. Conduct interviews with stakeholders and beneficiaries covering the progress and impact of the projects on communities and national development.
4. In addition, conduct interviews with IRENA and ADFD Directors General to be incorporated in the videos.
5. Produce a 6-7 minutes video that is inclusive of all the four projects documented based on agreed scripts and includes interviewee soundbites soundtrack(s).
6. Produce one video of 4-5 minutes for each of the four projects featured.
7. Produce two videos per project 30-60 seconds' videos for social media channels.
8. Schedule interactions with IRENA to incorporate all feedback until final video is approved (this process will require several iterations).
9. Incorporate music soundtrack(s), voice overs, subtitles and IRENA and ADFD logos for all the videos produced.
10. All post-production into 'ready for dissemination' videos to be done by vendor in close consultation with the client.

Video production technical brief:

11. Film in 4K b-roll of renewable energy projects, interviewees, interviewees at the project for cutaways etc. Footage should include a large variety of shots: wide, medium and close-ups.
12. Drones should be used to capture aerial shots of the project areas and any other renewable energy installations in the country within the scope of the filming day, wherever possible.

13. Filming interviews must be conducted with high-quality sound gear (e.g. Sennheiser lavalier). Interviews should be conducted consistently in the same interview-style format. Location of interview must have good acoustics, and a dynamic background. Interviewee should be in focus, ideally with a shallow depth-of-field.
14. Translations may be required for interviews done in local languages. All necessary translations such as subtitles for the video need to be the responsibility of the contractor. The contractor is responsible to ensure that this is done and catered for in their budgets.
15. Be prepared to shoot in low light. Videographer must have high-quality lights for interviews.
16. A tripod and a stabilizer/ gimble(s) (if needed) – all footage must be filmed with a tripod, unless a stabilizer is being used for creative pieces.
17. Videographer should capture emotions and reactions and include establishing shots of the locations.
18. The contractor should take into consideration the need to use voice overs and background soundtracks in the final production for all videos.
19. All raw live action footage/images/animation/music/voiceover/B-Roll etc. that was used to create the video should be given to IRENA on an external hard-drive (including the un-rendered final Premiere Pro/Final cut project files). IRENA owns all material used to create the video and can re-use the raw files as needed. IRENA can edit the final video for future uses.
20. Both the promotional video and the content to be delivered should not be used or reused without IRENA's written consent.

2. Still Photography

1. Take photographs during missions to capture the following themes: Energy access and household electrification, electricity powering SMEs, energy jobs/employment. Women in energy access, energy use by women and youths, greenhouse gases emission mitigation from renewable energy
2. Develop and deliver high resolution digital photos for IRENA and ADFD to use in communications.
3. Ensure clear accurate referencing/captioning of the photos submitted to IRENA.

3. Development of content for a social media promotion campaign

1. The contractor should propose a promotion campaign to distribute the videos and photos to targeted audiences such as energy stakeholders in selected regions, as well as the general public.
2. The contractor will develop a promotional plan in consultation with the client.
3. The contractor will develop promotional materials including infographics, slides, collages, etc together with videos and photos collected during filming for each of the four countries.
4. The contractor will submit the promotional materials above to IRENA for implementation.

Proposed timelines

1. **Filming:** The field activities are expected to be concluded by **October 2019**. Confirmation of the filming locations and dates as well as approval of the script by IRENA are precursors to the field activities. Prior to filming, the contractor will provide a script for each site and ensure that it is approved by the client.
2. **Production:** It is anticipated that production will commence as soon as filming of the first site is concluded. The final deadline for production is expected to be **15th December 2019** for the combined film and **10th January 2020** for the rest of the deliverables.

3. **Promotion:** The combined film will be shared during the 10th Session of the IRENA General Assembly in January 2020 followed promotion of the social media videos on agreed channels. The contractor should plan to provide promotional materials for the three-months online promotion of the videos and photos produced through this assignment.

Deliverables

1. Videos

- a. One video of 6-7 minutes video that is inclusive of all the four projects documented based on agreed scripts and includes interviewee soundbites soundtrack(s).
- b. One video of 4-5 minutes for each of the four projects featured.
- c. Two videos per project 30-60 seconds' videos for social media channels.
- d. All raw footage and associated materials used in the production of the videos delivered to IRENA.

2. Photography

- a. At least 50 high-resolution digital photos from each location correctly referenced/captioned, including photos of facilities, project impact, high-level partners and local beneficiaries.

3. Development of content for a social media promotion campaign

- a. Development of a social media campaign strategy and plan for various channels (YouTube, Instagram, Facebook, Twitter, etc.) and including paid advertising costs, to be approved by IRENA.
- b. In consultation with IRENA, design social media promotional content (infographics, charts, slides, etc.) to be used in implementing the social media campaign across selected social media IRENA channels, targeting at least one million impressions across all platforms, and 20,000 views on YouTube.

Budget and resources

The quotation from the bidder should clearly indicate the detailed costing related the three deliverables above. All costs should be in United States Dollars.

Together with the budget, the bidder should provide a list of expect human and technical resources for the project. All requisite permits (for example entry permits/visas, filming permits, etc) for this assignment are the responsibility of the contractor.

Workplan

A draft workplan should be included in the submission. This will be further discussed and agreed upon with the client after the award.

Intellectual Property

All information and production of the video pertaining to the assignment as well as outputs produced under this contract shall remain the property of IRENA who shall have exclusive rights over their use. The products shall not be disclosed to the public nor used in whatever format without written permission of IRENA in line with the national and International Copyright Laws applicable.

IRENA owns the rights of all material used to create the video and can re-use the raw files as needed. Both the promotional video and the content to be delivered should not be used or reused without IRENA's written consent.