



TERMS OF REFERENCE

SACN 20th YEAR CELEBRATIONS

PHASE 1: Request for a service provider to source, document and write up content for a book celebrating 20 years of the SACN

17 August 2022

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Introduction

The South African Cities Network (SACN) was established in 2002 as a network of South African cities and partners that encourages the exchange of information, experience and best practice on urban development and city management. Working together with South African cities and partners through research, knowledge sharing, peer learning and innovation, the SACN is at the forefront of efforts to achieve the urban futures vision outlined in the Integrated Urban Development Framework [IUDF] and the National Development Plan [NDP].

The SACN overall mandate is to:

- Promote Good Governance and Management in South African cities
- Analyse strategic challenges facing South African cities, particularly in the context of global economic integration and national development challenges
- Collect, collate, analyse, assess, disseminate, and apply the experience of large city government in a South African context
- Promote shared-learning partnerships between different spheres of Government to support the management of South African cities

Since its establishment, the South African Cities Network (SACN) has been generating research products in support of improved practice in the city governance environment. In pursuing this goal, SACN has worked with a range of stakeholders and partners, including national government departments, other knowledge and academic institutions, international development cooperation and multinational agencies, NGOs, key demographics like youth and community-based organizations (CBOs), among others.

2022 marks the 20th anniversary of the SACN, which the organization will celebrate with events and activations, culminating in the hosting of the Urban Festival in (26-28) October 2022. The 20th anniversary avails an opportunity to review SACN's successes over the years. The occasion also offers the SACN, its participating cities and partners the opportunity to reflect on the Network's contribution and future role in the urban development space in South Africa and beyond. The theme for the 20th Anniversary celebrations is, '*Transforming Cities Through Policy and Practice*' which aligns to SACN's mission of building better cities by transforming policy and practice through knowledge co-creation, learning and innovation, partnerships and convening of city voices.

As part of reflecting on 20 years of such critical work, SACN would like to take stock, inviting some of its partners, supporters and stakeholders over the years (SACN alumni) to provide their perspectives and offer messages of support. Their reflections will be condensed into narrative profiles that will be packaged as a digital book, among other 20th anniversary celebration products.

Objectives

SACN seeks a suitably qualified team to develop the content that will form the 20th Celebration book.

The intention of the exercise is for "SACN alumni" to reflect on how SACN has shifted the field of practice, policy & research or what has been achieved by SACN since its inception, towards well governed, inclusive,



productive, spatially transformed, and sustainable cities. They will also provide messages of support as SACN looks to the future.

The process aims to engage about 20 “SACN alumni” to solicit experiences from their different sector perspectives. These include local and national government, academia and various local and international partner institutions.

The interviews are currently conceptualized as follows:

- 20x in total (video, sound and text. **Editing of all multimedia and written content will be expected to be done by the successful bidder**)
 - 10x City Practitioner Profiles (split by SACN participating city)
 - 4x split between academia and partner institutions e.g.:
 - GIZ
 - UCLG-A/UCLG
 - African Centre for Cities
 - NRF SARChI Chairs
 - 6x (SACN former Secretariat members, board members, mayors, Deputy Ministers and other leads from national partner departments)
 - A total of 5 video profiles will be predetermined out of these (interviews in an elevated setting with a professional media practitioner/current SACN Secretariat member, for repurposing into conference content).

Scope of Work

The project entails various components of work.

Component 1 of the 20-year Digital Anniversary Book Content Production

The main component comprises participant interviews, transcribed and written up into a coherent story/narrative of profiles of the interviewee reflecting based on questions to be co-determined with the SACN team. The key themes that we would like to uncover in the narrative of the of the 20 interviews include the following among others:

- The 20-year story of urbanization in our cities and the role of SACN’s work in assisting cities to manage urban development
- The 20-year story of our cities’ economies and the role of SACN’s work on shaping it
- The 20-year story of governance in our cities and the role of SACN in shaping it
- The 20 year story of spatial development in our cities and role of SACN in shaping this



The documenting of the 20 profiles will be transcribed, with the content of the transcriptions developed into distilled narratives/stories for the digital book. The narrative content from the interviews must be further augmented with the following multimedia formats to enrich and bring it to life in a very visual way:

- Photography
 - High resolution images of the interviewees (portraits) as well as available images of some of the things emanating from their interviews i.e. specific projects mentioned by interviewees or significant places, events that tell the story of the various themes of the 20-year story as outlined above.
- Videos
 - Develop high-res videos of at least 5 of the interviewees that will be repurposed into short videos for the microsite and Urban Festival
 - Develop high-res short videos of at least 5 interviewees sending messages of support to SACN. These will be used in the multimedia sections of the microsite and digital anniversary book
 - To source any available video footage that can be sourced to enrich and to bring to life the subject matter of the interviews to be conducted with alumni and practitioners
- Sound
 - All the interviews would have to be recorded and transcribed from an audio format. Some of the recordings will be used as soundbites i.e. messages of support that will be repurposed into the digital anniversary book and microsite. The use of high-res still photographs and sound will be expected for the 15 profiles that will not be video graphed.

The content of the 20 profiles should be documented, presented and packaged in a design-ready format (the appointed bidder would be expected to work with the appointed design team in the layout process for the digital book as well as with the SACN team designing and populating the microsite. At these stages they would provide some of the editing/copyright direction on the 20 profiles developed).

Component 2 of the 20-year Digital Anniversary Book Content Production

The second component entails bringing together the narrative and multimedia elements from component 1 of the content production i.e., documenting, presenting and packaging the developed 20 profiles with a combination of video, sound and photography of the interviews. These need to be presented in such a way that they can be repurposed into smaller products (soundbites, audiovisual vignettes, posters) for the microsite and the Urban Conference. For example, the profiles and accompanying imagery should be done such a way that they can be easily packaged and printed out as exhibition content. The resolution of images rendered from interviews should allow for printing of posters of about A1 size.

Videography and photography must bring the long form narrative of the interviews to life. Editing of all materials should enable the easy use of footage, sound and photography for other purposes.

Videography and photography must bring the long form narrative of the interviews to life. Editing of all materials should enable the easy use of footage, sound and photography for other purposes, in perpetuity.

For out-of-town interviewees, the service provider should present a plan for getting professional portraits to accompany the profiles e.g. identifying, coordinating and liaising with local photo studios and with interviewees for portraits to be taken.



Deliverables

The successful service provider will be required to furnish SACN with

- Approx. 20 coherent, fully written up profiles of all selected interviewees
- Approx. 20 professional portraits of interviewees, in high resolution
- Video, photography and sound material from interviews with attention to highlights/interesting insights and high-resolution images for use in creating Microsite and Urban Conference content
- Condensed video material that can be repurposed for the Microsite and Urban Conference
- Fully edited reels of 5x pre-selected professional interviews for airing at the Urban Conference (5 – 10 mins ea.)
- All elements submitted in jpeg, MP4 and shapefiles etc. for ease of creating PowerPoint presentations+ in future

Timeframes

The exercise is envisioned to be a 4 – 5 week process beginning early September 2022:

Week 1 (Inception/kick-off): confirmation of the process, proposals from the content team, agreement on interview questions etc. and submission of the inception report and contracting.

Week 2 – 3: interviews, write up of profiles and submission of mock drafts for review by the SACN and initial layout by the design team.

Week 4: Final reviewed story profiles and submission of photographic and pre-edited audiovisual content for review

Week 5: final submission of all components & handover to SACN and the design team

The work should commence on 5 September 2022 and be completed by 6 October 2022. Post-production liaising with the design team to commence from 19 - 23 September 2022 to 17 – 21 October 2022.

Expertise Required

Given the nature of the project, it is encouraged that bidders submit proposals as a multidisciplinary team. Teams should display relevant experience, technical expertise or capabilities with respect to the following:

- Excellent command of the English language and the ability to condense and write up interview material in a sharp, clear, concise and engaging way
- Brilliant interview/conversation skills: engaging the subject and getting good reflections, insights and soundbites from them

- Expertise in editing audio and visual material (making good content decisions re what's useful, can be repurposed)
- Superb portraiture skills (an eye for a great image, keeping in mind that profiles will be primarily packaged into a book and enlarged as part of an exhibition, among other uses)
- Ability to work to timeframes and specified outputs
- Capacity to work interactively and consultatively with various teams in the design process to follow
- Knowledge of the urban planning and development field together with some of the relevant policies and actors is of added advantage, particularly in respect of the expected depth and richness of interviews

Resources & Costing

Quotes should include:

- Full cost for specification provided, VAT inclusive. This should be clarified and broken down as a rate per hour per person/per person day.
- Process and turnaround time
- Validity period and limitations

Bidders are encouraged to be competitive and propose any innovations towards greater value for money.

The payment schedule will take place in two tranches as 50% at inception and 50% upon completion of the project.

The cost of any filming, photography, sound equipment should be inclusive in the costing/must be covered by the service provider. Design, layout and printing to be covered by SACN.

Criteria for Selection

- Applications from interested individuals must provide evidence of the technical capacity to undertake this work. This includes capacity to deliver the results in the timeframe provided, as well as some indication of prior experience in undertaking similar projects. Service providers are required to submit acceptable portfolios of evidence, especially for the individuals working on the project.
- Service providers are welcome to suggest applicable expert informed ideas that fit the purpose of this exercise.
- Knowledge of South African local government evolution and the work of the SACN and related organizations may be advantageous.

- Ongoing consultation with SACN during the process will be required (communication protocols and frequency of management meetings to be agreed at inception)
- The service provider will be expected to liaise with the design team, and this might include post-delivery of all components e.g. where the designers might need clarity, guidance on the copy

Bids will be adjudicated on relative value for money gauged against the following criteria:

- Proposal and methodology quality: 30%
- Value for Money: 30%
- Qualification, track record & references of personnel that will work on the project; 20%
- Diversity & level of ownership and project involvement of Previously Disadvantaged Individuals (bidders to provide BBBEE certificates where applicable); 20%

Applicable terms and conditions

The SACN reserves the right not to reward this contract or to negotiate its terms, subject to circumstances and adequacy of submissions. The selection of proposals will be based on the strength and relevance to the objectives of the project. This is in addition to the perceived contribution of the submissions to the progressive realisation of the programme’s objectives, at the discretion of the SACN. **Collaborations between ethnographic researchers/conversationists, writer-editors, photographers and filmmakers are encouraged.** SACN reserves all rights (with applicable credits/attribution) to all content produced for this project.

Submissions & Enquiries

Interested bidders should provide the SACN with:

- A short write up/proposal (500 words max) demonstrating your understanding of this call and motivating why you would be well placed to carry out the work
- Copies of the entire teams’ profiles and CVs
- A detailed cost estimate of the project
- Portfolios of previous work done similar to this project

E-mail any enquiries and your submissions to jabulani@sacities.net by close of business on Wednesday 31st August 2022.





Directors: Ms. Yolisa Kani (Board Chairperson and Non-Executive), Mr. Ashraf Adam (Non-Executive), Ms. Nontando Mngamlana (Non-Executive), Dr. Modjadji Malahlela (Non-Executive) & Mr. Sithole Mbanga (CEO SACN)

SACN Council Chairperson: Cllr. Xola Pakati (Executive Mayor of Buffalo City Metropolitan Municipality)

Company Secretary: Ms. Bronwyn Osman (SACN)

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