

# Terms of reference

Issuing organization	ICLEI – Local Governments for Sustainability
Issuing date	15.09.2025
Bids due	23.09.2025

## Project background

Active mobility, i.e., walking and cycling, is an equitable, affordable, and efficient mobility options that offer much freedom and little adverse environmental impact. They have been recognised for providing a broad spectrum of positive health benefits and have the potential to reduce carbon emissions significantly.

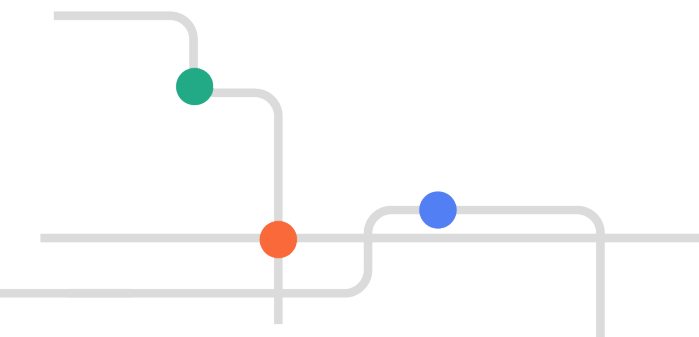
ICLEI’s “SPARK: Sparking active mobility actions for climate-friendly cities” project is supported by the German Federal Ministry of Economic Affairs and Climate Action (BMWK) and the German Federal Ministry of the Environment, Nature Conservation, Nuclear Safety and Consumer Protection (BMUV) through their International Climate Initiative (IKI).

The goal of the SPARK project is 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 behaviour in Pasig City and Quezon City, the Philippines.

## Scope of work

The SPARK project team is looking for a service provider, **based in the Philippines**, to produce a project impact video. The video shall be up to **3 minutes**, including the following tasks:

1. Crafting clear and cohesive video concepts, storyline, and video footage collection and management plans in close consultation with project partners.
2. Producing a high-quality video. Video content includes:
  - Pre-recorded footage of SPARK interventions in Quezon City and Pasig City (to be provided by ICLEI SEAS).
  - Information display on the project impacts on the local areas, local governance, national government, policy, and capacity.
  - Recording and compilation of short testimonial clips with interviews and impressions on the project impacts from selected institutions, political leaders, and project partners.



- A video end message that inspires project replicability and scalability.
- Any possible complementary graphics or materials to ensure a high-quality end product.

The working budget for this assignment is around PHP83,000.

## Deliverables and workplan

The contractor is expected to fulfil the following deliverables in the period between **05.10.2025 to 30.11.2025**:

Deliverable	Deadline
A preliminary video concept and storyline	10.10.2025
A video first draft	20.10.2025
A final draft and raw footage	30.10.2025

## Selection criteria

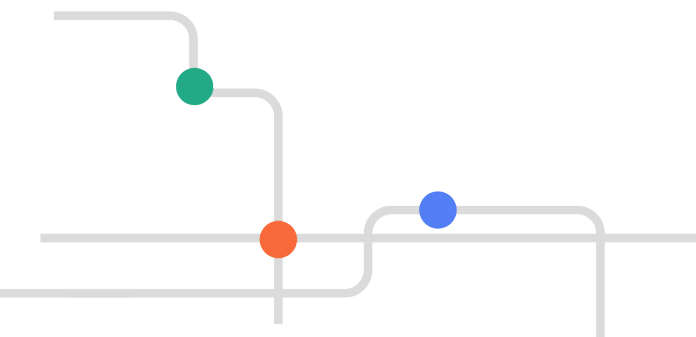
Demonstrated understanding of the requirements of the ToR	20%
Demonstrated experience of the provider(s) in producing video	60%
Budget	20%

## Application

Interested providers (one entity or a consortium) are requested to apply on or before **23 September 2025** by sending the following documents in English to [ecomobility@iclei.org](mailto:ecomobility@iclei.org) with the email subject: SPARK Project Application\_Name of provider:

- Expression of Interest and confirmation of availability for the aforementioned duration of task implementation period.
- Proposal that shall include a detailed explanation of the proposed application, implementation approach, and detailed work plan, at the minimum.
- Budget proposal that shall include a detailed breakdown of professional fees, any possible licensing fees, and costs of possible campaigns or additions.
- 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 - Sustainable Mobility via email: [ecomobility@iclei.org](mailto:ecomobility@iclei.org)





# SPARK

Sparkling active mobility actions  
for climate-friendly cities



INSTITUTE FOR  
CLIMATE AND  
SUSTAINABLE  
CITIES

Supported by:



Federal Ministry  
for Economic Affairs  
and Climate Action

Federal Ministry  
for the Environment, Nature Conservation,  
Nuclear Safety and Consumer Protection

# IKI



INTERNATIONAL  
CLIMATE  
INITIATIVE

on the basis of a decision  
by the German Bundestag

