

ANNEXURE B – TERMS OF REFERENCE:

APPOINTMENT OF A PANEL OF INTEGRATED CREATIVE MEDIA SERVICE PROVIDERS FOR VIDEOGRAPHY, PHOTOGRAPHY, GRAPHIC DESIGN AND MULTIMEDIA CAMPAIGN SUPPORT SERVICES FOR THE “WHERE GIRLS ARE SEEN, MOVEMENTS BEGIN” CAMPAIGN

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1. ORGANISATIONAL OVERVIEW

Soul City Institute (SCI) is an intersectional feminist organisation working to ensure that girls, young women, and gender minorities enjoy substantive equality, with access to resources and opportunities that enable them to live fulfilling lives.

SCI is guided by the South African Constitution, with a focus on rights including access to healthcare services, reproductive healthcare, dignity, equality, and freedom. The organisation works to advance human rights through an intersectional approach, ensuring that no one is left behind in efforts to eradicate poverty and inequality.

2. BACKGROUND

Where Girls Are Seen, Movements Begin is Soul City Institute's flagship impact showcasing campaign for 2025/2026.

The campaign is an evidence-rooted and community-centred initiative that seeks to make visible the conditions in which girls and young women are truly seen in their communities, institutions, policies, and decision-making spaces, and what becomes possible when they are supported and resourced.

The campaign draws on SCI's work across South Africa and the Southern African region and aims to showcase feminist movement building, community-based impact, and social behaviour change communication through compelling multimedia storytelling and visual communication.

SCI therefore seeks to appoint a panel of experienced integrated creative media service providers to support campaign implementation across multiple programme locations, digital platforms, publications, stakeholder engagements, and campaign activations.

SCI intends establishing a non-exclusive panel of suitably qualified integrated creative media service providers capable of supporting SCI campaigns, programmes, advocacy initiatives, stakeholder engagements, and communication activities across multiple geographical locations during the contract period.

3. OBJECTIVES

The objectives of this panel appointment are to:

- Produce compelling, ethical, and community-centered multimedia storytelling content
- Showcase SCI programme impact through dignified visual storytelling
- Support campaign visibility, stakeholder engagement, and knowledge dissemination
- Develop high-quality visual communication and campaign assets
- Deliver multimedia content aligned to SCI branding, safeguarding, and feminist storytelling principles

4. SCOPE OF WORK

The appointed panel service providers may be required to provide the following integrated services:

The scope of work outlined below represents the range of services that may be required during the panel appointment period. Specific assignments, deliverables, locations, timelines, production requirements, technical specifications, and level of effort will vary depending on programme, campaign, event, and operational requirements communicated by SCI.

4.1. Videography Services

- Documentary-style filming and storytelling
- Video interviews and programme storytelling
- Event and activation coverage
- B-roll and contextual footage capture
- Short-form and long-form video production
- Video editing, subtitles, colour grading, and formatting
- Audio recording and sound integration

4.2. Photography Services

- Campaign photography and portraiture
- Programme and community photography
- Event photography
- Edited high-resolution image delivery
- Metadata tagging and indexed image libraries

4.3. Graphic Design & Multimedia Services

- Campaign branding and visual identity development
- Reports, brochures, flyers, banners, and publications
- Social media graphics and templates
- Infographics and data visualisation
- Event branding and promotional materials
- Illustrations and iconography
- Editable Canva and/or Adobe templates

4.4. Social Media Toolkit Development

- Platform-specific campaign graphics
- Quote cards and campaign visuals
- Reels covers and thumbnails
- Editable communication templates
- Accessibility-ready digital assets

4.5. Production Planning & Coordination

- Production scheduling and logistics
- Storyboarding and planning
- Equipment sourcing and management

- Stakeholder coordination
- Quality assurance and workflow management

4.6. Safeguarding, Consent & Ethical Practice

- Informed consent management
- Ethical representation of vulnerable groups
- POPIA compliance
- Identity protection where required
- Compliance with SCI safeguarding requirements

4.7. Asset Management & Handover

- Secure storage and transfer of files
- Delivery of raw and edited assets
- Source/editable files handover
- Metadata tagging and asset organisation
- File archiving and version control

5. DELIVERABLES

Specific deliverables will vary depending on campaign requirements, programme activities, geographical locations, approved project briefs, and assignment scope communicated by SCI

Deliverables may include, but are not limited to:

- **Meet professional broadcast and digital standards**
- **Video productions and edited multimedia content**
- **Campaign photography and image libraries**
- **Graphic design and branded communication materials**
- **Social media campaign assets and toolkits**
- **Event branding and promotional materials**
- **Editable source files and design templates**
- **Production schedules, concepts, and storyboards**
- **Asset registers and organised content libraries**

6. TECHNICAL SPECIFICATIONS & STANDARDS

All deliverables must:

- Meet professional broadcast and digital standards
- Be suitable for print, digital, web, and social media use
- Include editable source files where applicable
- Align with SCI branding and accessibility standards
- Be original or appropriately licensed

Minimum standards include:

- Video: 1080p minimum (4K preferred)
- Photography: High-resolution print-quality images
- Audio: Professional-quality sound outputs
- Design files: Editable Adobe and/or Canva formats

7. REVIEW & APPROVAL PROCESS

All deliverables shall remain subject to SCI review and approval prior to publication or dissemination.

SCI reserves the right to request revisions where outputs do not meet agreed quality standards or campaign requirements.

8. CONTRACT PERIOD & TIMELINE

The panel appointment shall remain valid for a period of twelve (12) months from date of appointment.

SCI reserves the right to extend the panel appointment for an additional period of up to twelve (12) months, subject to

- Funding availability
- Satisfactory supplier performance
- Ongoing organisational requirements

SCI reserves the right to appoint multiple suppliers to the panel across different geographical areas and specialist service categories.

Appointment to the panel does not constitute a guarantee of work allocation, minimum spend, or exclusivity.

For individual assignments, campaigns, or projects, SCI may request project-specific quotations, concepts, timelines, methodologies, and production plans from appointed panel members based on project suitability, geographical requirements, availability, technical capability, and value for money considerations.

9. INTELLECTUAL PROPERTY

Unless otherwise agreed in writing:

- All deliverables and source files become the property of SCI upon payment
- SCI retains unrestricted usage rights
- Service providers may not commercialise commissioned outputs
- Third-party content must be appropriately licensed

10. TECHNICAL QUALITY & GOVERNANCE

Service providers must:

- Maintain consistent quality standards across deliverables
- Ensure structured workflow management and reporting
- Align outputs with SCI branding and messaging
- Comply with POPIA and SCI safeguarding requirements
- Maintain secure file handling and storage practices

11. EXPERTISE AND CAPACITY REQUIREMENTS

Bidders must demonstrate:

- Proven integrated multimedia production capability
- Relevant NGO, advocacy, documentary, or social impact experience
- Strong storytelling and visual communication capability
- Access to professional production equipment and software
- Strong project management capability
- Ability to work respectfully in community-based environments

12. PROPOSAL SUBMISSION REQUIREMENTS

Bidders must submit:

- Company profile and registration documents
- Portfolio/showreel of relevant work
- Technical proposal and methodology
- Proposed project team and CVs
- Reference letters
- Equipment and software capability overview
- Financial proposal aligned to Annexure C
- B-BBEE certificate or affidavit
- Confirmation of acceptance of SCI payment terms and General Terms

13. PAYMENT TERMS

SCI operates strictly on a post-service payment basis.

- No upfront payments will be made
- Payments will be processed within thirty (30) days of receipt of a valid invoice
- Payment is subject to satisfactory delivery and approval of agreed outputs
- Invoices must reference the relevant SCI purchase order and approved deliverables

Where applicable, project-specific quotations approved by SCI shall take precedence over indicative rate card pricing submitted during the panel appointment process.

14. COMMERCIAL & APPOINTMENT CONDITIONS

- Appoint one or multiple service providers
- Request presentations or clarifications

- Conduct supplier due diligence
- Negotiate scope and pricing where required
- Make no award if deemed necessary