

REQUEST FOR PROPOSALS

**APPOINTMENT OF A SUITABLY QUALIFIED, EXPERIENCED SERVICE PROVIDER OR MEDIA AGENCY TO PROVIDE MEDIA BUYING SERVICES FOR THE PRESIDENTIAL CLIMATE COMMISSION FROM JUNE – NOVEMBER 2024**

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| **Date of Issue** | 16 May 2024 |
| **Closing Date** | 28 May 2024, Tuesday, 16:00 |

1. **BACKGROUND**

The Presidential Climate Commission (PCC) is a multi-stakeholder body established in 2020 by the President of South Africa to advise on the country’s climate change response and support a just transition to a low-carbon climate-resilient economy and society. The commission comprises of government ministers and Commissioners that represent diverse perspectives of social partners, including academia, business, civil society, labour, and youth.

1. **INTRODUCTION**

The Presidential Climate Commission (PCC) developed a [Just Transition Framework](https://www.climatecommission.org.za/publications/design-addition-and-amendment-to-just-transition-framework-with-dedication-to-pcc-secretary) which was adopted by the Cabinet as a framework that puts South Africa on a path towards reaching climate and development aspirations, implementing policies and measures that support environmental justice and equity, and ensuring progress toward the national goal of reaching climate resiliency and net-zero carbon emissions by 2050.

The PCC has the communication objective to disseminate factual and evidence-based information, contents and messages concerning the South Africa’s Just Transition endeavors using mediums and communication channels such as regional and local media radio station.

The PCC requires the services of a suitably qualified and experienced service provider or media agency to facilitate and implement media buying for regional commercial radio and community radio campaigns on the just transition.

1. **SCOPE OF WORK**

The PCC seeks a suitably qualified, experienced service provider or agency with the capacity to facilitate media buying services for the following in terms:

* **08 Interviews – Regional/Commercial radio stations**
* **3x live broadcast or Hitmobile on Community radio stations**

**3.1 Expectation from the service provider or media agency:**

1. **Participate in the Inception meeting** to introduce the project team to PCC, as well as set up Project Steering Committee (PSC) to guide the implementation of the project.
2. Finalise during the inception meeting the scoping of the work, including applicable review processes and iterations.
3. **Provide Inception report** setting out agreements and timelines of the project
4. **DELIVERABLES**

The following deliverables will need to be strictly adhered to:

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| **Deliverables** | **Milestones** |
| Inception report/ work plan (2-4 pages) | 1 week after signing the contract |
| **Service provider to Suggest 3 Radio Stations for:**  **REGIONAL COMMERCIAL RADIO STATION**  1. Power FM  2. Gagasi FM/Heart FM  3. Eastcoast Radio  4. Radio 702  5. Capricorn FM    **Service provider to Suggest 3 Radio Stations for:**  **COMMUNITY RADIO STATIONS**  1. Emalahleni FM  2. Kurara FM  3. Kingfisher FM  4. Rise FM  5. Vaal FM  6. Jozi FM | Media Buying and Airtime on both commercial and Community Radio  8x **Interviews by** (Commercial and Regional Radio Station Only) **-** 10 Minute per interview– Telephonic or in-studio  3x **Live broadcast or hitmobile packages** for 2-3 hours (Strictly Community Media ONLY) |

All deliverables require review and positive feedback by the PCC Communications Team.

1. **REQUIREMENTS OF THE SERVICE PROVIDER**

The successful service provider must provide the following to demonstrate experience:

1. Project team with relevant qualification in Media Studies, Communication, Journalism, or related discipline
2. Detailed company profile with experience in media and communication
3. Brief proposal outlining an approach and project deliverable (max 4 pages)
4. Quote for the full scope of the project including any value for money benefit or discounts offered.
5. Five (5) signed reference letters from contactable references linked to these assignments.
6. **SUBMISSION OF DOCUMENTS**

Failure to submit the following compliance document renders the bid invalid:

1. Company profile
2. CIPC Company registration
3. Tax Clearance Certificate issued by SARS.
4. **CONTRACTING & CONTRACTUAL ARRANGEMENTS**

The **African Climate Foundation** (ACF) is the fiscal host of the PCC for some of its donor funds and will be the contracting party for this work. All Service level agreement contracts, cost estimates and invoices should be addressed as such.

1. **SELECTION AND EVALUATION CRITERIA**

The following evaluation criteria will be utilised:

5= Excellent, 4 = Good, 3 = Satisfactory, 2 = Poor, 1= Unacceptable The below matrix will be used in scoring the submissions:

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| **SELECTION AND EVALUATION CRITERIA** | **Weight % Allocation** |

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| **A. Approach and methodology in managing this project which should include:** | |  |
| **What is required?** | **Application of evaluation criteria** | **%**  **Allocation** |
| Interpretation aligned with the scope of work requirements, credible and acceptable   * + - * Brief proposal outlining approach and project deliverables (max 4 pages) * Detailed quotation for the work for media buying | 5= Excellent understanding of what is required in the terms of reference; innovative and practical approach and methodology; proposed action plan including milestones and timeframes.  4= Good understanding of what is required in the terms of reference; practical approach and methodology; proposed action plan including milestones and timeframes.  3= Satisfactory (or a repeat of ToRs) understanding of what is required in the terms of reference; generic or textbook approach and methodology; proposed action plan including milestones and timeframes.  2= Poor understanding (wrong interpretation) of what is required in the terms of reference and missing one of the following critical components: approach and methodology, milestones, and timeframes.  1= No action plan submitted. | 30% |
| **B. Relevant Qualifications** | | |
| **What is required** | **Application of evaluation criteria** | **%**  **Allocation** |
| * Project Manager with qualification in Media Studies, Communication, Journalism, or related discipline. | 5= Honors Degree or relevant postgraduate degree  4= Bachelor’s Degree  3= National Diploma  2= Higher Certificate  1= No relevant qualification | 20% |
| **C. Relevant Experience** | | |
| What is required? | Application of evaluation criteria | % Allocation |
| * Project manager/team experience in managing media buying services. | 5= 10 years or more relevant experience  4= 5 to 10 years’ relevant experience  3= 3 to 5 years’ relevant experience  2= 1 to 2 years’ experience  1= 0 to 1-year experience | 20% |

|  |  |  |
| --- | --- | --- |
| **D. Similar Projects Completed and References** | | |
| What is required? | Application of evaluation criteria | % Allocation |
| Evidence of previous completed similar projects, including:   * Client reference letters for services rendered or for successfully completed projects in line with the required services as set out above. Service provider must submit reference letters bearing a letterhead of the organization. | 5= 5 or More Completed Similar Projects  4= 4 Completed Similar Projects  3= 3 Completed Similar Projects  2= 2 Completed Similar Projects  1= 1 Completed Similar Projects | 30% |

1. **TO NOTE**

* The PCC reserves the right in its sole discretion to reject any or all proposals in whole or in part, without incurring any cost or liability whatsoever.
* All proposals will be reviewed for completeness of the submission requirements. If a proposal fails to meet a requirement of the RFP, or if it is incomplete or contains irregularities, the proposal may be rejected.
* The final decision and successful appointment will be made by PCC and no correspondence will be entered into thereafter.
* The PCC reserves the right to cancel this bid or ultimately decide not to appoint any service provider in terms of this call for proposals.

1. **SUBMISSION AND ENQUIRIES**

The deadline for submission of project proposals is **28 May 2024, at 16:00**

***No extensions of the deadline will be considered. No late submission will be considered.***

1. Service providers should send their proposals and relevant documentation to [procurement@climatecommission.org.za](mailto:procurement@climatecommission.org.za) **ONLY**
2. Technical enquiries regarding this RFP should be emailed to [ignicious@climatecommission.org.za](mailto:%20ignicious@climatecommission.org.za)