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# REQUEST FOR PROPOSALS

*APPOINTMENT OF A SUITABLY QUALIFIED AND EXPERIENCED SERVICE PROVIDER  
TO DEVELOP, PRODUCE CONTENT AND MANAGE DIGITAL MARKETING  
CAMPAIGNS FOR THE PRESIDENTIAL CLIMATE COMMISSION FOR A PERIOD OF 24  
MONTHS*

<b>Date of Issue</b>	Monday 28 August 2023
<b>Non-Compulsory Briefing</b>	Monday 11 September 2023, 10H00 – 11H00
<b>Closing Date</b>	16h00, Wednesday 20 September 2023.

**AUGUST 2023**

## **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 PCC conducts its work in an open and transparent manner with the aim of building social consensus around the complex and challenging decisions required to successfully navigate the climate transition. The PCC's mandate emanates from the Presidential Jobs Summit held in 2018, and the PCC is committed to ensuring that the transition is socially just and that the needs of vulnerable groups are addressed.

The PCC requires the services of a suitably qualified and experienced service provider to produce content and manage digital marketing campaigns to more effectively use digital communication platforms that will increase effectiveness of digital brand engagement.

## **2. INTRODUCTION**

The PCC facilitates dialogue between social partners on the type of economy and society desired in South Africa, as well as advising on detailed pathways for how to get there. In doing so, the Commission is guided by the Just Transition Framework which advocates inclusive decision-making and an equitable distribution of risks and opportunities in the transition.

Digital engagement plays an important role in the PCC's response to local and global shifts in the fields of climate finance, climate mitigation and; climate adaptation and resilience. Use of digital media platforms helps position the PCC as a knowledge leader, expands outreach and broadens engagement around the just transition.

Effective use of digital channels for communication of the PCC's key messages, through relevant content, experience and dialogue, allow individuals to connect directly with other individuals or groups, as well as brands and organisations, thus creating valuable relationships with both online and offline supporters.

Currently, the PCC is active on four social media platforms namely; YouTube, Facebook, LinkedIn and Twitter. These social media platforms are managed by the PCC's internal team of Communicators.

### 3. SCOPE OF WORK

The purpose of this project is to produce digital content and manage various social media campaigns as and when required for a period of 12 months for the PCC. The PCC seeks a service provider who will provide the following services:

#### 3.1. INCEPTION PHASE - DETAILED PROJECT INTERPRETATION AND SCOPING

The service provider will participate in the **inception meeting**, as organised by the PCC, post the appointment. The meeting will serve to clarify working channels and formulate a project steering committee, which will guide the overall implementation on the scope of this project.

##### **Inception Report**

Following the inception meeting the appointed service provider will prepare an **inception report** outlining the steps in the development of the plan that have been discussed and agreed upon in the inception meeting.

Amongst others it must contain:

- a) General description of each phase and chronology for completing the work, including timeline.
- b) Detailed scope of work with associated deliverables and timelines.
- c) Description of project management process and tools or platforms.
- d) Which internal stakeholders will be consulted in preparation of the plans and communication tools or method that will be used throughout the project.

##### **Detailed Scope of Work – Conceptual and Creative Development, Production and Application and Implementation of the Digital Marketing Plan.**

This is the main output of this exercise and will involve the development of a comprehensive and data-driven digital marketing plan that outlines recommended channels, platforms, and tactics to achieve the established objectives.

- a) The service provider to be familiar with the ecosystem in which we operate, what our stakeholder needs are, and where they are addressed. This analysis is equally qualitative as it is quantitative as it looks at factors such as digital habits, intermediaries, influencers, and more.
- b) This plan should encompass content marketing, social media engagement, lead generation, audience retention, brand awareness initiatives etc.
- c) Each Intervention should be supported by detailed action plans and timelines for seamless and integrated execution.

#### 3.2 CORE DELIVERABLES - DEVELOPMENT AND IMPLEMENTATION OF DIGITAL MARKETING PLAN FOR A 2 YEAR PERIOD

##### 3.2.1 Event Graphics

Design original artwork for PCC hosted events based on briefs given by the PCC Communications team. The artwork may include the following for each event:

- 1) 2x Twitter graphic (event announcement and speaker reveal)
- 2) 2x Facebook and LinkedIn Graphic (event announcement and speaker reveal)
- 3) 1x website and email banner
- 4) 1x website cover
- 5) 1x Holding slide
- 6) 1x WhatsApp poster

**The PCC hosts on average four (4) events a month requiring original artwork.**

### **3.2.2 Infographics**

Design a set of interactive infographics promoting and summarising main points in PCC events, publications and/or key topics around the just transition.

The format and application for Infographics is on the following platforms

- 1) Twitter
- 2) Facebook
- 3) Web quality and Print Ready Files for Digital Print (A4) in JPEG and PDF

### **3.2.3 Video and podcast production**

- 1) Edit and Produce social media ready videos of not more than 60 seconds covering key takeaways from PCC engagements. Footage to be provided by the PCC Communications team
- 2) Recording, editing and post production of monthly PCC podcast of no more than 30 minutes.
- 3) Post production and Identify appropriate platform for hosting of PCC podcast. PCC Communications team to provide content schedule and identify guests and other related footage.

### **3.2.4 Digital Newsletter Layout and Design**

a) PCC Stakeholder Newsletter

- 1) Design, layout, and distribution of **bi-weekly** digital PCC newsletter
- 2) Export newsletter to pdf of not more than 8 pages for print distribution
- 3) All written copy and pictures related to the newsletter will be provided.

b) Mpumalanga / Community and Stakeholder Highlights Hub Newsletter

- 1) Design and layout of a **quarterly** community newsletter covering Just transition initiatives and activities nationally (with a specific focus in the priority regions)
- 2) Export newsletter to pdf of not more than 8 pages for print (A4) distribution and for website eBook.
- 1) Prepare mobile friendly (Android, iOS, and eBook) version of newsletter.

- 2) All written copy related to the newsletter will be provided.
- 3) Service provider to source and site all related pictures if not provided.

### 3.2.5 Social Media Marketing Campaigns

- 1) Develop a monthly social media content plan in collaboration with the PCC Communications team.
- 2) Plan and deliver paid and unpaid social media campaigns to attract the attention of the public, donors, young people, civil society, etc.
- 3) Drafting and updating content for different social media platforms, such as Facebook, Twitter, and LinkedIn
- 4) Monitoring and analysis of the audience engagement and other metrics on the PCC's social media platforms
- 5) Ensuring social media presence and branding are consistent and cohesive across all platforms.
- 6) Support topical social media influencer marketing campaigns.

## 4 DELIVERABLES & TIMEFRAMES

This project is scheduled to begin on **1<sup>st</sup> October 2023** and completed with 24 months.

In fulfilling the scope of work as detailed above, the appointed service provider will be expected to deliver on the following:

PROJECT SCOPE	DELIVERABLE	TIMELINES
Inception Phase	<b>Inception Meeting</b> 1) Overview of Service Provider Proposal 2) Outline of Role Responsibilities 3) Information Deck Need (PCC Plans, strategies)	Within 1 Week after Appointment
	1) Inception report	2 weeks from Inception Meeting

<b>Project Management and Client Reporting</b>	<b>Project approach</b> 1) The service provider will be expected to provide the PCC with project approach for managing the integrated campaign.  2) Monthly Detailed Plans The service provider will be expected to provide detailed plans for the following: a) Event Graphics as per PCC Event Schedule b) Podcast, Videos Production Schedule c) infographics Production d) 2 x Newsletters e) Campaigns Digital Toolkit per Campaign Theme	2 Weeks from Inception Meeting
<b>Event Graphics</b>	Produced as and when required (see 3.1)	October 2023 – September 2025
<b>Podcast, videos, and infographics production</b>	Monthly production (see 3.2-3.3)	October 2023 – September 2025
<b>Newsletters</b>	Bi-weekly and quarterly (see 3.4)	October 2023 – September 2025
<b>Multimedia Campaigns Execution</b>	Produced as and when required (see 3.5)	October 2023 – September 2025
<b>Project Close out meeting</b>	Participation in the project close out meeting	October 2025

This project is scheduled for a period of twenty-four (24) months period commencing 1 October 2023 and ending 30 September 2025

## 5 REQUIREMENTS OF SERVICE PROVIDER

Service providers must submit the following documents as part of response to this request for Proposals:

### 1. Compliance Documentation

- 1) CIPC Company registration documents.
- 2) Tax Clearance Certificate issued by SARS certificate.

### 2. Proposals Documentation

To be considered, a proposal must contain the following, with a table of contents, referenced by number and in the order below.

**1) Brief Cover Letter**

- 1) Name and address of vendor, name and address of person submitting the proposal, including management and directorship responsibilities (who is authorized to make representations for the organization?)

**2) Company Profile**

- 1) Brief description and history of the bidder's firm, and of any proposed subcontractor(s).
- 2) Include length of time in business, number of employees, and core competencies.
- 3) If using sub-contractor(s), please, include the same information as above for anyone else assisting with the project.

**3) Qualifications of Core Project Team**

- 1) Description of experience developing digital campaigns and managing social media sites for large non-profit and for-profit organizations.
- 2) Staff who will be involved in this project, titles, and their respective qualifications.
- 3) What percentage of your staff will be dedicated to this project?

- 4) Five client references including contact information and work performed.

**3. Approach and Methodology**

- 1) Description of project management process and tools or platforms. If not included above in number 3, please provide the name, qualifications, and experience of the proposed project manager.
- 2) Communication tools or method that will be used throughout the project.
- 3) General description of each phase and chronology for completing the work, including timeline. Detailed scope of work with associated deliverables and in word format (tabulated).

**4. Cost Proposal and Budget**

- 1) The Service provider will be required to provide Detailed, itemized cost proposal with hourly rates for all deliverables for the period of 24 months.
- 2) The table below outlines the broad framework for costing and not descriptive and solely depends on the services proposed.

COST ELEMENT	COST UNIT	BILLING
<b>Project Management</b>		
1. Project Manager	Cost Hour per month	Total monthly fixed for contract period
2. Client Liaison Project Executive		
3. Research and Content Development		

4. Any other Resource (Admin, Intern, writer, copy editor etc)	The Service provider is required to provide the hourly rates for the resources allocated and a monthly retainer fee for a Twenty-four (24) month period	
Product Development- Multimedia content development Graphic Design Video Production and Animation		
1. Multimedia Designer	Hourly rate per month	Total monthly fixed for contract period as per proposal
2. Video Editor	The Service provider is required to provide the hourly rates for the resources allocated and a monthly retainer fee for a Twenty-four (24) month period	
3. Animation and Graphics		
Direct Consumables Cost		
On-Site / Location Production Shoots (Equipment and Location Costs)	Assignment Cost estimated at 1 onsite location once a quarter.  Service provider is to provide detailed cost of 1-day on-site shoot / production exclusive of transport x 1 per quarter over a period of Twenty-four (24) months.	Pre-Approved Cost- Estimate Per Assignment  Invoice based per approved assignment
Online Promotion Costs Data and Hosting fees e.g., podcast	Fixed Monthly fee subject to service provider proposal  The Service provider is to provide detailed cost of monthly hosting (podcast) online promotion and reach optimisation over a period of Twenty-four (24) months	Total monthly fixed for contract period as per proposal
Photo, Video and Audio Royalties and Intellectual Property (IP) Costs	Service provider is to provide detailed cost estimate inclusive of agency estimate for twenty-four (24) months for IP of the following: 1) Event Graphics 2) Podcast, Videos 3) infographics 4) 2 x Newsletters, etc.	Monthly Invoice based on approved cost proposal



## 6 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.

## 7 SELECTION AND EVALUATION CRITERIA

Bidders will be evaluated in terms of the following criteria:

- 1) Competence and expertise of bidder in terms of years of experience in the relevant disciplines, quality of project team and number and quality of similar projects completed.
- 2) Clear understanding of scope of work, including innovative approaches
- 3) Pricing and value for money in terms of outputs achieved against budget.

<b>SELECTION AND EVALUATION CRITERIA</b>	
<b>A. Competence and expertise and Services of bidder measured in years of experience</b>	
<b>What is required?</b>	<b>Application of evaluation criteria</b>
Detailed company profile indicating the number of years offering social media management and content creation	5= 5+ years of experience 4= 4-5 years of experience 3= 4 years of experience 2= 3-4 years of experience 1= 2 years of experience
<b>B: Competence and expertise of bidder measured in years of experience and Qualifications of project staff</b>	
<b>What is required</b>	<b>Application of evaluation criteria</b>
The number of years key personnel experience and Qualifications – 4. Project manager 5. Graphic Designer 6. Multimedia Designer 7. Video Editor	5= 5+ years of experience 4= 5 years of experience 3= 4 years of experience 2= 3-4 years of experience 1= 2 years of experience
<b>C. Competence and expertise of bidder measured in Similar projects completed</b>	
<b>What is required?</b>	<b>Application of evaluation criteria</b>
1. Client reference letters for services rendered for a period of 5 years or more. 2. Reference letters bearing a letterhead, contacts details and signed by that organisation's representative.	5= 5 or more reference letters 5= 4 reference letters 4= 3 reference letters 2= 2 reference letters 1= 1 reference letter
<b>D. Functionality of Bid in terms of Quality of Proposal and Workplan</b>	
<b>What is required?</b>	<b>Application of evaluation criteria</b>
1. Brief proposal outlining approach. 2. Detailed quotation for the work for All Phases (Not value of Pricing).	1) Completeness of written submission and Virtual/In person presentation

	2) Ability of meeting technical requirements 3) Capacity to handle project based on staff and prior experience. 4) Proposed timeline 5) Proposed cost
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**To note:**

- 1) 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.
- 2) 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.
- 3) The PCC will review all written proposals and select vendors who will be invited for presentation and Q&A should it be required.
- 4) The final decision and successful appointment will be made by PCC and no correspondence will be entered into thereafter.
- 5) The PCC reserves the right to cancel this bid or ultimately decide not to appoint any service provider in terms of this request for proposal.

## 8 BRIEFING SESSION

- 1) There will be **non-compulsory virtual briefing session** held for interested bidders on **11 September 2023 at 10h00**. Interested bidders are requested to use the link below to register for and attend the virtual briefing session.
- 2) Briefing session link: **Join on your computer, mobile app or room device** [Click here to join the briefing](#) on Microsoft Teams **Meeting ID:** 385 138 669 22 and **Passcode:** aVnrTm

## 9 SUBMISSION AND ENQUIRIES

- 1) The deadline for submission of proposals is **16h00, Wednesday 20 September 2023**. No extensions of the deadline will be considered.
- 2) Service providers should submit their proposal and accompanying relevant documentation to [procurement@climatecommission.org.za](mailto:procurement@climatecommission.org.za) ONLY.
- 3) All technical queries relating to the RFP can be directed to Nthabiseng Masinge at [nthabiseng@climatecommission.org.za](mailto:nthabiseng@climatecommission.org.za)
- 4) Procurement enquiries regarding this RFP should be emailed to Dumisani Nxumalo at [dumisani@climatecommission.org.za](mailto:dumisani@climatecommission.org.za)