



REQUEST FOR PROPOSALS

APPOINTMENT OF SERVICE PROVIDER TO DEVELOP A THREE-YEAR "CLIMATE ACTION AND JUST TRANSITION" COMMUNICATIONS STRATEGY AND IMPLEMENTATION PLAN FOR THE PRESIDENTIAL CLIMATE COMMISSION

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| Date of Issue | Wednesday 27 July 2023 |
| Compulsory Briefing | Friday 4 August 2023, 11H00 – 11H45 |
| Closing Date | Friday 18 August 2023, 16H00 |

1. INTRODUCTION

The foundation for the establishment of the Presidential Climate Commission (PCC) was laid at the 2018 Presidential Job Summit, where agreement was reached between social partners that a statutory body be formed to provide independent advice on South Africa's just transition.

The overall mandate of the PCC is to provide informed advice on South Africa's climate change response. The PCC is mandated to facilitate a common vision for a social just, net-zero, climate resilient economy and society – engaging in detailed planning which responds to the need for climate change mitigation, adaptation, and resilience.

In delivering on its mandate, the Commission is required to regularly communicate and engage with its key stakeholders. The PCC focuses on informed engagement and enabling action – with emphasis on the following themes:

- Providing science-based content to inform decision making and raise awareness.
- Integrated stakeholder engagement to build trust and foster consensus.
- Activation – calls to action and use of champions to drive implementation.

The PCC wishes to develop a three-year communications strategy which will guide it in the development and procurement of detailed communications components.

Proposals are hereby invited from suitably qualified and experienced strategy development organisations in the communication domain to support the PCC in the development of a 3-year communications strategy based on market segmentation and analysis of communications environment.

The key objectives of the communications strategy for the PCC are:

- 1) Enhanced information and awareness - communicate information and core messages around just transition to target constituencies.
- 2) Participation – foster inclusive, multi-stakeholder dialogue and engage under-represented constituencies so that they have ‘voice’.
- 3) Call to action - mobilise stakeholders and communities to be active participants in just transition.
- 4) PCC brand and reputation - promote PCC as an inclusive, multistakeholder body which provides credible and impartial advice based on science.

The development of the strategy would lead to a more effective way of communicating the just transition and its associated development pathways, enable the effective flow of information, facilitate participation and informed decision-making, and build accountability and trust and enhance and safeguard the reputation of the PCC.

The successful service provider will need to understand the current and emerging communication needs of the organisation to develop a communication strategy that is cost effective and agile to adapt to the dynamic business environment.

2. BACKGROUND AND DEVELOPMENT CONTEXT

2.1. ORGANISATIONAL ENVIRONMENT

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.

The Climate Change Bill, approved by Cabinet in September 2021, seeks to formalise the PCC’s role in national efforts aimed at achieving a just transition. The Bill is currently under consideration by Parliament. In the interim, Cabinet agreed that the PCC should be housed at NEDLAC until the final Climate Change Act comes into force and the PCC is set up as an independent entity.

The PCC has a small communications team of three full time persons, but it draws on the collective capacities of:

- Some thirty part-time PCC Commissioners who represent different constituencies and are articulate leaders in their own sectors.
- Twenty full-time Secretariat staff who are experts in various aspects of climate change and just transition.
- A wide base of supportive organisations and interested stakeholders, many of whom have signed up for the PCC newsletter.

The PCC communications strategy will need to indicate how best to use the available capacities, and what elements of the strategy will need to be contracted out to media companies within the available budget.

2.2. STATE OF CLIMATE AWARENESS

The PCC has diverse stakeholders with different needs e.g., workers, community organisations, NGOs, faith community, young people, government, private sector and academics. Social partners agree on many elements of the vision for a just transition, including the importance of leveraging green economic opportunities and ensuring equitable access to resources.

Substantive debate however remains in respect of a range of topics, for instance:

- 1) The decarbonisation pathway, considering implications for energy mix and timing of coal phase-out.
- 2) Governance and capability in the public sector, especially in the wake of state capture.
- 3) The appropriate mix of ownership models (public versus private versus social).
- 4) The trade-offs between preserving natural capital and accelerating economic development.
- 5) The implications of the climate transition, in terms of economic structure and transformation objectives.

The need for enhanced visibility in society has become crucial as the organization implements its new strategy.

The PCC is in the process of conducting a stakeholder analysis in relation to the just transition and the Just Energy Transition Investment Plan. The service provider will have access to the results of this analysis and will be expected to develop it further in terms of the communications strategy.

Further the PCC, in partnership with HSRC, will do a sample survey of the general population in 2023 on issues around climate change and the just transition. The PCC is preparing a module of around 20 items that will be included in the 2023 South African Social Attitudes Survey, including:

- 1) The degree of awareness on climate change, whether this has increased over time, and impacts on concern and awareness of energy transition.
- 2) Climate change skepticism/acceptance of human role in causing it and how it impacts level of concern about climate change.
- 3) Level of concern about climate change and how this impacts support for acting and awareness of/support for energy transition.
- 4) Extent to which people have been impacted by extreme weather events and if this is related to climate change awareness/support for action.
- 5) Support for taking action to address impacts of climate change and types of policies with greatest support.
- 6) The degree of awareness about the transition from coal to other forms of energy in South Africa and whether this is linked to climate change knowledge/concern.
- 7) Attitudes toward and perceived impacts of the energy transition and whether this is linked to climate change concern.
- 8) The extent to which people perceive this transition as impacting their lives and livelihoods.
- 9) The nature of policy measures people supports in the just transition.
- 10) Perception toward financing provided for the energy transition.
- 11) How should people be included in decision-making processes around the transition, and degree of trust in different institutions.
- 12) The awareness of the term "just transition." And support for the energy transition when framed in the context of fairness and justice.

The survey results will assist the PCC in the implementation of the communications strategy as it relates to the segmentation of audiences, identification of tactical interventions including messaging, communications platforms etc. The results of the survey will be made available to the service provider to inform the strategy. It is anticipated that the unanalysed raw data will be available during September 2023.

Broadly through communications, engagement and information sharing, the PCC seeks to address areas of disagreement and broaden consensus between social partners, in this way catalysing the collaboration required for a just transition.

3. SCOPE OF WORK AND PROJECT DELIVERABLES

The main deliverable is a communication strategy that responds to the detailed specifications and is within the PCC's organisational and financial capacity and additional considerations as set out below.

The strategy should contain clear communication objectives aligned to the PCC business plan and current context and how these objectives will be best achieved. The PCC business plan will be made available during the briefing session.

To carry out the assignment, the PCC expects the appointed service provider to implement the strategy formulation with the following deliverables as the aggregate sum of the scope of work:

- 1) Participate in the Inception meeting to introduce the project team and PCC, as well as set up Project Steering Committee (PSC) to guide the implementation of the project.
- 2) Inception report setting out methodology to be followed and objectives of communications strategy.
- 3) A report on the market and stakeholder analysis and review of the communications environment.
- 4) A costed communications strategy and implementation plan.

The successful service provider will need to understand the current and emerging communication needs of the organisation to develop a communication strategy that is cost effective and agile to adapt to the dynamic business environment.

3.1. INCEPTION AND SCOPING REPORT

The **inception report** will outline the steps in the development of the strategy 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 stakeholders will be consulted in preparation of the strategy and communication tools or method that will be used throughout the project.

Strategic planning and policy documents that will be needed to inform the communication programme will be made available to the service provider.

3.2. MARKET AND STAKEHOLDER ANALYSIS

The market and stakeholder analysis, and analysis of the communications environment is intended to identify the key considerations in the current South African communication landscape in respect of the PCC's work, anticipated target audiences and appetite for consumption of climate related information.

The appointed service provider will analyse existing data and reports relevant to the project, including the results of the PCC's own studies, and obtain new information as needed for all aspects of the project. The Strategy must be rooted in evidence, obtained through interviews with PCC functionaries and stakeholders.

The appointed service provider will collect existing data and reports relevant to the project and obtain new information as needed for all aspects of the project.

Specifically this report should include:

- a. A high-level market segmentation and analysis of South African communication landscape to categorise PCCs anticipated target audiences in terms of their interests, appetite for consumption of climate change information and their preferred communication channels.

- b. A stakeholder analysis should be undertaken to determine priority stakeholders, their ability to amplify PCC communications, desired outcome of the organization's communication with the various stakeholders, and associated messaging.
- c. The analysis should include channels of communication, creative and accessible ways to uplift PCC information sharing, education, advocacy, partnering and engagement to target audiences.

3.3. THREE-YEAR COMMUNICATIONS STRATEGY AND PLAN

The strategy should contain clear communication objectives aligned to the PCC business plan and current context and indicate how these objectives will be best achieved.

The communications strategy should include – but not be limited to recommended promotional mix and communication channels including positioning suggested campaigns, and evaluation processes to measure progress and success. The strategy should include the following elements and strategic interventions.

- 1) Context
 - i. Communications Environment
 - ii. Market and Stakeholder Analysis
 - iii. Communications Challenges and Opportunities
 - iv. Communications Approach
 - v. Key Messages and Themes
- 2) Strategic Interventions
 - i. Stakeholder Management and Relations
 - ii. Media Relations including Monitoring and Analysis
 - iii. Website Development, Digital and Social Media
 - iv. Outreach and Public Relations
 - v. Brand Management and Campaigns
 - vi. Events, Conferences and Exhibitions
 - vii. Crisis and Reputation Management
- 3) Implementation Plans
 - i. Activities and Actions
 - ii. Audience Segmentation
 - iii. Estimated Costing - resourcing and budget to include options for joint programmes
 - iv. Indicators, Monitoring and Evaluation for the Communications Strategy

4. DELIVERABLES & TIMEFRAMES

4.1. Timeframes

This project is scheduled to begin on 1 September **2023** and be completed within three (3) Months from date of appointment

4.2. Deliverables and associated timelines

| DELIVERABLE | TIMELINES |
|---|-------------------|
| 1) Inception and Scoping Report | 15 September 2023 |
| 2) Market & Stakeholder Analysis and Review of Communications Environment | 10 October 2023 |
| 3) Draft Communications Strategy and Implementation Plan | 10 November 2023 |
| 4) Final Communications Strategy and Implementation Plan | 10 December 2023 |

5. SUBMISSION OF DOCUMENTS

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

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| Compliance Documentation | Company registration documents. Clearance Certificate issued by SARS. |
| Proposals Documentation: To be considered, a proposal must contain the following, with a table of contents, referenced by number and in the order below. | |
| Brief Cover Letter | Name and address of vendor, name and address of person submitting the proposal. |
| Company Profile | Brief description and history of the bidder's firm, and of any proposed subcontractor(s). |
| | Include length of time in business, number of employees, and core competencies |
| | Three client references including contact information and work performed. |
| Qualifications of Core Project Team | Description of experience developing communications and campaign strategies for large non-profit and for-profit organizations. |
| | Staff who will be involved in this project, titles, and their respective qualifications. |
| Proposal | Understanding of brief |
| | Methodology and approach |
| | Description of project process and tools or platforms to be used |
| | General description of each phase and chronology for completing the work, including timeline |
| Cost and Pricing Proposal | Provide a single, all-inclusive fee for the delivery of the strategy. |
| | Costing must include travelling to ensure face-to-face interviews with designated PCC staff and stakeholders. |
| | Cost should also include converting the strategy to a suitable presentation format. |
| | Costing must include presenting the strategy to three decision-making forums |

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 assignment on behalf of PCC.

7. SELECTION AND EVALUATION CRITERIA

Bidders will be evaluated in terms of the following criteria:

- 7.1. 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.
- 7.2. Clear understanding of scope of work, including innovative approaches
- 7.3. Pricing and value for money in terms of outputs achieved against budget.

TO NOTE:

- a. All proposals will be reviewed for completeness of the submission requirements. If a proposal fails to meet a requirement of the Request for Proposal (RFP), or if it is incomplete or contains irregularities, the proposal may be rejected.

- b. 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.
- c. The PCC will review all written proposals and select vendors who will be invited for presentation and Q&A should it be required.
- d. 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.
- e. The final decision and successful appointment will be made by PCC and no correspondence will be entered into thereafter.

8. COMPULSORY BRIEFING SESSION

There will be a compulsory virtual briefing session held for interested bidders on **Friday 4 August 2023 at 11h00**.

Bidders are requested to use the link below to register for the virtual briefing session:

<https://climatecommission-org-za.zoom.us/meeting/register/tZcsdOGqTotHtLGzIBukiFI-NWt1KDvvW44>

Meeting ID: 831 3807 1746 Passcode: 868098

9. SUBMISSION AND ENQUIRIES

- 9.1. The deadline for submission of proposals is **16h00, Friday 18 AUGUST 2023**. No extensions of the deadline will be considered.
- 9.2. Service providers should send their proposal and accompanying relevant documentation to procurement@climatecommission.org.za **ONLY**
- 9.3. All technical queries relating to the RFP can be directed to Blessing Manale at blessing@climatecommission.org.za
- 9.4. All procurement enquiries regarding this RFP should be emailed to Dumisani Nxumalo at dumisani@climatecommission.org.za

10. DISCLAIMER

This RFP is a request for proposals only and not an offer document. Answers to this RFP must not be construed as acceptance of an offer or imply the existence of a contract between the parties. By submission of its proposal, bidders shall be deemed to have satisfied themselves with and to have accepted all Terms & Conditions of this RFP.

The PCC makes no representation, warranty, assurance, guarantee or endorsements to tenderer concerning the RFP, whether about its accuracy, completeness or otherwise and the PCC shall have no liability towards the tenderer or any other party in connection therewith.