



REQUEST FOR QUOTATIONS

APPOINTMENT OF A SUITABLY QUALIFIED, EXPERIENCED SERVICE PROVIDER FOR RADIO CAMPAIGN AND MEDIA BUYING SERVICES FOR THE PRESIDENTIAL CLIMATE COMMISSION

1. INTRODUCTION

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.

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

2. BACKGROUND

The PCC secretariate is running a series of media related events in engaging with various stakeholders on South Africa's Just Transition. 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.

With the media buying on Just Transition campaign, we hope to adapt and scale-up our communications efforts to reach target groups in their homes and places of work, with just the aim:

- To raise awareness on the impacts of climate change
- To drive Just Transition dialogues
- To highlight the importance of the Just Transition and what it means
- To promote engagement at grassroots level about Transition

3. SCOPE OF WORK

The PCC seeks an agency with capacity to supply regional commercial radio stations and community radio stations content development, production and media buying services.

3.1 The scope of work entails the following deliverables:

1. Inception and Scoping Phase

- a) 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.
- b) Propose during the inception meeting the scoping of the work, including the media platforms and institutions to be engaged.
- c) Inception report setting out methodology to be followed and objectives of communications strategy.

d) Publicising PCC Community Consultations

- a) Live Broadcast for 3 hours of the KwaZulu-Natal (KZN) Community Consultation
- b) Live Broadcast for 3 hours of the North West Community Consultation

e) Promote and raise awareness on key PCC Reports

- a) Communicate the outcomes of the consultations around an Implementation Plan for SA's Just Transition Framework
- b) Communicate the PCC's recommendations on the repurposing of Komati
- c) Outline the policy recommendations on Just Transition Financing Mechanism
- d) Provide in-depth analysis of the PCC recommendations on Mpumalanga employment strategy

e) PCC Strategy on Social Ownership Models

f) Publicise Key PCC Events

- a) Energy Dialogue on the Role of Green Hydrogen
- b) Energy Dialogue on the Future of the Grid
- c) Energy Dialogue on Electric Vehicles
- d) PCC participation at COP 28
- e) Stakeholder Consultations on the JET-IP Implementation Plan

3.2 Key Deliverables

PCC Seeks an agency with capacity to provide regional commercial and selected community radio content development, production and media buying services to support the PCC activities outlined in 3.1 (1 to 3).

1) Inception and Scoping Report

- 2) **Script Development** - Develop the scripts and buy airtime in English for commercial radio and community radio in indigenous languages prominent for that particular community.
- 3) **Public Relations** - Schedule pre and post Interviews of Just Transition Community Consultations.
- 4) **Paid for Interviews** - Post publication interviews for PCC reports.
- 5) **Community Live Broadcast** - To conduct two (2) live broadcasts for scheduled Community Consultations.
- 6) **Live crossing and 30x15 second Live reads.**

Media Platform	Province	Agency Deliverable and Outputs
REGIONAL COMMERCIAL RADIO STATION	Gauteng, North West, Mpumalanga and KZN	Media Buying and Airtime on both commercial and Community Radio
<ul style="list-style-type: none"> • Radio Broadcasts footprint in Mpumalanga Gauteng, KZN and Northwest • DSTV Audio Bouquet • Digital Platform Integration 	<ul style="list-style-type: none"> 1. You FM 2. Power FM 3. Khaya FM 4. Gagasi FM 5. Eastcoast Radio 6. Rise FM 	Interviews <ul style="list-style-type: none"> 1. 10 Minute per interview - 2x interviews (Pre and Post Community consultations) 2. 15 Minute - 4x interviews Post-launch of PCC reports 3. 10 Minute per interview

	Service provider to Suggest 4 Radio Stations	Outside Broadcast 1. Live broadcast (OB) for 3 hours and 2. Live Crossing 3. 30 x 15 Second Live reads PCC events
COMMUNITY RADIO STATIONS 1. Gauteng Province- Sedibeng Region /Vaal 2. Nkangala District Municipality or Gert Sibande District Municipality 3. Amajuba District Municipality 4. Bojanala Platinum District Municipality	1. Jozi FM 2. Emalahleni FM 3. Newcastle Community Radio 4. Bojanala FM Service provider to Suggest 2 Stations	

As an organization committed to transformation in South Africa, PCC welcomes proposals from black-owned enterprises, and people with disabilities.

g) REQUIREMENTS OF THE SERVICE PROVIDER

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

- a. Brief proposal outlining approach (max 4 pages)
- b. Detailed **itemized cost proposal (non-editable)**
- c. CV with qualifications and/or company profile project leader/manager
- d. At least three (3) short descriptions of previous completed similar assignments, including:
 - Campaign name
 - Signed reference letters from contactable references linked to these assignments.
- e. Compliance documents (as listed on under Submission of documents below)

h) SUBMISSION OF DOCUMENTS

In addition to the requirements above, service providers must submit the following documents:

- CIPC Company registration
- Tax Clearance Certificate issued by SARS.

i) SELECTION AND EVALUATION CRITERIA

6.1 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:

SELECTION AND EVALUATION CRITERIA	
A. Competence and expertise and Services of bidder measured in years of experience	
What is required?	Application of evaluation criteria
Detailed company profile indicating the number of years offering. 1. Media Buying, 2. Production And 3. Communications Services.	5= 5+ years of experience 4= 5- 9 years of experience 3= 4 years of experience 2= 3-4 years of experience 1= 2 years of experience
What is required	Application of evaluation criteria
The number of years key personnel experience and Qualifications – 1. Project manager 2. Media sale executive. 3. production executive or specialist	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
What is required?	Application of evaluation criteria
1. Client reference letters for services rendered for a period of 3 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- 1-2 reference letter
What is required?	Application of evaluation criteria
1. Brief proposal outlining approach (max 4 pages) a) Team Allocation	1- 5= Criteria (1) Proposal and Team Allocation, (2) Profile of Media platform (3) Detailed Costings for Live OB, (4) Interviews and

b) Detailed Information and Roles of selected Media c) Outline of Campaign Deliverables 2. Detailed quotation for the work for Production a) Airtime and including any value for money or total return on Investments.	Crossovers Airtime cost and (5) Value Added and Total ROI
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j) 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 RFQ, or if it is incomplete or contains irregularities, the proposal may be rejected.
- 3) The final decision and successful appointment will be made by PCC and no correspondence will be entered into thereafter.
- 4) 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.

k) CONTRACTING & CONTRACTUAL ARRANGEMENTS

The African Climate Foundation is the fiscal host of the PCC for some of its donor funds and will be the contracting party for this work.

l) SUBMISSION AND ENQUIRIES

The deadline for submission of project proposals is **16h00, 16 August 2023. No extensions of the deadline will be considered. No late submission will be considered.**

- a. Service providers should send their quotation and accompanying relevant documentation to procurement@climatecommission.org.za **ONLY**
- b. Technical enquiries regarding this RFQ should be emailed to ignicious@climatecommission.org.za

- c. Procurement enquiries regarding this RFQ should be emailed to Dumisani Nxumalo at dumisani@climatecommission.org.za