



sanedi

South African National Energy
Development Institute.

REQUEST FOR QUOTATION

FOR

**MAINTAIN THE DOE-SANEDI APPLIANCE STANDARDS AND LABELLING
PROGRAMME'S SOCIAL MEDIA CAMPAIGN**

Name of Respondent:

CLOSING DATE

10th May 2021

11H00

Bidders must ensure that bids are submitted timeously, in the correct submission format and to the correct return address.

Late bids will not be accepted for consideration.

RFQ Number	0421
Date of RFQ	26 th April 2021
SANEDI Contact	All enquiries must be directed to : Name: Ms. Nondumiso Buthelezi Tel: 011 038 4369 e-mail address: enquiries.procurement@sanedi.org.za
Submission Method	Submissions must be made to quotes.procurement@sanedi.org.za failure to submit in the correct e-mail will render your submission disqualified.
Required response time for quotation	The closing date for RFQ is Monday the 10th May 2021 at 11h00am
Work specification (and Technical specifications)	<p>Project Background</p> <p>The South African Energy Efficiency Appliance Standard and Labelling (S & L) Project was originally jointly funded by the South African Department of Mineral Resources and Energy (DMRE) and the Global Environmental Facility (GEF), and the first developmental phase of the project was implemented by the DMRE, in collaboration with the United Nations Development Programme (UNDP), the South African Bureau of Standards (SABS) and National Regulator for Compulsory Specifications, (NRCS). The South African National Energy Development Institute (SANEDI), also contributed to this project, through participation in the Project Steering Committees and in other areas.</p> <p>SANEDI is an agency of the DMRE, established in terms of the Energy Act (2008), and has now been officially mandated through a formal Memorandum of understanding (MoU) between the department and SANEDI, to continue with the implementation, monitoring and evaluation of this national programme. The DMRE however, will continue to monitor and expand the programme as it is a priority initiative to save electricity, improve lives and reduce harmful Greenhouse Gas Emissions, (GHG). In this regard, SANEDI will continue to report regularly to the department on progress and gain their valuable policy insight to sustain this project in the country.</p> <p>A comprehensive marketing and communications campaign has been implemented to introduce the project to the South African consumer and public. The communication channels to date have included print, television, billboards, radio, online advertising, social media, website, in-store campaigns, mobile app and advocacy. The programme would like to consolidate and build on the work done to date by enhancing the existing social media efforts.</p>

Scope of works

The successful service provider will be required to:

- Develop a social media strategy/ communication plan to advance the existing social media campaign;
- Prepare a short report / presentation recommending minor or cosmetic changes (if required) to update or improve campaign implemented to date; Note: The scope of this RfQ is limited to social media communication and awareness;
- Responsible for all interaction with media companies; keeping in copy, the Standards and Labelling Programme personnel at SANEDI
- Manage the Programme's social media campaign (Facebook, Twitter, YouTube, Webpage content)
- Work with SANEDI'S IT Department and Programme Team in managing the Programme's website to ensure that the social media and website are aligned;
- Brief and prepare government officials for interviews and other advocacy initiatives, if required;
- Provide monthly updates and analytics on campaign performance to the S&L Project team to inform better use of the engagement channels
- On completion of the campaign undertake a post media evaluation to determine the effectiveness of the campaign
- Present findings to the S&L Programme team with recommendations for more effectiveness
- Develop benchmark metrics to measure the results of social media programs
- Analyse and evaluate social media campaigns and strategies
- Report on effectiveness of campaigns
- Monitor trends on social media
- Monitor the activities of Key stakeholders on social media
- Monitor social space for brand and related topics and conversations

Project Schedule

The project shall be completed within a month from the last date of signature to the contract. Any deviations from this will need a written motivation to SANEDI.

Deliverable 1: Evaluate the existing approach and develop a revised approach to build on the work done to date: This deliverable will be the outcome of the inception meeting. The plan, design and content must be signed off by SANEDI.

Deliverable 2: Social Media Platforms: Execute the plan and maintain the social media communication campaign for the duration of 6 months from date of inception.

Deliverable 3: Monthly Maintenance and Support: This must include monthly reports detailing performance and recommendations.

Deliverable 4: Handover: Hand over of improved social media platforms, updated credentials, passwords, content designed, and any other content templates created to SANEDI at the end of the 6 months period.

7. Duration of the Work:
The duration of the consultancy is 6 months from appointment date.

8. Duty Station:
The consultancy must be based in South Africa and be able to attend meetings at SANEDI in Sandton as required, in addition to online meetings via Microsoft Teams platform.

Required qualifications and experience (Technical Evaluation Criteria)

Evaluation criteria and format of the proposal

Criteria	Scoring Guidelines (1-10)	Weighting
<p>1. Company Ownership structure (In who's name(s) the company is registered) The company will be more advantageous if it is black youth owned and the owner(s) are in possession of required qualifications, skills, technical expertise and experience to execute this assignment.</p>	<ul style="list-style-type: none"> • Black youth Female owned = 8-10 • Black owned = 7-9 • Non-black female ownership = 4-6 • Other ownership = 1-3 	15%

<p>2. Proposed Work plan and Approach: a technical proposal detailing the approach and methodology to be adopted and which adequately addresses the project requirements, Milestones and timelines.</p>	<ul style="list-style-type: none"> • No methodology/ Methodology not related to the scope of work=1 • Methodology with some aspects of the scope of work = 2-6 • Detailed methodology , with most aspects of the scope of work =7- 10 	35%
<p>3. Team Members: Appropriate qualifications and technical skills necessary for the project (Attach CVs)</p>	<ul style="list-style-type: none"> • No qualification or related = 1 • Certificate = 2- 4 • Diploma= 5-7 • Degree upwards= 8-10 	25%
<p>4. Expertise of Institution / Organisation submitting the proposal: Number of projects/instances where you have provided services (related to appliance Standards and Labelling, website design, content development, maintaining and supporting websites) of a comparable nature (provide exact details). Provide at least 3 relevant verifiable project references</p>	<ul style="list-style-type: none"> • No reference letters= 1 • 1 Reference letters= 2-4 • 2 Reference letters= 5-8 • 3 Or more reference letters= 10 	25%
Threshold		70%
Total		100%

Total points available 100 = **Minimum threshold 70 points**

Preferential procurement system

The Bid will be evaluated on 80/20 Preferential Point System according to the Preferential Procurement Policy Framework Act,2000

The points scored out of 80 should be calculated according to the following formula:

(i) The 80/20 preference point system

$$Ps = 80 \left(1 - \frac{Hs - Rs}{Rs} \right)$$

where

Ps = points scored for functionality and price of the bid/proposal under consideration

Hs = highest percentage scored by any acceptable bidder for functionality and price

Rs = percentage scored for functionality and price by bid/proposal under consideration

The maximum score for this bid shall be awarded as follows:

POINTS	PRICE
BBBEE Status level of Contribution	20
Points for price	80
Total points for price and BBBEE do not exceed	100

Terms and Conditions

The RFQ will be evaluated on the basis of price or where deemed necessary by the procurement department, evaluated on the 80/20 basis. SANEDI reserves the right not to accept the lowest priced quoted.

	<p>The RFQ shall be subjected to the SANEDI procurement terms and conditions which can be found on www.sanedi.org.za</p> <p>New suppliers are requested to apply for registration as suppliers on the database as no RFQs will be considered without suppliers firstly being registered on the supplier database.</p>
Quoted Price excluding Disbursements VAT inclusive	<p>(Attach a formal quotation on company official letterhead to this RFQ)</p> <p>R</p>
Discounted amounts Disbursements VAT inclusive	R
Total Amount VAT inclusive	R
Other Requirements	<p>The supplier must:</p> <ol style="list-style-type: none"> 1. Attach a formal quotation on their company letter head in addition to filling in the price on this RFQ. 2. Indicate any early settlement discounts and the percentages applicable and the applicable time frames. 3. Attach SBD9(Available on the SANEDI website) <p>(Only applicable to new suppliers not on our Database) <i>Application to register on the SANEDI database and all returnable schedules must accompany the RFQ.</i></p> <ol style="list-style-type: none"> 1. <i>Returnable schedules:</i> <ol style="list-style-type: none"> a. <i>BBBEEE certificate must be attached</i> b. <i>SBD 4 must be completed</i> c. <i>Valid tax clearance</i> d. <i>Acknowledgment of SANEDI procurement Terms and conditions.</i> e. <i>Central Supplier Database (CSD) Summary Report</i> <p>Forms are available on www.sanedi.org.za</p>

SBD 4: Bidder’s Declaration of Interest

	<p>Any legal person, including persons employed by the state, or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes an advertised competitive bid, a limited bid, a proposal or written price quotation). In view of possible allegations of favoritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where</p> <ul style="list-style-type: none"> - the bidder is employed by the state; and/or - the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid.
	<p>In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.</p>

COMPANY & REPRESENTATIVE DETAILS	
Full Name of bidder or his or her representative	
Identity Number	
Position occupied in the Company (director, trustee, shareholder, member):	
Registration number of company, enterprise, close corporation, partnership agreement or trust	
Tax Reference Number	
VAT Registration Number	

	DECLARATIONS	YES	NO
	Are you or any person connected with the bidder presently employed by the state?		
	If so, furnish the following particulars: Name of person / director / trustee / shareholder/ member		
	Name of state institution at which you or the person connected to the bidder is employed :		
	Position occupied in the state institution		
	Any other particulars:		
	If you are presently employed by the state, did you obtain the appropriate authority to undertake remunerative work outside employment in the public sector?		
	If yes, did you attach proof of such authority to the bid document? <u>(Note: Failure to submit proof of such authority, where Applicable, may result in the disqualification of the bid.</u>		
	If no, furnish reasons for non-submission of such proof:		
	Did you or your spouse, or any of the company's directors / trustees / shareholders / members or their spouses conduct business with the state in the previous twelve months?		

	If so, furnish particulars:		
	Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the state and who may be involved with the evaluation and or adjudication of this bid?		
	If so, furnish particulars:		
	Do you or any of the directors / trustees / shareholders / members of the company have any interest in any other related companies Wither or not they are bidding for this contract?		
	If so, furnish particulars:		

Full details of directors / trustees / members / shareholders.			
The names of all directors / trustees / shareholders / members, their individual identity numbers, tax reference numbers and, if applicable, employee / PERSAL numbers must be indicated in the table below.			
Full Name	Identity Number	Personal Income Tax Reference Number	State Employee Number / Peral Number

“State” means –

- (a) Any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No. 1 of 1999);
- (b) Any municipality or municipal entity;
- (c) Provincial legislature;
- (d) National Assembly or the national Council of provinces; or
- (e) Parliament.

“Shareholder” means a person who owns shares in the company and is actively involved in the management of the enterprise or business and exercises control over the enterprise.

DECLARATION OF INTEREST

I, the undersigned (name).....

Certify that the information furnished in this declaration is correct and I accept that SANEDI may reject the bid or act against me should this declaration prove to be false.

Name of Enterprise Bidding:

Name of Authorised Representative

Signature of Authorised Bidder

Date

SBD 9: Certificate of Independent Bid Determination

I, the undersigned, in submitting the accompanying bid for

In response to the invitation for the bid made by SANEDI do hereby make the following statements that I certify to be true and complete in every respect:

I therefore certify, on behalf of That I have read and I understand the contents of this Certificate;

1. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
2. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
3. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
4. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
 - (a) Has been requested to submit a bid in response to this bid invitation;
 - (b) Could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience; and
 - (c) Provides the same goods and services as the bidder and/or is in the same line of business as the bidder
5. The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However communication between partners in a joint venture or consortium will not be construed as collusive bidding.
6. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
 - (a) prices;
 - (b) geographical area where product or service will be rendered (market allocation)
 - (c) Methods, factors or formulas used to calculate prices;
 - (d) The intention or decision to submit or not to submit, a bid;
 - (e) The submission of a bid which does not meet the specifications and conditions of the bid; or
 - (f) Bidding with the intention not to win the bid.

7. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
8. The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.
9. I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

Name of Enterprise Bidding:

Name of Authorised Representative

Signature of Authorised Bidder

Date

B-BBEE Bid Declaration

Bidders who claim points in respect of B-BBEE Status Level of Contribution must complete the following:		
B-BBEE STATUS LEVEL OF CONTRIBUTION CLAIMED (Points claimed for BBEE must be substantiated by means of a certified B-BBEE certificate issued by a Verification Agency accredited by SANAS or a Registered Auditor approved by IRBA or an Accounting Officer as contemplated in the CCA).	Points Claimed	
SUB-CONTRACTING	YES	NO
Will any portion of the contract be sub-contracted?		
If yes, indicate: What percentage of the contract will be subcontracted?	%	
The name of the sub-contractor?		
The B-BBEE status level of the sub-contractor?		
Is the sub-contractor an EME?		

I, the undersigned (full name).....

Certify that the B-BBEE information furnished on this declaration form is true and correct and attach a current broad-based black economic empowerment certificate as verified by an accredited agency.

i accept that, in addition to cancellation of a contract, action may be taken against me should this declaration prove to be false.

Name of Enterprise Bidding:

Name of Authorised Representative

Signature of Authorised Bidder

Date