



# **REQUEST FOR PROPOSALS**

## **MAINSTREAM MEDIA INTERVIEWS AND SOCIAL MEDIA FACILITATION**

## PART A: PROJECT DETAILS

### 1. INTRODUCTION AND BACKGROUND

The Council for the Built Environment (CBE), located in Pretoria, is a statutory body established in terms of the Council for the Built Environment Act (No. 43 of 2000). It is an overarching body that coordinates the six professional councils (architecture, engineering, landscape architecture, project and construction management, property valuation and quantity surveying). The Council for the Built Environment is bound by its mandate to ensure sustainable built environment professions, which serve public and national interests. More information on the entity is available on [www.cbe.org.za](http://www.cbe.org.za).

### 2. OBJECTIVES

The CBE seeks to appoint a service provider to raise public awareness of its existence and services offered through mainstream national media platforms and the CBE's social media platforms.

### 3. SERVICE REQUIRED

The appointed service provider must provide the following for the CBE:

- i) **Radio:** Four interviews (one per quarter) on national radio stations on programmes that focus on current affairs.
- ii) **Television:** Two interviews on national channels that focus on current affairs.
- iii) **Social Media:** Project-based media facilitation services for YouTube, Facebook and Twitter profiles.
- iv) **Feedback Report** on the implementation of the above platforms, and recommendations on the most effective channels to utilise considering the CBE's statutory mandate and target audience/s.

### 4. SCOPE OF WORK

#### i) National mainstream media:

- Secure four relevant national radio slots (Frequency: one per quarter)
- Secure two relevant national TV channel slots (Frequency: one in quarter 2; one in quarter 4)
- For each interview, prepare the interviewer on CBE's core business, and craft the interview questions accordingly
- For each interview, prepare the CBE representative/s i.r.o. answers, presentation skills
- For each interview, provide the CBE with a recording (audio / video as applicable) for its website, gallery and archives

## ii) Social Media:

- Stream relevant CBE projects on YouTube. Provide a copy [or link] for each stream to the CBE for its further distribution, and archives (Frequency: As required)
- Assist the CEO to utilise her Twitter Account for maximum exposure of the CBE – through tweets on CBE programmes/events and media conversations on built environment and related trending topics (Frequency: Weekly)
- Maximise CBE's exposure to the public through posts on Facebook on relevant CBE programme/projects/events and built environment related trending topics (Frequency: As required)

## iii) Feedback Report

The appointed service provider will provide a report to the CBE detailing:

- the impact success rate of each of the platforms
- Recommendations on the most effective channels to utilise considering the CBE's statutory mandate and target audience/s.

## 5. PERIOD OF CONTRACT

The contract will be for a duration of 12 months (1 year) commencing from the date of signing the contract.

## 6. COSTING

Prospective service providers are to submit a detailed breakdown of the pricing for undertaking the required work as described above in the table provided below. The price must be inclusive of VAT (if applicable).

ITEM	PRICE
4 x Radio interviews	
2 x TV interviews	
12 months x social media exposure	
CBE Feedback & Recommendations Report	
<b>Total</b>	



## 7. REFERENCES

Provide **two** references from companies for which you provided similar work.

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## PART B: SUPPLY CHAIN MANAGEMENT

### PHASE 1: EVALUATION

## 8. BASIC COMPLIANCE

a) Potential service providers must ensure that they are registered on the National Treasury Central Supplier Database (CSD). The CSD registration report must be submitted. Prospective bidders must be tax compliant. This quotation will not be awarded to any bidder who is not registered on the CSD, whose tax matters are not in order and is a restricted supplier.

b) All Supply Chain Management compliant (required) documents must be completed in full and submitted. These include: SBD 1, 4, 6.1, 8 & 9. Failure to fully complete these documents and failure to return one or more with your quotation will result in the disqualification of your quotation. The onus is on bidders to make sure that all SBD forms are completed in full and returned with your proposal.

c) The CBE reserves the right to disregard a bidders' quotation should it be found that work was previously undertaken for the entity for which poor performance was noted during the execution of such contract.

d) All parties forming a Joint Venture/Consortium for the purpose of this assignment must submit a separate CSD report for each party; and all SBD forms and the General Conditions of Contract must be completed by each party to the Joint Venture/Consortium and submitted accordingly.

## 9. DUE DILIGENCE

Due diligence will be conducted with short-listed bidders. This may include CBE's scrutiny of the bidder's financial position, previous contracts and work projects, availability of the required skills/knowledge/resources, existing work load, presentations of the bidders' offering etc.

i) Should the bidder fail to meet the requirements of the due diligence process, their quotation will be disregarded.

ii) Should the bidder meet the requirements of the due diligence process, they will proceed to Phase 2 of the evaluation process.



## PHASE 2: CALCULATION OF POINTS

The 80/20 preference point system is used where:

- i) **80** points are allocated for price
- ii) **20** points are allocated for the service provider's B-BBEE Level of Contribution.

An **original or originally certified copy** of a correct and valid B-BBEE certificate (only SANAS accredited certificates will be accepted) OR valid **original** sworn affidavit (whichever is applicable) must be submitted to confirm your Level 1 or 2 status. Failure to submit a correct and valid certificate or sworn affidavit will result in the disqualification of your proposal. Any enquiries in respect of B-BBEE Status Level Verification Certificates may be directed to the Department of Trade and Industry (DTI) at 0861 843 384. Bidders must note that sworn affidavits need to adhere to the requirements set out in The Broad Based Black Economic Empowerment Practice Guide 1 of 2018, determining the validity of a Broad-based Black Economic Empowerment verification certificate, B-BBEE certificate and sworn affidavit, par 17.

The original or **original certified** copy of the B-BBEE certificate OR sworn affidavit (whichever is applicable) submitted will be used to substantiate claims for preference points.

Points for price [referred to in i) above] will be calculated for shortlisted service providers in accordance with the following formula where:

Ps = Points scored for price of quotation under consideration

Pt = Rand value of quotation under consideration

Pmin = Rand value of lowest acceptable quotation

The final points will be calculated as follows:

Price: 80 points

B-BBEE Status Level of Contribution: 20 points

Final points: 100 points

## 10. SUPPORTING DOCUMENTS

The following supporting documents must be submitted with your quotation:

- CSD Report
- SBD 1, 4, 6.1, 8, 9 & General Conditions of Contract
- An original or **original certified** copy of a valid B-BBEE certificate or sworn affidavit (whichever is applicable).

## 11. SUBMISSION INSTRUCTIONS





By submitting a quotation, the bidder is bound by the General Conditions of Contract.

The General Conditions of Contract are to be acknowledged and returned with your quotation.

Quotations must be hand delivered and **deposited into the bid box at:**

Council for the Built Environment (CBE)

Corobay Corner (Block A, 2nd floor)

169 Corobay Avenue,

Menlyn, PRETORIA

by the closing date of **13 December 2019 before 11:00am.**

### **Important Notes**

- I. Pricing for the contract duration must be **firm**.
- II. Pricing must be inclusive of VAT (if VAT registered).
- III. It is the responsibility of prospective bidders to ensure that their bid documents are submitted before the closing date and time of the quotation.
- IV. Quotations received after the closing time and date will not be considered for evaluation.
- V. The CBE reserves the right not to award this contract.
- VI. Any change of information provided in the bid document that may affect delivery by the successful bidder must be brought to CBE's attention as soon as possible. Failure to comply may result in the contract being terminated.
- VII. It must be noted that payment of the deliverables will be made upon the satisfactory delivery of each deliverable and receipt of an invoice.
- VIII. The invoice will be paid within 30 days of receipt of the invoice. No deposit, advance and lump sum payments will be made.
- IX. Should the bidder present information intentionally incorrectly/fraudulently, they will be disqualified.
- X. Although adequate care has been given in the drafting of this document, errors such as those of a typographical nature may occur which the CBE will not be responsible for.

## **12. ENQUIRIES**

<b>Supply Chain Management:</b> Procurement Officer Ms Sthembile Madonsela Tel: 012-346 3985/087 980 5009 Email: sthembile@cbe.org.za	<b>Technical:</b> Communications Specialist Ms Evelyn Bramdeow Tel: 012-346 3985/087 980 5009 Email: evelyn@cbe.org.za
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