



(“The DSI”)

TERMS OF REFERENCE

THE APPOINTMENT OF A SERVICE PROVIDER TO SECURE SOCIAL MEDIA SERVICES FOR THE GEOWEEK AND MINISTERIAL SUMMIT

1. BACKGROUND

The Department of Science and Innovation (DSI) has been using the social media services to promote and profile its work. The Department has several platforms including X, Facebook, social media, Instagram, TikTok, LinkedIn and YouTube.

2. PURPOSE

The DSI uses social media platforms to promote the work of the Department. This year, the DSI in partnership with the Group on Earth Observations (GEO) will host the Ministerial Summit at the Cape Town International Convention Centre from 6 to 10 November. GEO is a unique global network connecting government institutions, academic and research institutions, data providers, businesses, engineers, scientists and experts who are geared to create innovative solutions to address global challenges at a time of exponential data growth, human development and climate change that transcend national and disciplinary boundaries. The event will be held under the theme “TheEarthTalks” highlighting that the Earth is talking and it’s time to listen as the planet has a lot to say about things we depend on from the Climate, Biodiversity and Air quality perspective.

3. TASK DESCRIPTION

The Service Provider will be required to provide the following services:

- a) Social Media Planning, buying & campaigning;
- b) Social Channel optimization;
- c) Content Creation for social and traditional media platforms;
- d) Sprout social media scheduling
- e) Analytics.
- f) Executing campaigns.
- g) Social Listening and response Management.
- h) Coverage of on-ground activities and other areas of social media Marketing;
- i) The agency should also have experience with malicious content takedown.

- j) Experience in doing science and flagship events of the Department.

4. DELIVERABLES

- a) The Department of Science and Innovation's social media channels- Twitter, Facebook, Instagram, LinkedIn and YouTube, must be enhanced.
- b) No less than four posts per social media platform per day.
- c) High-resolution pictures and videos should be used in the posts on social media platforms.
- d) Social media posts to include creative infographics.
- e) All posts to be curated and approved by the Ministry and Department
- f) Quick turnaround time in the production of content
- g) Take high-res professional pictures.
- h) Take high-definition videos.
- i) Social media pop or 360 camera
- j) Live-stream if and when required.

5. REQUIREMENTS FOR THE SERVICE PROVIDER

- 4.1 Proven experience in delivering high-quality and creative content.
- 4.2 Experience in delivering a similar service to other Government Departments is essential.
- 4.3 The name and contact details (telephone and/or mobile, fax and email) of the service provider.
- 4.4 The following documents are compulsory and should be submitted together with the proposal; *failure to submit the following will result in disqualification*:
 - a) Attach proof of registration on the Central Supplier Database (CSD) held by National Treasury.
 - b) Compliant tax matters as per CSD or SARS e-Filing.
 - c) Completed and signed SBD forms (SBD 1, SBD 4, SBD 6.1, SBD 8 and SBD 9).
 - d) A bid that fails to meet any pre-qualifying criteria, specifications/scope of work, terms and conditions stipulated in the bid documents is an unacceptable tender and will be disqualified.

Phase 4: Price and Specific Goals Evaluation

Price inclusive of VAT will be evaluated as indicated below.

a) In terms of regulation 4 of the Preferential Procurement Regulations, 2022 pertaining to the Preferential Procurement Policy Framework Act, 2000 (Act 5 of 2000), responsive bids will be adjudicated by the DSI on the 80/20 preference point system in terms of which points are awarded to service providers on the basis of:

- The bid price (maximum 80 points)
- Specific Goals mentioned below in Table1 (maximum 20 points)

Service providers can only claim specific goal credentials, by providing a detailed company ownership certificate.

b) The following formula will be used to calculate the points for price in respect of service providers with a rand value equal to or above R30 000.00 up to R50 000 000.00:

$$P_s = 80 - \frac{P_t - P_{min}}{P_{min} - P_t} \times 80$$

Where

P_s = Points scored for price of tender under consideration;

P_t = Price of tender under consideration;

P_{min} = Price of lowest acceptable tender.

PART A: CLIENT BASE

- c) A maximum of 20 points will be awarded to a tenderer for the specific goal (at least 51% ownership) specified for the tender, as per the table below:

Table 1 – Specific goals

The specific goals allocated points in terms of this tender:	Number of points allocated (80/20 system)
EMEs and QSEs	05
Companies owned by black people	05
Companies owned by women	05
Companies owned by youth	
Companies owned by people with disabilities	05

- i. A bidder must submit proof of its Specific goals' status.
- ii. Bidder to claim points if their specific goal(s) ownership is at least 51 %.
- iii. A bidder failing to submit proof of Specific goals' status or failing to meet the Specific goals, may not be disqualified, but (a) may only score points out of 80 for price; and (b) score 0 points out of 20 for Specific goals.
- iv. The points scored by a bidder for Specific goals in accordance with the preceding paragraphs 6.4(c) must be added to the points scored for price under paragraph 6.4(b).
- v. The points scored must be rounded off to the nearest two decimal places.
- vi. If the price offered by a tenderer scoring the highest points is not market-related, the Department may not award the bid to that tenderer.
 - The Department may negotiate a market-related price with the tenderer scoring the highest points or cancel the tender.
 - If the tenderer does not agree to a market-related price, the Department may negotiate a market-related price with the tenderer scoring the second highest points or cancel the tender.

PART A: CLIENT BASE

- If the tenderer scoring the second highest points does not agree to a market-related price, the Department may negotiate a market-related price with the tenderer scoring the third highest points or cancel the tender.
- If a market-related price is not agreed in all the aforementioned respects, the Department must cancel the tender.
- vii. In the event that two or more tenderers score an equal total number of points, the contract must be awarded to the tenderer that scored the highest points for specific goals. (2) If two or more tenderers score equal total points in all respects, the award must be decided by the drawing of lots.
- viii. A contract may, on reasonable and justifiable grounds, be awarded to a bid that did not score the highest number of points.

NB: All costs that the service provider may incur due to the preparation of the project for the DSI shall be the sole responsibility of the service provider.

6. SUBMISSION OF PROPOSALS

- 5.1 The closing date for submission of quotations is 23 October 2023.
- 5.2 The proposals should be sent to the relevant SCM Practitioner who sourced quotations using the details provided through the email used to source. It should be noted that due to COVID-19 pandemic there will be no deliveries to the DSI building.
- 5.3 Enquiries relating to operational SCM issues should be addressed to the SCM Practitioner who sourced quotations.
- 5.4 Technical Enquiries can be directed to:
Taslima Viljoen
082 990 1685