



PART A REQUEST FOR QUOTATIONS (RFQ)

YOU ARE HEREBY INVITED TO BID FOR REQUIREMENTS OF THE (DEPARTMENT OF TOURISM)					
RFQ NUMBER:	CLOSING DATE:		CLOSING TIME:		
PROCUREMENT OF GOODS AS SPECIFIED BELOW					
REQUEST FOR PROPOSALS - DEVELOPMENT OF A TOURISM CLIMATE CHANGE AWARENESS CAMPAIGN					
BID RESPONSE DOCUMENTS MAY BE DEPOSITED IN THE RFQ BOX SITUATED AT (STREET ADDRESS) OR PROVIDED EMAIL ADDRESS					
PHYSICAL ADDRESS : 17 TREVENNA STREET, SUNNYSIDE, PRETORIA 0002 OR EMAIL ADDRESS: QUOTATIONSSCM@TOURISM.GOV.ZA					
NOTE: IT IS THE RESPONSIBILITY OF THE BIDDER TO ENSURE THAT COMPLETED RFQ DOCUMENT IS DELIVERED TO THE CORRECT EMAIL OR PHYSICAL ADDRESS ON BEFORE THE CLOSING DATE AND TIME.					
BIDDING PROCEDURE ENQUIRIES MAY BE DIRECTED TO			TECHNICAL ENQUIRIES MAY BE DIRECTED TO:		
CONTACT PERSON			CONTACT PERSON		
TELEPHONE NUMBER			TELEPHONE NUMBER		
E-MAIL ADDRESS			E-MAIL ADDRESS		
SUPPLIER INFORMATION					
NAME OF BIDDER					
POSTAL ADDRESS					
STREET ADDRESS					
TELEPHONE NUMBER	CODE		NUMBER		
CELLPHONE NUMBER					
E-MAIL ADDRESS					
VAT REGISTRATION NUMBER					
SUPPLIER COMPLIANCE STATUS	TAX COMPLIANCE SYSTEM PIN:		OR	CENTRAL SUPPLIER DATABASE No:	MAAA
ARE YOU THE ACCREDITED REPRESENTATIVE IN SOUTH AFRICA FOR THE GOODS /SERVICES /WORKS OFFERED?	☐ Yes ☐ No [IF YES ENCLOSE PROOF]		ARE YOU A FOREIGN BASED SUPPLIER FOR THE GOODS /SERVICES /WORKS OFFERED?		☐ Yes ☐ No [IF YES, ANSWER PART B:3]
QUESTIONNAIRE TO BIDDING FOREIGN SUPPLIERS					
IS THE ENTITY A RESIDENT OF THE REPUBLIC OF SOUTH AFRICA (RSA)?			☐ YES ☐ NO		
DOES THE ENTITY HAVE A BRANCH IN THE RSA?			☐ YES ☐ NO		
DOES THE ENTITY HAVE A PERMANENT ESTABLISHMENT IN THE RSA?			☐ YES ☐ NO		
DOES THE ENTITY HAVE ANY SOURCE OF INCOME IN THE RSA?			☐ YES ☐ NO		
IS THE ENTITY LIABLE IN THE RSA FOR ANY FORM OF TAXATION?			☐ YES ☐ NO		
IF THE ANSWER IS "NO" TO ALL OF THE ABOVE, THEN IT IS NOT A REQUIREMENT TO REGISTER FOR A TAX COMPLIANCE STATUS SYSTEM PIN CODE FROM THE SOUTH AFRICAN REVENUE SERVICE (SARS) AND IF NOT REGISTER AS PER 2.3 BELOW.					

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PART B TERMS AND CONDITIONS FOR BIDDING

1. BID SUBMISSION:

- 1.1. BIDS MUST BE DELIVERED BY THE STIPULATED DATE AND TIME TO THE CORRECT ADDRESS. ALL COMPLETED DOCUMENTS SHOULD BE SEND TO quotationsscm@tourism.gov.za OR HAND DELIVERED AT **TOURISM HOUSE, 17 TREVENNA STREET, SUNNYSIDE, PRETORIA 0002**. PHYSICAL SUBMISSION OR HAND DELIVERED RFQ DOCUMENTS MUST BE COMPLETED IN THE REGISTER FOR QUOTATIONS. BIDDERS FAILURE TO COMPLETE THE REGISTER WILL INVALIDATE THE RFQ. LATE BIDS/RFQ WILL NOT BE CONSIDERED WHEN MAKING A DECISION TO AWARD.
- 1.2. ALL BIDS MUST BE SUBMITTED ON THE OFFICIAL FORMS PROVIDED – OR IN THE MANNER PRESCRIBED IN THE BID DOCUMENT. THE **STANDARDS BIDDING DOCUMENTS (SBD) FORMS MUST BE COMPLETED, SIGNED AND RETURNED** WITH THE RFQ / BID DOCUMENTS.
- 1.3. BIDDER'S ARE NOT ALLOWED TO ALTER THE CONTENT AND SEQUENCE OF INFORMATION IN THE SBD4 FORM.
- 1.4. THE UNDERSIGNED BIDDER DECLARES AND FURTHER AGREES TO HAVE READ 2010 VERSION OF THE GENERAL CONDITIONS OF CONTRACT (GCC) IS AVAILABLE ON THE NATIONAL TREASURY WEBSITE. TO ACCESS THE GCC THE BIDDER SHOULD CLICK THE FOLLOWING LINK <http://www.treasury.gov.za/divisions/ocpo/sc/GeneralConditions/> OR DOWNLOAD THE DOCUMENT FROM THE NATIONAL TREASURY.
- 1.5. THE **80 / 20** PREFERENTIAL POINT SYSTEM WILL BE APPLIED WHEREIN **80** POINTS IS FOR PRICE AND **20** POINTS IS FOR SPECIFIC GOALS. TENDERS WITH A RAND VALUE OF BETWEEN R 30 000 BUT NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). FIRSTLY, THE BID SUBMISSION / RFQ WILL EVALUATED IN LINE WITH THE SET CRITERIA OR FUNTIONALITY (IF APPLICABLE) AND THEREAFTER PROPOSAL WILL BE EVALUATED ON POINTS FOR PRICE AND SPECIFIC GOALS.
- 1.6. THE DEPARTMENT MAY APPLY THE 80/20 POINT SYSTEM IN RESPECT TO TENDERS BETWEEN R 2 000 AND R 30 000 (INCLUSIVE OF APPLICABLE TAXES). THAT WILL BE STIPULATED IN THE INVITATION TO BID/RFQ.
- 1.7. POINTS SCORED FOR **SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE** AND THE TOTAL WILL BE ROUNDED OFF TO THE **NEAREST TWO (2) DECIMAL PLACES**.
- 1.8. A **TENDER OR RFQ MUST BE AWARDED TO THE TENDERER WHO SCORE THE HIGHEST TOTAL NUMBER OF POINTS** IN TERMS OF THE PREFERENCE POINT SYSTEM (PRICE AND SPECIFIC GOALS) UNLESS OBJECTIVE CRITERIA IN TERMS OF SECTION 2 (1)(F) OF THE PPPFA ACT NO 5 OF 2000 JUSTIFY THE AWARD OF THE TENDER TO ANOTHER TENDERER
- 1.9. BIDDERS ARE REQUIRED TO **SUBMIT RESPONSIVE BIDS BY COMPLETING ALL PRICING AND ITEM INFORMATION** IN LINE WITH THE ENITRE SCOPE OF WORK/GOODS/SERVICES. SHOULD THE SUPPLIER FAIL TO QUOTE ON THE ENTIRE SCOPE OF WORK AS PER THE RFQ THE DEPARTMENT MAY NOT AWARD THE CONTRACT TO THE SUPPLIER.
- 1.10. THE DEPARTMENT RESERVES THE RIGHT TO **NEGOTIATE WITH THE BIDDERS PRIOR OR POST AWARD**.
- 1.11. THE DEPARTMENT MAY **ALLOCATE ZERO/NIL POINTS FOR SPECIFIC GOALS WHERE PROOF IS NOT SUBMITTED** WITH THE RFQ.
- 1.12. BIDDERS SHOULD INDICATE THE VALIDITY PERIOD (IN DAYS) OF PRICE QUOTATION AFTER THE CLOSING DATE

2. TAX COMPLIANCE REQUIREMENTS

- 2.1 BIDDERS MUST ENSURE COMPLIANCE WITH THEIR TAX OBLIGATIONS.
- 2.2 BIDDERS ARE REQUIRED TO SUBMIT THEIR UNIQUE PERSONAL IDENTIFICATION NUMBER (PIN) ISSUED BY SARS TO ENABLE THE ORGAN OF STATE TO VERIFY THE TAXPAYER'S PROFILE AND TAX STATUS.
- 2.3 APPLICATION FOR TAX COMPLIANCE STATUS (TCS) PIN MAY BE MADE VIA E-FILING THROUGH THE SARS WEBSITE **WWW.SARS.GOV.ZA**
- 2.4 BIDDERS MAY ALSO SUBMIT A PRINTED TCS CERTIFICATE TOGETHER WITH THE BID.
- 2.5 IN BIDS WHERE CONSORTIA / JOINT VENTURES / SUB-CONTRACTORS ARE INVOLVED; EACH PARTY MUST SUBMIT A SEPARATE TCS CERTIFICATE / PIN / CSD NUMBER.
- 2.6 WHERE NO TCS IS AVAILABLE BUT THE BIDDER IS REGISTERED ON THE CENTRAL SUPPLIER DATABASE (CSD), A CSD NUMBER MUST BE PROVIDED.
- 2.7 NO BIDS WILL BE CONSIDERED FROM PERSONS IN THE SERVICE OF THE STATE, COMPANIES WITH DIRECTORS WHO ARE PERSONS IN THE SERVICE OF THE STATE, OR CLOSE CORPORATIONS WITH MEMBERS PERSONS IN THE SERVICE OF THE STATE."

3. LIST OF RETURNABLES

BIDDERS SHOULD PLEASE ADHERE TO THE FOLLOWING INSTRUCTIONS

- a) TICK APPLICABLE BOX
- b) ENSURE THAT THE FOLLOWING DOCUMENTS ARE COMPLETED, SUBMITTED AND SIGNED WHERE APPLICABLE
- c) USE THE PRESCRIBED SEQUENCE IN ATTACHING THE **ANNEXURES** THAT COMPLETE THE BID OR RFQ DOCUMENT

ANNEXURES	DOCUMENT DERIPTION	YES	NO
PART A & B	IS BID INVITATION FORM AND TERMS AND CONDITIONS FOR BIDDING COMPLETED, SIGNED AND SUBMITTED?		
ANNEXURE A	IS THE STANDARD BID DOCUMENT (SBD4) FORM BIDDER'S DISCLOSURE COMPLETED, SIGNED AND SUBMITTED?		
ANNEXURE B	IS PROOF OF OWNERSHIP BY WOMAN SUBMITTED.		

	i.SHAREHOLDING (CERTIFICATE) PORTFOLIO BY PROOF OF REGISTRATION OF THE COMPANY WITH COMPANIES AND INTELLECTUAL PROPERTY REGISTRATION OFFICE (CIPRO) / COMPANIES INTELLECTUAL PROPERTY COMMISSION (CIPC). IN CASE OF JOINT VENTURE, A BIDDER MUST SUBMIT PROOF OF REGISTRATION FOR BOTH ENTERPRISES; ii.CERTIFIED COPY (COPIES) OF ID-DOCUMENT(S) OF THE WOMAN OR WOMEN; AND iii.A CSD FULL REPORT AND NOT SUMMARIZED PREFERABLY DRAWN PRIOR TO THE CLOSING DATE MUST BE SUBMITTED BY BIDDERS.		
ANNEXURE C	IS PROOF OF OWNERSHIP BY BLACK PERSON (S) SUBMITTED. i. SHAREHOLDING (CERTIFICATE) PORTFOLIO BY PROOF OF REGISTRATION OF THE COMPANY WITH COMPANIES AND INTELLECTUAL PROPERTY REGISTRATION OFFICE (CIPRO) / COMPANIES INTELLECTUAL PROPERTY COMMISSION (CIPC).IN CASE OF JOINT VENTURE, A BIDDER MUST SUBMIT PROOF OF REGISTRATION FOR BOTH ENTERPRISES; ii.CERTIFIED COPY (COPIES) OF ID-DOCUMENT(S) OF BLACK PERSON(S) ; AND iii.A CSD FULL REPORT AND NOT SUMMARIZED PREFERABLY DRAWN PRIOR TO THE CLOSING DATE MUST BE SUBMITTED BY BIDDERS.		
ANNEXURE D	QUALIFYING EXEMPTED MICRO ENTERPRISE (EME) – AND OR QUALIFYING SMALL ENTERPRISE (QSE) – MUST SUBMIT A VALID B-BBEE SWORN AFFIDAVIT (VALID FOR A PERIOD OF 12 MONTHS FROM THE DATE SIGNED BY THE COMMISSIONER) ACCOMPANIED BY CIPS BUSINESS REGISTRATION AND SHARE CERTIFICATE. IN CASE OF JOINT VENTURE TO CLAIM POINTS , A CONSOLIDATED B-BBEE CERTIFICATE ISSUED BY AN ACCREDITED VERIFICATION AGENCY, IRRESPECTIVE OF THE SIZE OF THE COMPANIES INVOLVED IN A JOINT VENTURE MUST BE SUBMITTED. THE DEPARTMENT CANNOT ACCEPT JOINT VENTURE AFFIDAVIT.		
ANNEXURE E	IS THE BIDDER'S QUOTED PRICE OR FINANCIAL OFFER SUBMITTED AND ALIGNED WITH THE SCOPE OF WORK? OR STATED IN THE BELOW TABLE OF DESCRIPTION OF SERVICE/GOODS?		

4. APPLICATION OF PREFERENCE POINT SYSTEM

4.1 DEFINITIONS

HISTORICALLY DISADVANTAGED INDIVIDUALS (HDI) IS DEFINED AS A SOUTH AFRICAN CITIZEN –

- a) WHO, DUE TO THE APARTHEID POLICY THAT WAS IN PLACE, HAD NO VOTING RIGHTS IN THE NATIONAL ELECTIONS PRIOR TO THE INTRODUCTION OF THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1983 (ACT NO. 100 OF 1983) OR THE CONSTITUTION OF THE REPUBLIC OF SOUTH AFRICA, 1993 (ACT NO. 200 OF 1993) (**THE INTERIM CONSTITUTION**) AND OR
- b) WHO IS A WOMAN, AND / OR
- c) WHO HAS DISABILITY

4.2 WITH THE UNDERSTANDING THAT ANY PERSON WHO RECEIVED SOUTH AFRICAN CITIZENSHIP ON OR BEFORE THE INTRODUCTION OF THE INTERIM CONSTITUTION, WILL NOT BE DEEMED TO BE HDI.

4.3 ANY REFERENCE TO WORDS "BID" OR "BIDDER" HEREIN AND/OR IN ANY OTHER DOCUMENTATION SHALL BE CONSTRUED TO HAVE THE SAME MEANING AS THE WORDS "TENDER" OR "TENDERER".

4.4 **"A WOMAN"** REFERS TO A FEMALE PERSON WHO IS A SOUTH AFRICAN CITIZEN

4.5 **"DISABILITY"** REFERS TO A PERSON WITH A PERMANENT PHYSICAL DISABILITY, MENTAL DISABILITY, AWARENESS DISABILITY, WHICH LEADS TO CONFINEMENT OR DISABILITY, OR THE INABILITY TO PERFORM BODILY FUNCTIONS IN THE MANNER OR WITHIN THE CAPACITY OF A NORMAL PERSON.

4.6 **"HDI EQUITY OWNERSHIP"** REFERS TO THE PERCENTAGE OF A PARTNERSHIP OR BUSINESS THAT IS OWNED BY INDIVIDUALS, OR IN THE CASE OF A COMPANY, THE PERCENTAGE OF SHARES WHICH IS OWNED BY INDIVIDUALS WHO ARE ACTIVELY INVOLVED IN THE MANAGEMENT DECISIONS AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE COMPANY OR BUSINESS AND WHO EXERCISES CONTROL IN THE BUSINESS IN RELATION TO THEIR OWNERSHIP AT THE CLOSE OF TENDER. WHERE INDIVIDUALS ARE NOT ACTIVELY INVOLVED IN THE MANAGEMENT AND DAY TO DAY OPERATIONAL ACTIVITIES OF THE BUSINESS AND WHO DOES NOT EXERCISE CONTROL IN RELATION TO THE PERCENTAGE OF THEIR OWNERSHIP, EQUITY OWNERSHIP POINTS CANNOT BE AWARDED.

4.7 **"BLACK PEOPLE"** IS A GENERIC TERM WHICH MEANS AFRICANS, COLOUREDS AND INDIANS WHO ARE CITIZENS OF THE RSA BY BIRTH OR DESCENT OR BY NATURALISATION BEFORE 27 APRIL 1994 OR AFTER.

4.8 **"SMALL ENTERPRISE"** MEANS A SEPARATE AND DISTINCT BUSINESS ENTITY, TOGETHER WITH ITS BRANCHES OR SUBSIDIARIES, IF ANY, INCLUDING COOPERATIVE ENTERPRISES, MANAGED BY ONE OWNER OR MORE PREDOMINANTLY CARRIED ON IN ANY SECTOR OR SUBSECTOR OF THE ECONOMY.

4.9 **"YOUTH"** IS A GENERIC TERM WHICH MEANS PERSONS BETWEEN 14 TO 35 YEARS OF AGE.

4.10 **"EXEMPTED MICRO ENTERPRISE (EME)"** IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE

WITH AN ANNUAL TOTAL REVENUE OF R 10 MILLION OR LESS.

4.11 "QUALIFYING SMALL ENTERPRISE (QSE)" IN TERMS OF THE GENERIC CODES OF GOOD PRACTICE, IT REFERS TO AN ENTERPRISE WITH AN ANNUAL TOTAL REVENUE OF BETWEEN R 10 MILLION AND R 50 MILLION

4.12 "SPECIFIC GOALS" REFERS TO CONTRACTING WITH PERSONS, OR CATEGORIES OF PERSONS, HISTORICALLY DISADVANTAGED BY UNFAIR DISCRIMINATION ON THE BASIS OF RACE, GENDER OR DISABILITY AND IMPLEMENTING PROGRAMME AS PUBLISHED IN THE GOVERNMENT GAZETTE NO. 16085 DATED 23 NOVEMBER 1994.

4.13 80 / 20 PREFERENCE POINT SYSTEM

TENDERERS WILL BE AWARDED POINTS AS FOLLOWS:

a)	TENDER PRICE	:	80 POINTS	} SPECIFIC GOALS - MAXIMUM OF 20 POINTS
b)	WOMEN OWNERSHIP	:	06 POINTS	
c)	BLACK OWNERSHIP	:	12 POINTS	
d)	SMME'S (EME OR QSE)	:	02 POINTS	

TOTAL 100 POINTS

4.14 THE POINTS SCORED FOR SPECIFIC GOALS WILL BE ADDED TO THE POINTS SCORED FOR PRICE AND THE TOTAL MUST BE ROUNDED OFF TO THE NEAREST 2 DECIMAL PLACES

4.15 TENDER PRICE

THE FOLLOWING FORMULA WILL BE USED TO CALCULATE THE POINTS OUT OF 80 FOR PRICE IN RESPECT OF TENDER WITH A RAND VALUE NOT EXCEEDING R 50 MILLION (INCLUSIVE OF ALL APPLICABLE TAXES). THE LOWEST ACCEPTABLE TENDER MUST SCORE 80 POINTS FOR PRICE, AND OTHER TENDERS WHICH ARE HIGH IN PRICE MUST SCORE FEWER POINTS, ON PRO RATA BASIS.

$$Ps = 80 \left(1 - \frac{Pt - Pmin}{Pmin} \right)$$

WHERE -

PS = POINTS SCORED (AWARDED) FOR PRICE OF TENDER UNDER CONSIDERATION

PT = PRICE OF TENDER UNDER CONSIDERATION; AND

PMIN = PRICE OF THE LOWEST ACCEPTABLE TENDER

4.16 SPECIFIC GOALS

4.16.1 % OWNED BY PEOPLE WHO ARE WOMEN

A MAXIMUM OF SIX (06) POINTS WILL BE AWARDED TO A TENDERER WHO IS A WOMAN. EQUITY OWNERSHIP FOR WOMEN WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBER/S WHO ARE ACTIVELY INVOLVED IN THE DAY TO DAY MANAGEMENT OF THE COMPANY OR ENTERPRISE. **DOCUMENTS REQUIRED ARE DETAILED ON ANNEXURE B ABOVE AND MUST BE SUBMITTED WITH THE RFQ/BID RESPONSE TO CLAIM POINTS.**

% OF ENTERPRISE OWNED BY WOMEN-----%

THUS, POINTS AWARDED: $6 \times \frac{\% WO}{100} =$

4.16.2 % OWNED BY BLACK PEOPLE

A MAXIMUM OF TWELVE (12) POINTS WILL BE AWARDED TO A TENDERER WHO IS A BLACK AND DID NOT HAVE VOTING RIGHTS ACCORDING TO THE DEFINITION OF AN HDI. EQUITY OWNERSHIP FOR BLACKS WILL BE DETERMINED BY THE % OF THE ENTERPRISE OWNED BY SUCH A PERSON OR BY THE % OF SHARES OWNED BY MEMBERS WHO ARE ACTIVELY INVOLVED IN THE DAY TO DAY ACTIVITIES OF THE COMPANY OR ENTERPRISE. **DOCUMENTS REQUIRED ARE DETAILED ON ANNEXURE C ABOVE AND MUST BE SUBMITTED WITH THE RFQ/BID RESPONSE TO CLAIM POINTS.**

% OF ENTERPRISE OWNED BY BLACK PERSON(S) WHO DID NOT HAVE VOTING RIGHTS.....%

THUS, POINTS AWARDED: $12 \times \frac{\% BO}{100} =$

4.17 SMALL, MEDIUM AND MICRO ENTERPRISES (SMME'S)

A MAXIMUM OF TWO (2) POINTS WILL BE AWARDED TO A TENDERER WHO IS CLASSIFIED AS SMME

IS THE COMPANY CLASSIFIED AS EME OR QSE? **DOCUMENTS REQUIRED ARE DETAILED ON ANNEXURE D ABOVE AND MUST BE SUBMITTED WITH THE RFQ/BID RESPONSE TO CLAIM POINTS.**

YES = 2 POINTS

=

NO = 0 POINT

4.18 THE DEPARTMENT CAN ONLY AWARD POINTS PROVIDED SUFFICIENT INFORMATION AND REQUIRED DOCUMENTS ARE CORRECTLY COMPLETED AND RETURNED WITH THE PROPOSALS IN LINE WITH LIST OF RETURNABLE DOCUMENTS ON PARAGRAPH THREE (3) ABOVE. POINTS OBTAINED FOR PRICE SHOULD BE ADDED TO POINTS OBTAINED FOR SPECIFIC GOALS.

4.19 INFORMATION ON THE DETAILED CSD FULL REPORT (DIRECTORS / SHAREHOLDERS) SHOULD BE THE SAME AND SUPPORTED BY COPIES OF IDENTITY DOCUMENTS AND COMPANY REGISTRATION DOCUMENTS / SHAREHOLDER CERTIFICATES.

5. CRITERIA FOR BREAKING DEADLOCK IN SCORING

- a) IF TWO OR MORE OF THE TENDERERS HAVE SCORED EQUAL TOTAL NUMBER OF POINTS, THE CONTRACT WILL BE AWARDED TO THE TENDERER THAT SCORED THE HIGHEST POINTS FOR SPECIFIC GOALS;
- b) IF TWO OR MORE TENDERES SCORE EQUAL TOTAL NUMBER OF POINTS IN ALL RESPECTS, THE AWARD WILL BE DECIDED BY THE DRAWING OF LOTS

6. DELIVERIES

- a. ALL DELIVERIES MAY BE ACCOMPANIED BY A DELIVERY NOTE OR AN INVOICE OF AN OFFICIAL PURCHASE ORDER NUMBER AGAINST WHICH THE DELIVERY HAS BEEN AFFECTED
- b. DELIVERIES NOT COMPLYING WITH THE PURCHASE ORDER FORM MAY BE RETURNED TO THE SUPPLIER(S) AT THE SUPPLIER'S EXPENSE. THE DEPARTMENT WILL NOT BE LIABLE FOR PAYMENT OF INCORRECTLY DELIVERED GOODS OR SERVICE
- c. BIDDERS SHOULD INDICATE THE PLANNED DELIVERY PERIOD (IN DAYS) FROM THE DATE AN ORDER IS ISSUED

7. POPIA DISCLAIMER

7.1 COMPLIANCE WITH PERSONAL INFORMATION ACT, 4 OF 2013

PERSONAL INFORMATION SHARED WITH THE DEPARTMENT OF TOURISM (DEPARTMENT) SHALL BE TREATED WITH CONFIDENTIALITY AND IN COMPLIANCE WITH THE PROTECTION OF PERSONAL INFORMATION ACT, 4 OF 2013 (POPIA) AND OTHER APPLICABLE LAWS. FOR PURPOSES OF THIS DISCLAIMER, "PERSONAL INFORMATION" SHALL BE DEFINED AS DETAILED IN THE PROMOTION OF ACCESS TO INFORMATION ACT, ACT 2 OF 2000 (PAIA) AND POPIA, AND "PROCESSING" AND "FURTHER PROCESSING" SHALL BE READ, INTERPRETED AND UNDERSTOOD AS DETAILED AND DEFINED IN POPIA.

7.2 CONSENT TO PROCESSING AND FURTHER PROCESSING OF PERSONAL INFORMATION

THE DEPARTMENT MAY PROCESS AND FURTHER PROCESS RECEIVED PERSONAL INFORMATION, INTERNALLY OR EXTERNALLY, IN THE EXECUTION OF ITS MANDATE AND/OR AS REQUIRED BY LAW. THE DEPARTMENT MAY SHARE PERSONAL INFORMATION WITH ITS SERVICE PROVIDERS, AGENTS, CONTRACTORS, LEGAL AND OTHER PROFESSIONAL ADVISORS AUTHORISED TO PROCESS THIS INFORMATION. THE DEPARTMENT MAY THUS PLACE RECEIVED PERSONAL INFORMATION IN THE PUBLIC DOMAIN DUE TO THE NATURE AND REQUIREMENTS OF ITS WORK.

7.3 FURTHER PROCESSING OF PERSONAL INFORMATION

YOU FURTHER GRANT THE DEPARTMENT EXPRESS AND/OR IMPLIED PERMISSION TO FURTHER PROCESS RECEIVED PERSONAL INFORMATION AND PLACE IT IN THE PUBLIC DOMAIN, IN THE EXECUTION OF ITS MANDATE AND STATUTORY OBLIGATIONS.

7.4 DUTY OF CARE

THE DEPARTMENT VALUES YOUR PRIVACY AND SHALL TAKE ALL REASONABLE MEASURES TO PROTECT RECEIVED PERSONAL INFORMATION.

7.5 EXEMPTION FROM LIABILITY

THE DEPARTMENT (INCLUDING ITS OFFICIALS AND/OR EMPLOYEES) ACCEPTS NO LIABILITY WHATSOEVER, FOR ANY LOSS, DAMAGE (WHETHER DIRECT, INDIRECT, SPECIAL OR CONSEQUENTIAL) AND/OR EXPENSES OF ANY NATURE WHATSOEVER WHICH MAY ARISE AS A RESULT OF, OR WHICH MAY BE ATTRIBUTABLE DIRECTLY OR INDIRECTLY, FROM INFORMATION MADE AVAILABLE HEREIN, OR ACTIONS OR TRANSACTIONS RESULTING THEREFROM

NO	SCOPE OF WORK (DESCRIPTION SERVICES OR GOODS)	QUANTITY	AMOUNT
	Please refer to the attached terms of reference (TORs)		
	NB: Refer to the awareness campaign framework embedded to the South African Tourism Climate Change Communication Strategy SATCCCS) which is accessible on departmental website.		
	TOTAL PRICE EXCLUDING VAT		
	VAT@ 15 % (ONLY IF THE BIDDER/SUPPLIER IS REGISTERED FOR VAT)		
	GRAND TOTAL INCLUDING VAT (TOTAL BID OR RFQ PRICE)		

NB: FAILURE TO SUBMIT DULY COMPLETED FORMS AND SIGNED AUTHORISATION DECLARATION, WITH THE REQUIRED ANNEXURE(S), IN ACCORDANCE WITH THE ABOVE PROVISIONS MAY INVALIDATE THE BID FOR SUCH GOODS OR SERVICES OFFERED.

Portia Rakoma

NAME AND SURNAME

DESIGNATION: DIRECTOR

DATE: 26/06/2023

SIGNATURE OF BIDDER:.....

CAPACITY UNDER WHICH THIS BID IS SIGNED:.....

(Proof of authority must be submitted e.g. company resolution)

DATE:.....



TOURISM

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

TERMS OF REFERENCE (TOR) - DEVELOPMENT OF TOURISM CLIMATE CHANGE AWARENESS CAMPAIGN

MAY 2023

1. BACKGROUND AND CONTEXT

- 1.1. The tourism sector is an important economic contributor to the South African economy. Importantly, the sector can contribute effectively to localised job opportunities and supporting sustainable livelihoods. However, South Africa is especially exposed and sensitive to the impacts of climate change.
- 1.2. Current climate change models indicate that South Africa could potentially warm at twice the average global rate. Temperature increases are likely to exceed 3°C by 2050 under a Shared Socioeconomic Pathway 2 (RCP 4.5) scenario, and 4°C by 2100 (potentially exceeding 7°C over the northern interior). Rainfall is projected to become increasingly variable, which means that periods of prolonged drought will be interspersed with severe wet periods and extreme weather events resulting in flooding or flash flooding (Engelbrecht et.al, 2019).
- 1.3. The South African tourism community has taken cognisance of the climate-related risks the tourism sector is facing and is proactively engaging in a number of initiatives and programmes to try and alleviate the effects of climate change.
- 1.4. The Department of Tourism (DT) and the Department of Forestry, Fisheries and the Environment (DFFE), in collaboration with the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH, commissioned the development of a climate change communication strategy (CCCS) for the South African tourism sector in 2021. The motivation for the strategy stems from the findings of the climate change risk and vulnerability assessment of the tourism sector commissioned by DT, in collaboration with DFFE and GIZ in 2019/20.
- 1.5. The project assessed 27 tourism sites across the country and involved the development of a 3-year implementation plan as part of the project.
- 1.6. The Implementation Plan listed 'Education and training' as one of the six priority areas identified, and the development of the South African Tourism Climate Change Communication Strategy (SATCCCS) was seen as a priority for the tourism sector and the country as a whole.

- 1.7. The SATCCCS which contains an embedded framework for an awareness campaign, was designed to guide the communication-related aspects of awareness, education and training for climate change mitigation and adaptation in the tourism sector.
- 1.8. The rationale behind embedding the framework for an awareness campaign in the strategy is that awareness-raising is widely regarded as one of the first stages of the adaptation process.
- 1.9. Operationalising the SATCCCS requires that an awareness campaign be developed and implemented to promote awareness in order to encourage pro-climate change behaviour, decision-making and practices within the tourism sector that increase its climate resilience.
- 1.10. The Department Tourism is also mindful of the work done by the Presidential Climate Commission and will consider consulting them during implementation.

2. SPECIFIC OBJECTIVE

This assignment aims to develop and implement a one-year climate change awareness campaign for the South African tourism sector. This will entail:

- Selecting of appropriate communication mediums for the dissemination of information for each stakeholder group.
- Creation of a brand or brand identity for enhancing communication, overcoming barriers, promoting the awareness campaign and;
- Being a key driver of implementing the awareness campaign.

3. SCOPE OF WORK & APPROACH

This depicts the envisaged phased process to complete the assignment.

Project Management (on-going)

This project requires proactive project management to ensure that tasks are initiated on time, executed with professionalism and that outputs are of a superior technical quality and delivered within budget. It is envisioned that three main project management team (PMT) meetings will be held in Pretoria which include the inception meeting, an interim meeting and a closeout meeting (other meetings might be called when needed). Other meetings may be called in the duration of the project. The service provider ought to take minutes of all PMT and other meetings, and submit these to the PMT.

The inception meeting will be used to discuss the scope of the assignment in more detail and to finalise the project plan. The inception meeting will include conducting a brainstorming session with the PMT. The interim meeting will be used to report on progress and the close out meeting will be used to present final deliverables and reflect on learnings. The project management team will consist of project managers from Department of Tourism and the lead consultant. There should be consistent communication between the service provider and the Tourism Project Managers. The responsibilities and functions of the service provider will include providing technical input on the project and project progress. The experts

ought to provide overall quality assurance of the work and to report any changes made regarding personnel, approach and activities to complete assignment.

Tasks

- Participate in and record minutes of 3 project management meetings.
- Compile inception report with project plan.

Deliverables

- Inception report (inclusive of inception minutes) with project plan
- Climate change awareness campaign for tourism.
- Minutes from the interim project management meeting.
- Closeout Report
- Minutes from the close out meeting.

3.1 PHASE ONE:

This phase requires the service provider to determine the purpose of and context within which we are undertaking the Awareness Campaign. It will be required that the service provider build on from the existing work undertaken in the previous project - use the Framework embedded in the South African Climate Change Communication Strategy as a guide to determining the approach and methodology to undertaking the Awareness Campaign.

Activity 1: Development of Key messages

In terms of message style, this assignment calls for an **emphasis on visual communication**. Messages structured as stories and real-life experiences may be more suitable than scientific research, facts and statistics. Additionally, it is important to frame the messages in a language, and at a level, that the audience finds relatable, bearing in mind that this will be different for various stakeholder groups across the sector. The tone of the messages should portray optimism, connect with the audiences' core values and inspire them. The salient messages should be generated using the following themes: **Rainfall, temperature, extreme weather; Infrastructure; Health; Natural resources (terrestrial, coastal, marine); Water resources; Agriculture; GHG, carbon footprint, energy profile; Transport and carbon emissions; Waste;**

Activity 2: Selection of Appropriate Communication Mediums for The Dissemination of Information for Each Stakeholder Group.

The following platforms would be most applicable for the awareness campaign: Television; Radio; Social media; Printed material; Electronic Media; Community and social events; Websites. However, given the diversity of the country's population and the spatial heterogeneity of its tourist attractions and built and natural landscapes it is important to be sensitive to the unique characteristics of each province. As such, a localised approach (in conjunction with national efforts) which targets each of South Africa's nine provinces is suggested for the awareness campaign.

Activity 3: Developing a brand for the campaign

This activity involves the development of a brand, using typical marketing techniques such as logos, slogans, and impact statements as part of an awareness campaign.

- Establish brand partnerships and make use of already existing logos from brand partners, communicating the same message.
- Promote the campaign on Facebook (paid for).
- Promote the "we do tourism" brand in all communication and marketing collateral, in order for the audience link the campaign to the Department.
- Develop messages "catchy phrases" from key messages.



Source: DFFE website

Activity 4: Public launch of the initiative and tools

- Host a hybrid launch of the campaign
- Use exiting digital platforms to promote the campaign
- Develop video content from the launch of the campaign and share content on departmental digital platforms
- Develop Marketing collateral to be used when we have exhibitions and activations (consider a relevant "Mascot" as a consistent face of the campaign /pilot that the targeted audience might relate to, etc.).

3.2 PHASE TWO:

Activity 1: Implementing the awareness campaign

Given the cross-sectoral nature of climate change and tourism, the diversity of sectors that have an interest in and influence on the awareness campaign needs to be considered when implementing the campaign. This is to meet challenges typically associated with the implementation of campaigns of this nature at all levels (from local to national) and in the short-, medium- and long-term. This will demand effective coordination to maximise the benefits of synergies and close gaps between sectoral responses,

which will enable effective communication and flow of information to meet the needs of the various stakeholders targeted.

3.3 PHASE THREE

Activity 1: Establishing Ways to Monitor and Evaluate the Impacts of the Awareness Campaign.

A set of defined indicators and guidelines are essential to monitor the effectiveness, objectives, achievements and progress of the Awareness Campaign. The service provider is therefore required to provide tools/methods that will be used to evaluate achievement of the objectives.

4. QUALIFICATIONS, SKILLS AND EXPERIENCE

The service provider must have minimum 5 years+ experience in successfully implementing multi-media campaigns, and marketing/ communications strategies. Additionally, the service provider is required to provide skilled personnel who are suited to filling the positions described, on the basis of their CVs, the range of tasks involved and the required qualifications. Inclusion of a technical expert on environmental/ climate change communication; copy writing; audio-visual production; graphic design; and language services is essential. The below specified qualifications represent the requirements to reach the maximum number of points.

4.1 LEAD CONSULTANT/ PROJECT MANAGER

Tasks of the Lead Consultant:

- Coordinate and ensure contact with the project's tourism team and other participants
- Plan and direct assignments, as well as identify the need for short-term assignments within the budget constraints, and support local and worldwide short-term specialists are all aspects of personnel management.
- Report on time and as often as necessary
- Project management: This includes communicating with the Department of Tourism about the status of the project, project monitoring, etc.
- Oversee and provide overall quality control for the project team.
- Report any adjustments to the assignment's strategy, actions, or personnel.

Qualifications of the Lead Consultant

- Minimum of a National Diploma or a Bachelor Degree in Marketing Management, Graphic Design, Communications, Publications or related field.
- An understanding of Climate Change Adaptation and Mitigation.
- A knowledge of projects or programmes in the field of Climate Change.
- Experience in Project Management and Leadership.
- Experience in Climate Change awareness campaign is an asset.
- Proven experience in producing international quality documentaries (Provide a list or link to 3 bodies of work);

- Proven ability to work in multicultural environment;
- Ability to adhere to deadlines and flexibility
- Provide at least 3 practical projects (contactable referees) that they have successfully executed from infancy to fruition stages (similar or close that can be visited as proof of their expertise experience in the field).

4.2 TECHNICAL EXPERTS

The number of experts is not specified, and the service provider will determine the best team composition (Ideally one expert plus one intern is preferred). **However, it is crucial to have a technical expert in environmental or climate change education and communication, and expert in language services.**

4.2.1 Tourism Communications - Expert 1

Qualifications and Experience of expert 1

- Education/training: post-graduate degree in Communication/Marketing/Environmental Education or equivalent; Post-graduate degree or research niche with focus on environmental or climate change communication or related field
- Language Good written and verbal communication in English
- General professional experience 5 years of experience in environmental or climate change education
- Specific professional experience: Professional experience in the development of climate change awareness campaigns
- Previous experience developing media and communications outputs.
- Leadership/management experience: n/a
- Other: Very good understanding and knowledge of tourism sector policies and programmes. Very good client relation understanding, stakeholder coordination, consultation and management for both non-governmental and governmental stakeholders.

4.2.2 Climate Change/Environmental - Expert 2

Qualifications and Experience of expert 2

- Qualification: undergraduate/postgraduate degree in Environmental Tourism/ Environmental Management/ Science or Communications or similar.
- Two years of experience in digital advocacy, media or campaign work.
- Strong knowledge of various online campaign strategies and tactics. Ability to clearly articulate and operationalize campaign strategies and plans. Ability to compile a campaign baseline, monitor progress and evaluate the effectiveness of the campaign activities.
- Strong online story telling skills, including creating content that appeals to multiple target audiences.
- Must embrace the principles of justice, diversity and inclusion.
- Language: Good comprehension and communication in English language.
- General Professional Experience: basic computer skills and communication skills, with English language as a medium of communication.

5. CONTRACT

This project will run for one (1) year, with more precise start and finish dates to be disclosed at project inception. Within this timeframe, the major components of the task (planning, information gathering, and reporting) must be completed.

6. EVALUATION CRITERIA

Rating	Definition	Score
Excellent	Exceeds the requirement. Exceptional demonstration by the supplier of the relevant ability, understanding, experience, skills, and resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	5
Good	Satisfies the requirement with minor additional benefits . Above average demonstration by the supplier of the relevant ability, understanding, experience, skills, resource and quality measures required to provide the goods / services. Response identifies factors that will offer potential added value, with supporting evidence.	4
Acceptable	Satisfies the requirement. Demonstration by the supplier of the relevant ability, understanding, experience, skills, resource, and quality measures required to provide the goods / services, with supporting evidence.	3
Minor Reservations	Satisfies the requirement with minor reservations . Some minor reservations of the supplier's relevant ability, understanding, experience, skills, and resource and quality measures required to provide the goods / services, with little or no supporting evidence.	2
Serious Reservations	Satisfies the requirement with major reservations . Considerable reservations of the supplier's relevant ability, understanding, experience, skills, and resource and quality measures required to provide the goods / services, with little or no supporting evidence.	1

NO	Criteria Description	Documents to be submitted	Weight (100)
6.1	Minimum of 5 years + extensive experience in successfully implementing multi-media campaigns, and marketing/ communications strategies. Provide relevant experience of conducting multi-media campaigns, and marketing/ communications strategies (within the past 5 years). NB: The following scoring matrix will be used to evaluate this criterion: • Five to Seven (5-7) years relevant company experience in conducting multi-media campaigns, and marketing/ communications strategies = 10 (only 3 letters submitted) • Eight to Ten (8-10) years relevant company experience in conducting multi-media campaigns, and marketing/ communications strategies = 15 (only 5 letters submitted) • Eleven to Thirteen (11-13) years relevant company experience in conducting multi-media campaigns, and marketing/ communications strategies = 20 (only 7 letters submitted) • Fourteen to Sixteen (14-16) years relevant company experience in conducting multi-media campaigns, and marketing/ communications strategies = 25 (only 10 letters submitted) • Seventeen and above (17-Above) years relevant company experience in conducting multi-media campaigns, and marketing/ communications strategies = 30 (10 and above letters submitted)	• Provide signed reference letters from contactable existing/recent clients. The letter must include: company name, contact name, address, phone number, and duration of contract, a brief description of the project including role, budget, completion period and project variation • Provide company profile that demonstrates relative company experience in conducting multi-media campaigns, and marketing/ communications strategies (Cipro Company registration/CK must be attached to prove years of experience)	30
6.2	Project Management Methodology Provide a detailed project proposal. Describe what procedures/ processes to be undertaken to ensure that the implementation of the project is conducted as per the terms of reference. NB: The following scoring matrix will be used to evaluate this criterion: • Proposal covers one area listed in the next column = 10 • Proposal covers two of the areas listed in the next column = 20 • Proposal covers three of the areas listed in the next column = 30 • Proposal covers four of the areas listed in the next column = 40	• Project implementation plan with timeframes; • Awareness and outreach plan; • Identification of risks and mitigation plan; • Provision of reporting and record systems. Attach a detailed project proposal on how the project will be managed.	40

		<u>Annexure E</u>	
6.3	Bidder's relevant experience and team track record	Documents to be submitted	Weight
	Bidders should demonstrate availability of the team with requisite experience in: (1). Environmental Management/Environmental Education, climate change or any other related field. (2). Communication/Marketing, Media or any other related field. NB: Bidders to submit CVs of TWO (2) experts which have experience in above mentioned fields The following scoring matrix will be used to evaluate this criterion: • CVs with 0-2 years' Communications Communication/Marketing, Media & Environmental Management/Environmental Education, climate change experience, skills and expertise of the project manager and project members = 5 • CVs with 3-5 years' Communications Communication/Marketing, Media & Environmental Management/Environmental Education, climate change experience, skills and expertise of the project manager and project members = 15 • CVs with 6-8 years' Communications Communication/Marketing, Media & Environmental Management/Environmental Education, climate change experience, skills and expertise of the project manager and project members = 20 • CVs with 9-10 years' Communications Communication/Marketing, Media & Environmental Management/Environmental Education, climate change experience, skills and expertise of the project manager and project members = 25 • CVs with more than 10 years' Communications Communication/Marketing, Media & Environmental Management/Environmental Education, climate change experience, skills and expertise of the project manager and project members = 30	• Expertise in the team – CVs; • Certified proof of qualifications <u>Annexure F</u>	30

7. REFERENCES

Engelbrecht, F., Le Roux, A., Arnold, K. & Malherbe, J. 2019. *Green Book. Detailed projections of future climate change over South Africa*. Pretoria: CSIR. Available at: <https://pta-gis-2-web1.csir.co.za/portal/apps/GBCascade/index.html?appid=b161b2f892194ed5938374fe2192e537>.