

	Provision of Professional Services for the development of a new corporate identity for the national Transmission Company South Africa Scope of Services	TRANSMISSION OFFICE OF THE GROUP EXECUTIVE
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Title: **The Scope of Services for the Provision of Professional Services for the development of a new Corporate Identity for the National Transmission Company South Africa**

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1. Introduction

This document outlines the generic scope of *services* required from the *Consultant* to:

- develop a new corporate brand identity for the National Transmission Company South Africa (NTC SA),
- establishing an appropriate strategic approach in line with the business operating model, as well as
- injecting Eskom wide staff participation in aspects of the brief.

Transmission plans, operates and maintains the national transmission power system that interconnects generation sources to distributors and other large customers.

The Transmission Group comprises of various business areas including the Grids, the System Operator, Asset Management, Telecommunications, Grid Planning as well as Energy Market Services and other Service functions.

Transmission business focus is on:

- Transmission Network Services Provider (TNSP)
 - develop optimal plans and engineering solutions for the expansion and refurbishment of the power transmission network as well as providing a technology and asset management service to ensure that the integrated power system is reliable, adequate and secure
 - execute projects related to the capital expansion, strengthening and refurbishment of transmission assets as well as construction management of transmission networks required for the integration of new generators and loads
 - ensure a reliable and sustainable transmission network through operating, maintaining and commissioning of new assets
- System Operator (SO)
 - to control the operation of and be responsible for the short-term reliability of the interconnected power system (IPS) as defined in the South African Grid Code (SAGC)
 - to ensure a reliable and sustainable telecommunication network for Eskom through planning, expanding, operating, maintaining and refurbishing
- Energy Market Services
 - to provide energy planning and products and services required for an electricity market in South Africa

2. Transmission's Mandate

Transmission's Mandate is *To provide a reliable and efficient transmission network, system operator and energy market services in South Africa and designated electricity markets.*

The Transmission Grid consists of 169 substations and a total of ±33 000 km of transmission lines that span the length and breadth of South Africa. Transmission is responsible for balancing

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the supply and demand to ensure the safe operation of the integrated power system from the National Control Centre. Transmission also procures energy from IPPs and is administering an internal electricity market and trades in the Regional SAPP Market importing and exporting energy.

3. Supporting Clauses

3.1 Scope

This document defines the Scope of *services* required from the *Consultant* to develop a new corporate brand identity and related activities for the National Transmission Company South Africa (NTC SA).

3.1.1 Employer's Objective

The *Employer's* Objectives is to appoint a Marketing and Communication Agency that will assist the Office of the Group Executive to perform, as a minimum, the following activities:

- NTC as a wholly owned subsidiary under Eskom Holdings requires a new corporate brand identity that will distinguish it from the existing Eskom brand.
- Transmission Office of the Group Executive (OGE) is sourcing a suitable integrated communications agency partner, who will develop a new corporate brand identity for the NTC, establishing an appropriate strategic approach in line with the business operating model as well as inject Eskom wide staff participation in aspects of the brief.
- The Integrated Marketing and Communications Agency must have competency to provide the following services:
 - Definition, Design and Development of a corporate branding logo
 - Development and execution of integrated campaigns, implementation plan and budget
 - Augment and implement internal communications programmes that will impact behaviour and inject corporate culture and brand values in day-to-day ways of working

3.1.2 Applicability

This document forms part of the New Engineering Contract, Professional Services Contract 3rd Edition. The document defines the Scope of *services* required from the *Consultant* to develop a new corporate brand identity for the NTC, establishing an appropriate strategic approach in line with the business operating model as well as inject Eskom wide staff participation in aspects of the brief.

3.1.3 Effective date

The effective date is the date of signature.

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3.2 Normative/Informative References

3.2.1 Normative

[1] ISO 9001 Quality Management Systems

3.2.2 Informative

[2] Not applicable

3.3 Definitions

Term	Definition
Activity <i>Consultant</i> <i>Employer</i> Scope <i>services</i>	These terms are defined in the New Engineering Contract, Professional Services Contract, 3 rd edition.

Term	Definition
Deliverable	A contractual deliverable in terms of the Scope of <i>services</i>
Review	A review by the <i>Employer</i> of Deliverables, submitted by the <i>Consultant</i> for Acceptance, as part of the <i>Employer's</i> Acceptance process.

3.4 Abbreviations

Abbreviation	Explanation
NTC	National Transmission Company
NTC SA	National Transmission Company South Africa
OGE	Office of the Group Executive

3.5 Process for Monitoring

All activities specified in the document will be monitored during contract execution

3.6 Related/Supporting Documents

No.	Document Title	Document No.
1	Tx Design Brief December 2021 Rev 2	n/a

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4. Scope of Services

The scope of *services* for the *Consultant* will include the following:

- a) Assist the *Employer* with the development of the National Transmission Company (NTC) brand philosophy and positioning;
- b) Appoint and contract a reputable law firm with the requisite Intellectual Property law expertise to ensure that all statutory requirements associated with the registration and approval of the logo are met.
- c) Develop brand strategy including but not limited to: brand proposition, key messages, stakeholder/target market matrix, connection plan and annual calendar of activity
- d) Translation of the brand to differentiate NTC as a subsidiary of Eskom both internally in Eskom and to the wider market and the public;
- e) Development of an integrated communication strategy and implementation plan;
- f) Development of a brand manifesto; and Launch of an integrated campaign targeting internal and external audiences;
- g) Development of Media, Public relations and Digital strategy and implementation plan (Stakeholder engagement strategy)
- h) A thorough employee engagement programme to entrench the brand and create an understanding of how it impacts what each employee does

In executing the above tasks, the *Consultant* will be required to:

- gain in depth knowledge of the Transmission's operating and business model.
- Study and understand Transmission's consumers/target markets and extract relevant communication insights.
- Provide advice and guidance on communication strategies.
- Carry out a reputation and crisis management strategy that gives insight into the public perception about NTC SA.

4.1 Deliverables by the *Consultant*

The following will as a minimum form part of the *Consultant's* deliverables:

- **Insights and diagnostic study reports**
 - This should include an environmental scan to ensure the final logo does not receive objections when registering the trademark.
 - Scoping and research: Brand Audit, in-depth interviews, desktop research and synthesis and recommendation.
- **Logo design and development**
 - Develop a NTC SA logo and primary colour pallet and some indication of its application on items such as its letterheads, PowerPoint templates, etc.
 - Develop a corporate Identity manual/finished Art and Brand Applications standard manual. This includes the final preparation for design, print, production and manufacture of brand elements as well as the application manual.
- **Implementation and budget plan**
 - Define the project timelines for the design project phases.
 - Define budget for the project phases (the *Consultant* to present the cost implications with a detailed breakdown for each phase).
 - Develop an implementation plan in consultation with the *Employer*.

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- **Integrated Communication Strategy**
 - Development of a brand manifesto; and launch of an integrated campaign targeting internal and external audiences;
 - A thorough employee engagement programme to entrench the brand into day-to-day activities.
- **Other deliverables**
 - The *Consultant* shall use its expert knowledge into the various activities of the contract and submit with his tender, scope that is relevant to this contract and not included above, with clearly defined deliverables and estimated costs for execution of those deliverables for the *Employer's* consideration during the tender evaluation process.
 - The *Employer* shall evaluate the *Consultant's* offer during evaluations and should those activities be required during the execution of the contract, Issue Task orders for the activities with the proposed costs at tender stage being firmed up and accepted for the Task Orders.

5. Associated requirements and activities

The *Consultant* will be required to deliver on the project activities as per agreed timelines with the *Employer*. All services delivered under this contract shall belong to the *Employer* and shall be delivered in both electronic and hard copy format as determined by the *Employer*.

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6. Review and Acceptance of deliverables

Acceptance of Deliverables by the *Employer* will generally follow the process outlined in **Error! Reference source not found.**

Table 1: Process for Review and Acceptance of Deliverables

Ref.*	Task	Responsibility
a	<i>Consultant</i> Prepares Deliverable and submits to its lead team for review	<i>Consultant</i>
b	Internal review	<i>Consultant</i>
c	<i>Consultant</i> submits deliverable to the <i>Employer's</i> team (OGE project lead) for review	<i>Employer</i>
d	Office of the GE project lead and <i>Consultant</i> review comments from the <i>Employer</i>	<i>Employer/ Consultant</i>
e	Review Meeting	<i>Consultant</i> and <i>Employer</i>
f	<i>Consultant</i> updates Deliverables report	<i>Consultant</i>
g	Deliverable is issued to the <i>Employer</i> (OGE project lead) for Acceptance	<i>Consultant</i>
h	Report is submitted for Acceptance by the Group Executive	OGE Project lead
i	Report is presented to other Eskom Structures	OGE Project lead supported by the <i>Consultant</i>

* Refer paragraphs below.

- The *Consultant* prepares all Deliverables in accordance with his internal quality assurance procedures.
- The *Consultant* reviews all Deliverables in accordance with his internal quality assurance procedures. The reviewer is qualified in the process used to generate the Deliverable, and is not the same individual who prepares the Deliverable, but may be from the same organization. Reviewers have access to pertinent background information upon which they may base their review.
- The *Employer* reviews the Deliverables, using the requirements set in this document as a basis for review.
- The *Employer* forwards review comments to the *Consultant* within two (2) weeks after receipt of the Deliverables.
- The *Employer* and *Consultant* hold a review meeting to discuss and clarify the *Employer's* review comments. The *Consultant* minutes the changes to be incorporated as agreed between the Parties, as well as follow-up action.
- The *Consultant* updates/corrects the Deliverables as per the *Employer's* comments or as per the minutes of the review meeting.
- An authorized person within the *Consultant's* organization approves the revised Deliverables and submits the final deliverables to the OGE.

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- h. Deliverables are share with the Group Executive for his acceptance.
- i. Report is presented to other Eskom structures.

7. Review meetings

- a. The Consultant and the Employer/End User will review the Deliverables in meetings organized and scheduled by the Employer/End User.
- b. The Consultant ensures that all follow-up actions are carried out within the time stipulated.
- c. The *Employer/End User* may, in addition to the scheduled review meetings indicated, request additional reviews.
- d. The Employer may involve independent third parties in any of the review meetings.
- e. Review meeting may also include presentations to various Eskom Structures. Where such is a requirement, the *Consultant* will prepare PowerPoint presentations in compliance with the requirements of those structures.

8. Progress meetings

The Service Requestor/End User and the *Consultant* hold regular meetings to review the progress made with respect to project activities.

The *Consultant* agrees the frequency and venue of the progress meetings with the project lead from the Office of the GE.

The *Consultant* agrees a schedule for the progress meetings with the project lead from the Office of the GE.

The *Consultant* keeps minutes of these meetings.

Note: Minutes of meetings will not form any basis of variations or amendments to the contract. The Employer communicates contract variations or amendments formally and separately to the Consultant by means of compensation events.

9. Documents and drawings

The *Employer* shall issue any documentation required by the *Consultant* to enable it to carry out its tasks. The *Consultant* is the expert in terms of the scope of the Contract. The *Employer's* expectation is for the *Consultant* to define at project kick off and during the execution of the project, all documentation required for the Consultant to effectively carry out the services under this contract.

All the work resulting from this contract shall be the proprietary asset of the *Employer*, neither the *Consultant* or any third party shall have the right of ownership or use thereof.

10. Invoicing and payment

All invoices shall be supported, where applicable, by a detailed breakdown of the manpower hours, rates applicable to the contract, deliverables document associated with the costs being claimed.

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Within one week of receiving a payment certificate from the *Employer's Agent* in terms of core clause 51.1, the *Consultant* provides the *Employer* with a tax invoice showing the amount due for payment equal to that stated in the *Employer's Agent* payment certificate.

The *Consultant* shall address the tax invoice to Eskom Holdings SOC Limited and include on it the following information:

Attention: *Employer's Agent* name

Eskom Holdings SOC Limited

P. O. Box 1091

Sunninghill

Sandton

Johannesburg

2000

- Name and address of the *Consultant*
- The contract number and title;
- The Purchase order number
- *Contractor's* VAT registration number;
- The *Employer's* VAT registration number;

Total amount invoiced excluding VAT, the VAT and the invoiced amount including VAT.

The invoice shall be submitted with the signed off breakdown on manpower hours, rates, total cost for disbursement and supporting information on costs for disbursements.

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