



REQUEST FOR PROPOSAL (RFP/06/2021)

**APPOINTMENT OF A SERVICE PROVIDER TO REVIEW BRAND SOUTH
AFRICA'S COPYRIGHT AND INTELLECTUAL PROPERTY POLICY FOR
LEGAL COMPLIANCE**

CLOSING DATE: 07 MAY 2021

TIME: 16H00

1. INTRODUCTION

Brand South Africa, was established in 2002 and tasked with leading the global and domestic marketing of our nation's Brand. The primary object of the Trust is to develop and implement a pro-active and coordinated marketing and communication and reputation management strategies for South Africa.

Brand South Africa's international mandate is to build South Africa's Nation Brand reputation in order to improve the country's global competitiveness, reflecting a great focus on driving international investment and trade.

Domestically, Brand South Africa's mandate is to build pride & patriotism amongst South Africans and contribute to social cohesion and nation brand ambassadorship, giving our country a consolidated and clear brand image. This involves the creation of a unified message and promise that becomes identifiable with South Africa, thereby building credibility, conviction and committed patronage.

Brand South Africa is also the central hub of national reputation and competitiveness intelligence. This intelligence is vital for articulating, aligning and mobilising key messages about the nation for the use and benefit of all stakeholders and strategic partners.

2. WHO WE ARE

Brand South Africa is a Schedule 3A Public Entity, which was established in terms of the Brand South Africa Trust Deed, which is governed by the Trust Property Control Act No.57 of 1988 and the Public Finance Management Act, No.1 of 1999. The organisation reports to the Presidency, from which it receives its budget.

3. PURPOSE

The purpose of Brand South Africa is to develop and implement pro-active and coordinated marketing, communication and reputation management strategies for the country.

4. MISSION

To achieve our purpose, we will embark on the following execution mission:

- Develop and articulate a South African national brand identity that will advance South Africa's long-term positive reputation and global competitiveness.
- Seek to build individual and institutional alignment to and support for the brand in South Africa and pride and patriotism amongst South African.
- Build awareness and the image of the Nation Brand in other countries.
- Seek the involvement and cooperation of various government departments, civil society, business and the non-government sector.

5. SCOPE OF WORK

- 5.1. Brand South Africa is requesting experienced and reputable bidders to submit proposals for the review of Brand South Africa's Copyright and Intellectual Property Policy for legal compliance as per the following scope of work:
- 5.2. A description of the service provider's methodology to perform policy review tasks set forth in terms of references, including the proposed work plan.
- 5.3. The bidders should include in their methodology, which should at least include some of the following factors:
 - 5.3.1 Desktop research
 - 5.3.2 Benchmarking
 - 5.3.3 Compliance with the relevant legislation
- 5.4. Deliverables under this section include without limitation, the following:
 - 5.6.1 Identified gaps on the draft Policy, if any.
 - 5.6.2 Tracked suggested changes on the Policy and explanations there for.
 - 5.3.3 Clean copy of the proposed or reviewed Policy.

6. BIDDER'S RESPONSIBILITIES

- 6.1. The bidder must be a single entity able to demonstrate prior experience and performance in policy review services, including contactable client references.
- 6.2. The bidder must conduct business in courteous and professional manner.
- 6.3. The bidders must ensure that the personnel allocated to work under this contract are adequately trained and have Public sector experience in Policy drafting/review.
- 6.4. Ensure that Brand South Africa is informed of any appointment and removal of any personnel and the team must be familiar with government regulations.

7. DURATION

The duration of this contract is 6 weeks based on performance, during which will be The service provider will submit weekly reports on progress.

8. EVALUATION CRITERIA

- 8.1. A minimum of 70 points out of 100 points on technical capability for Table 3; will be the cut off to qualify for further evaluation Those who qualify will be assessed using the 80/20 preference points system for Price and B-BBEE as per the PPPFA 2017.
- 8.2. Brand South Africa will analyse and assess technical capability and therefore the bidder should demonstrate the following:

8.3. Table 1- Technical Evaluation Criteria

TECHNICAL EVALUATION CRITERIA		
CRITERIA	SUB-CRITERIA	POINTS
Organisational experience and capability	Demonstrate organisational capability to execute the project, including demonstrated experience in executing similar assignments in Public and Private sector. (25) Minimum of 5 years demonstrated experience in executing similar assignments in Public and Private sector. (20) • Less than 5 years =(0) • Minimum of 5 years =(10) • Above 5 but less than 10 years =(15) • Above 10 years =(20) 2.Three (3) contactable references (20) Attach letters of recommendation from a minimum of three contactable referees where work has been done in the past 10 years. • 3 reference letters attached from the past 10 years = (5) • More than 3 and less than 7 reference letters attached from the past 10 years = (10) • More than 7 and less than 10 reference letters attached from the past 10 years = (15) • More than 10 reference letters attached from the past 10 years = (20)	40
Approach, Methodology and Project Plan	Detailed approach, methodology and process to be adopted in the project. (15) Project Plan to be linked to the deliverables and outputs. (5)	20
Capacity and experience of the Project Lead	Project lead must demonstrate requisite knowledge of the policy review and qualifications with 10 years' experience. Attach CVs and Qualifications (40). • Less than 10 years demonstrated experience in executing similar assignment in the public and private sector =(0) • Has 10 and above years' demonstrated experience in executing similar assignments in the public and private sector. (20) • Bachelor degree in Public Policy/Policy Formulation, Implementation and Evaluation/ Public Administration/ Management or equivalent qualifications=(20)	40

TOTAL POINTS	100
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8.4. Table 2 - Price and B-BBEE

The average rate price for each services costed will be utilized to determine the bid price.

The evaluation for Price and B-BBEE shall be based on the 80/20 PPPFA Principle and the points for evaluation criteria are as follows:

Table 2 - Price and B-BBEE		
CRITERIA	SUB-CRITERIA	WEIGHTING / POINTS
Price	Detailed budget breakdown	80
B-BBEE (Status Level Verification Certificate)	B-BBEE Level Contributor	20
TOTAL		100

9. INSTRUCTIONS TO BIDDERS

9.1. Terms and Conditions

Brand South Africa reserves, under exceptional circumstances, the rights to extend the closing date. All proposals and all subsequent information received from bidders will not be returned.

The adjudication process does not represent a commitment on the part of the Brand South Africa to proceed further with that proposal or of any other bidder.

9.2. Changes to this RFQ document

Brand South Africa reserves the right to make changes on this RFQ Document. All changes will be communicated to those firms that have responded to the RFQ. No reliance shall be placed on other information or comment from any other person.

9.3. Confidentiality

Any information relating to the submissions, through the process or otherwise shall be treated in strict confidence.

9.4. Other matters

Brand South Africa reserves the right not to enter into any relationship and no correspondence pertaining to submissions will be entered into.

If Brand South Africa does not accept any proposal, it will declare this RFQ call process closed and may then elect to:

9.4.1 Proceed on a completely different basis; and

9.4.2 Not to appoint any respondent in the event it deems proposals not appropriate.

Brand South Africa will not accept any responsibility for costs incurred by bidders in preparing and submitting proposals.

Brand South Africa reserves the right to engage in processes to validate all claims made in the proposal.

10. PAYMENT STRUCTURE

10.1. Brand South Africa undertakes to pay in full within thirty (30) days, all valid claims for work done to its satisfaction upon presentation of a substantiated claim/invoice.

10.2. Payments will only be made on the basis of the work completed as per the project implementation plan which may be agreed at the inception of the project.

11. GENERAL

It is important to note that the successful bidder will work under the supervision of a Brand South Africa representative, abide by Brand South Africa's Code of Conduct, and other organisational guidelines, which may be made available on request.

Kindly submit the following documents:

- **Valid and Original or certified as a true copy of B-BBEE Level of contribution or Original or certified as a true copy Sworn Affidavit Certificate issued by the relevant professional bodies (Failure to attach certificate will lead to non-allocation of points)**
- **Proof that tax matters with SARS are in order**
- **(SARS Pin Number/ Tax Clearance Certificate) National Treasury Central Supplier Database Report**
- **Completed and signed SBD forms**

12. CONTACT DETAILS FOR INFORMATION

12.1. Further information regarding technical matters can be sent via email to:

bafanam@brandsouthafrica.com or tel: 011 483 0122.

12.2. Further information regarding supply chain matters can be send via email to:

quotations@brandsouthafrica.com or Ntsepengl@brandsouthafrica.com or at tel: 011 483 0122.

13. SUBMISSIONS OF PROPOSALS

13.1 Proposals should be submitted on or before the **07 MAY 2021** by no later than **16:00**

to the following address: quotations@brandsouthafrica.com or
Ntsepengl@brandsouthafrica.com

- 13.2 The selection of the qualifying bid/quotations will be at the Brand South Africa's sole discretion. Brand South Africa does not bind itself to accept any particular bid/quotations, and reserves the right not to appoint the bidder.