



RFP FOR THE APPOINTMENT OF A SUPPLIER TO PRODUCE TWO (2) CORPORATE VIDEOS ON IMPLEMENTATION OF SHARED SERVICES AND HR STRATEGY AWARENESS FOR CEF

1. INTRODUCTION

CEF SOC Ltd is a state-owned company involved in the search for appropriate energy solutions to meet the energy needs of South Africa and the sub-Saharan African region. It also manages the operation and development of the oil and gas assets of the South African government. The company which falls under the auspices of the Department of Mineral Resources and Energy (DMRE) controls entities with commercial and developmental roles housed in five operational subsidiaries, namely: iGAS, PetroSA, SFF, PASA and AEMFC. For more details please visit, www.cefgroup.co.za.

2. BACKGROUND

As part of the company's strategic direction particularly to strengthen internal capability for driving the organizational performance and deliver on developmental and commercial mandate, the new strategy and operating model will need processes, technology and people to be re-configured and optimized to support the new growth path. The Shared Services has benefits to deliver cost reduction, service excellence, creation of efficiencies, leveraging economies of scale, continuous process improvement and freeing of core subsidiaries' time to focus on core operations.

The key is the idea of 'sharing' within a group. This sharing needs to fundamentally include shared accountability of results. The internal service provider needs to ensure that the agreed results are delivered based on defined measures (KPIs, cost, quality etc.). Ideally, companies that implement shared services enjoy significant cost savings by standardizing practices and procedures and by creating and leveraging economies of scale. While centralization activities involving specialist's functions, planning and decision-making will be retained in the head office.

Internal approvals were obtained to implement shared services in phased approach, hence the need to communicate this project through a video has been identified as one of the key process in this project.

3. PURPOSE OF THE PROJECT

CEF requires the services of a qualified and experienced service provider to produce a corporate video that transmits a message on planned CEF group shared services journey and create awareness of the HR strategy. The corporate videos will be used as a marketing/communication tool to reinforce and introduce the CEF shared services center and HR Strategy amongst stakeholders.

4. STRATEGIC OBJECTIVES OF THE CORPORATE VIDEOS

In a nutshell, the **two (2) corporate videos** are intended to:

4.1. Shared Services Video

- Create awareness about the implementation of shared services project.
- Communicate the benefits of shared services and conceptual roadmap
- Serve as an additional interface with all CEF's stakeholders both internal and external.

4.2 HR Strategy video

- Create awareness about HR strategy implementation and phases.

5. SCOPE OF SERVICES

The service provider is required to:

- Submit a Project Plan for the work to be undertaken, including timelines and budget.
- Review the CEF business and produce a draft script for approval by the CEF team.
- Upon approval of the final script, present CEF with professional storyboard.
- Hire a voiceover artist
- Source or shoot relevant moving and still images for the video. This entails shooting images at CEF Group facilities in Johannesburg (Sandton), Mossel Bay, Saldanha, and Cape Town. CEF will facilitate access to the facilities and set up interviews with relevant company officials where required. The bidder must make provision in their costing for travel and disbursements.
- Shoot in-house interviews with relevant CEF Executives.
- If so required, the bidder must arrange for CEF presenters' make-up to be done for each video recording.
- Produce draft high quality, full colour short version (5 minutes) and longer version (15 minutes) corporate video for each message (Shared services implementation and HR strategy awareness) that encapsulate the CEF brand and activities.

- Drafts of each video are to be supplied to CEF for review and final approval on a cloud-based storage facility, DVD or USB memory stick or external hard drive delivered to the CEF. The bidder must allow for up to 5 drafts.
- The video must comply with CEF's brand guidelines.
- The corporate video must be able to be reduced in size without diminishing quality.
- Deliver the finished product in desired formats including, but not limited to: MP4, MPEG, and web compatible formats.
- The finished product should be of a quality (both the short and long version) that will be of a standard that can be aired at CEF events, posted on the CEF Group website and distributed through social media and email newsletters.

6. BIDDER REQUIREMENTS

- Ability to offer highly qualified personnel that demonstrate substantive and technical knowledge to meet responsibilities as per the scope of services/ requirements;
- Willing and able to guarantee the delivery of services in accordance with the scope of services;
- Ability to manage assignments within strict deadlines;
- Review all relevant information and consult with relevant persons involved in the project to get a better understanding about the CEF brand, projects and activities;
- Include details on any portion of the work that may need to be outsourced due to lack of capacity or skills;
- The bidder should have an initial creative consultation meeting with the CEF team overseeing the project;
- The bidder is expected to be in contact with the designated team throughout all phases of the project by providing a progress reports;
- The video producer is required to secure its own production facilities and equipment to produce all elements of the video, including but not limited to voicing, lighting, graphics, animation, editing, and music;
- As a state-owned entity governed by the PFMA, CEF expects the video producer to use cost-effective approaches in both the production and post-production of the videos.

7. PRICING SCHEDULE

The chosen agency will be required to give a total projected cost for the list of services/deliverables as per the following:

Service	Price
Strategy Meetings with the clients costs	
Pre-Production costs	
Script-Writing costs	
Video recording costs	
Editing costs	
Post Production costs	
Total project costs (both videos)	

NB: Over and above the specified, the project costs should also include all agency fees, travel expenses, subcontractor fees and any contingency fees. The total project costs must be all inclusive.

8. TECHNICAL EVALUATION CRITERIA

The service provider must provide CEF with a proposal adhering to the following:

Evaluation Criteria	Guidelines for Criteria Application	Weighting
Company Experience	The bidding company should demonstrate years' experience in the field of corporate video production by submitting their company profile. The profile should also indicate the bidder's production resources to execute the scope of work. Rating: 5 = 5 years' experience or more 4 = 4 years' experience 3 = 3 years' experience 2 = 2 years' experience 1 = 1 year experience 0 = Less than 1 year experience	20
Relevant tertiary qualification	The service provider must submit a qualifications certificate for the Team director/ lead (which must be NQF 6 or higher tertiary qualification in video productions/or related area) Rating: 5 = Relevant tertiary qualification. 3 = Other tertiary education not related to filming /video production 0 = No qualification	10

Bidder's Project Plan	The project plan must detail the following: • Proposed schedule for the project (i.e. project stages and milestones) • Proposed vision for the video (i.e. broad concept/storyboard of the final product). • Proposed budget for the project • Project Timelines Rating: 5 = Provision of project plan with all four pre-requisites 4 = Provision of project plan with 3 of the above pre-requisites 3 = Provision of project plan with 2 of the above pre-requisites 1 = Provision of project plan with one pre-requisite 0 = No provision of project plan	40
Portfolio of Evidence	Provide at least three (3) samples of past corporate videos produced. The samples must be submitted on USB memory stick or via a link to a digital platform. The submitted videos should showcase the bidder's technical expertise to produce quality corporate videos. Rating: 5 = Provision of three or more relevant projects 3 = Provision of two relevant projects 1 = Provision of one relevant project 0 = No provision of projects/ Non-relevant projects provided	20
Reference Letters	The bidder to provide relevant reference letters indicating that similar projects were executed within the last 5 years () (2018-2022). The reference letters must be on the clients' company letterhead, with the client signature and contact details. Rating: 5 = Five or more ref letters showing relevant services as per scope. 4 = Four ref letters showing relevant services as per scope 3 = Three ref letters showing relevant services as per scope 2 = Two ref letters showing relevant services as per scope 1 = One ref letter showing relevant services as per scope 0 = No letter provided/Letters provided were non-relevant to scope	10

	Ps: Letters with non-relevant service as well as without the pre-requisite signature, letterhead & older than 5 years will be disregarded.	
Total		100
Minimum functionality threshold		80%

Failure to meet the minimum threshold of 80% will result in disqualification from being evaluated further.

9. BIDDING CONDITIONS

The successful bidder will be selected through the following process:

9.1 Functionality evaluation: A written proposal

Bidder's proposals will be evaluated according to the specified technical criteria in order to select all bidders that meet the minimum functionality threshold.

9.2 An in-house interview/concept presentation with the CEF evaluation panel/team –

All bidders who meet the minimum functionality threshold will be invited to CEF for an in-house presentation. The bidders' presentation will be evaluated according to the following criteria:

Evaluation Criteria	Guidelines for Criteria Interview	Weighting
Bidders' Presentation	30 minutes presentation with concept, project plan and details of previous corporate video projects 5 = presentation with clear concept, and understanding video objective, project plan with timelines and relevant previous videos reference 3 = clear concept, timeline, no relevant video reference 0 = limited understanding of concept, not video reference and not estimated.	100
Minimum Presentation threshold		100%

Failure to meet the minimum presentation threshold will result in disqualification from being evaluated further.

9.3 Commercial /pricing: BBBEE evaluation

Bidders who qualified on the two stages above will be evaluated on pricing and BBBEE based on the PPPFA, 2017 80:20 preference point system.

Price and BBEE scoring

Evaluation Criteria	Final Weighted Scores
Price	80
B-BBEE - Scorecard	20
TOTAL SCORE:	100

NB: Upon acceptance of the contract with CEF, the selected agency will be responsible for procuring copyrights to music, photos, sound effects and/or other licensed creative material needed for the corporate video.

Also CEF reserves the rights to ownership of all the raw footage and photography of CEF projects shot exclusively for this project.