
ENGINEERING COUNCIL OF SOUTH AFRICA		 E C S A <small>ENGINEERING COUNCIL OF SOUTH AFRICA</small>
REQUEST FOR PROPOSALS (RFP) FOR THE APPOINTMENT OF A SUITABLY QUALIFIED SERVICE PROVIDERS TO FORM PART OF A PANEL FOR THE PROVISION OF MARKETING AND COMMUNICATION SERVICES		
UNIQUE IDENTIFIER: ECSA/RFP03/2024	Date: 24 April 2024	

(PRIVATE & CONFIDENTIAL)

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Terms of reference for the appointment of a panel of service providers to provide marketing and communication services for a period of two (2) years.

1. BACKGROUND

The Engineering Council of South Africa (“ECSA”) is a statutory body established by section 2 of the Engineering Profession Act, Act 46 of 2000 (EPA). ECSA's primary role is the regulation of the engineering profession in terms of the EPA. Its core functions are the accreditation of engineering programs, registration of persons as professionals in specified categories, maintenance of registration through Continuing Professional Development (CPD) and the regulation of the conduct of registered persons.

1.1. Our mandate

ECSA operates within the ambit of the Built Environment Profession. ECSA is, therefore, a creature of statute, with its mandate anchored in the EPA. ECSA has a myriad of mandates embedded in the Act, which enables ECSA to, inter alia:

- i. Decide on any applications for registration by applicants;
- ii. Determine and impose fees and charges, including registration fees, application fees, annual fees and appeal fees;
- iii. Conduct accreditation visits to educational institutions and to grant, refuse and withdraw accreditations;
- iv. Establish mechanisms and minimum standards for registration.

2. PURPOSE OF THE BID

2.1 The Engineering Council of South Africa has as one of its Business Units the Marketing and Communications Business Unit. This Business Unit provides support to the business of the organisation through marketing and communications efforts to grow the registration register, create awareness of the legal mandate of the Council as well as share information through its communication platforms on the strategic programmes and projects of the organisation including the Identification of the Engineering Work (IDoEW), Registration Clinics etc.

2.2 In order to successfully achieve these communication objectives, the Marketing and Communication Business Unit requires the services of suitable, qualified and competent service providers to support these programmes and projects to grow the registration register.

2.3 The purpose of the Bid is therefore to invite suitable, qualified and competent events management companies/ public relations agencies/ marketing agencies to send proposals to be considered for inclusion on its panel of events management companies/ public relations agencies/ marketing agencies, as ‘preferred service providers’.

2.4 ‘Preferred service providers’ imply that the selected agencies/companies are a pool, not necessarily the only contracted service provider. The panel of service providers will be required to provide the following services on an ad hoc basis:

- Human resources for public participation engagements as well as exhibitions set up and become ambassadors at ECSA roadshows and stakeholder engagements with the purpose to share information on ECSA’s key programmes and projects
- Graphic design services
- Copy writing and editing services
- Provide social media services (for campaigns) as well as analysis report of campaigns
- General marketing and communication services as advised by the scope of work

2.5 To be considered for the final stage of bid evaluation, service providers must submit a complete response that substantially satisfies all of the requirements as stated.

3. CHECKLIST OF RETURNABLE DOCUMENTS AND ATTACHMENTS

Please adhere to the following instructions

- i. Tick in the relevant block below, the documents and schedules that form part of your response.
- ii. Ensure that the documents are completed and signed where applicable.
- iii. Use the prescribed sequence in attaching the annexes that complete the Bid Document
- iv. Should all of these documents not be included or any part of the bid document not duly-completed, the bidder may be disqualified on the basis of non-compliance/ non-responsiveness.
- v. Please index and paginate your bid documentation.

Checklist- the bid / request for quotation returnable documents and attachments

Item	Tick
Invitation to Bid (SBD 1)	
Company Profile	
CIPC certificate	
Proposal incorporating requirements set out in paragraph 6.1.2 below	
Portfolio of previous work done	
CVs and qualification proposed team members	
A valid B-BBEE certificate issued in accordance with SANAS` requirements or B-BBEE Sworn Affidavit	
A valid tax clearance certificate	
Bidder`s Disclosure Form Declaration of Interest form (SBD 4)	
Joint Venture Agreement in case of a Joint Venture	

4. SCOPE OF WORKS

The Engineering Council of South Africa has strategic initiatives that it seeks to communicate to stakeholders across the country. These engagements are envisaged to take place physically and to ensure the success of these engagements ECSA requires the services of well-versed communication, marketing, events as well as public relations organisations. This support ranges from Brand Ambassadors, as well as marketing and communication initiatives to market and create awareness on these initiatives on various communication platforms that are owned by ECSA as well as other external communication platforms such as earned and paid media.

The preferred service providers will be expected to render services on an *ad hoc* basis to ECSA in the following service categories:

4.1 Brand Ambassadors

- 1. The Engineering Council of South Africa seeks the services of a professional, credible, and reputable organizations that provides human resources for public participation engagements as well as exhibitions set up and attendance to represent ECSA and serve as brand ambassadors.
- 2. These services will be used at ECSA public engagements that will take place once (or more) a month (Thursday- Saturday) in a different province each month.
- 3. These engagements are set to consult with stakeholders on the identification of engineering work, road to registration workshops as well as creating awareness on STEM subjects in high schools, as well as getting engineering students in Higher Educations Institutions ready for the world of work.

SERVICES REQUIRED	ACTIVITES
High School, TVET and University Exhibitions and Engagements	Set up branding.
	Engage with the learners and students.
	Promote and encourage ECSA as well as the uptake of STEM subjects through engagements.
	Ensure attendance register is completed by all present.
	Take high quality pictures and videos for social media.
Industry Engagements	Set up branding.
	Represent ECSA at Industry Events.
	Ensure attendance register is completed by all present.
	Take high quality pictures and videos for social media.
	Engage the delegate/attendees and respond to ECSA related queries.
Services	The organisation would be required to have resources in all nine (9) provinces. Two resources will be required for each engagement.
	The resources would need to be articulate in English, between the ages 21- 30 and passionate about education, public engagement and information sharing and be able to carry themselves in a professional manner.
	The service provider will be required to provide transport, accommodation as well as meals for the human resources.
	ECSA will provide training for the human resources to ensure adequate knowledge of ECSA programmes and projects. ECSA will also provide branded gear for resources to wear during these engagements.
Experience	Preference will be given to service providers who are able to demonstrate over 5 years' experience in events/personnel management at large including the specific are of work mentioned above.
Notes	ECSA reserves the right to evaluate the performance of the human resource and their ability to adequately represent ECSA.

4.2 Marketing and communication services

The Engineering Council of South Africa seeks the services of a professional, credible, and reputable Marketing and Communications Agencies to render communications and marketing

services to profile the work of ECSA on various communication platforms including (social media, email and website).

SERVICES REQUIRED	ACTIVITES
Graphic Design Services	Design posters, banners and templates for social media based on themes to be provided and campaigns running.
	Create succinct audiovisual content to communicate key projects and programmes.
	Design e-mailers to communicate key pronouncements to internal and external stakeholders.
	Create a refreshed look for all content as guided by the CI Manual.
	Design email banners for internal stakeholders (staff members)
	Design layout and edit brochures, booklets, handbooks etc.
	<i>NB* Allocate 300 hours per annum for design work- additional hours can be allocated if there is a need.</i>
Audio visual	<p>Provide videography and photography services as and when required for key projects. Some of the key projects are listed below to assist with quoting however additional requests may be made to the preferred service provider during the duration of the contract.</p> <p>Photography:</p> <ul style="list-style-type: none"> • Senior Management Photoshoot (approx.8-10 people) • Staff Photoshoot (approx.120 people) • New Council Announcement Photoshoot including images of the President and Vice President as well as EXCO (approx. 50 people) • Photoshoots to take place at ECSA premises. • All required equipment to be supplied by the service provider. <p>Videography:</p> <ul style="list-style-type: none"> • ECSA Corporate video (15-20 min) (still images to be supplied by both client and the SP). • Video on the Identification of Engineering Work (3-5 min) • All required equipment must be supplied by the service provider. <p>Internal Communication – Provide the below desktop communication tools:</p> <ul style="list-style-type: none"> • Corporate Lock screen Tool x 24 screensavers for 24 Themes over the period of 2 years. • Screen-pop up messages x 20 over the period of 2 years.
Printing services	<p>Provide printing services for marketing collateral such as brochures, handbooks etc.</p> <p>NB* printing of 7 brochures per annum in different formats (A5 booklet, trifold etc.)</p>

	NB* 8- 15 pages per brochure, handbook etc.
Experience	<ul style="list-style-type: none"> • Preference will be given to organisations with 5+ years' experience in graphic design, photography as well as videography and printing. • Examples of previous corporate work done to be submitted.
Notes	<ul style="list-style-type: none"> • All design concepts to strictly adhere to ECSA's corporate identity and Brand CI Manual. • Three (3) concept designs are to be submitted following a client's brief for each collateral requested/briefed. • Graphic designer to allow at least three 3 client reverts before additional charging can be affected for a revert. • Service providers should be able to convert design collateral into editable and HTML versions upon request, where applicable. • All images from the photoshoots should be edited and submitted digitally. • Photography services may be required at some ECSA engagements – this to be communicated with the preferred service provider. • All videography should include images as well as opening and closing sounds, cutaways etc. • Some video footage may be required to be taken onsite at ECSA's engagements. <p><i>ECSA's social media platforms are (Twitter, Instagram, Facebook, LinkedIn, and YouTube).</i></p>

4.3 Copy Writing and Editing

The Engineering Council of South Africa seeks the services of a professional, credible, and reputable Public Relations Organizations/ Agencies to provide copy writing and editing services.

Copy Writing	<ul style="list-style-type: none"> • Develop Speaking notes/ speeches. • Thought leadership pieces/ opinion pieces. • Draft Press releases. <p>NB* allocate 200 hours per annum for the copywriting- additional hours can be included if necessary</p>
Editing	<ul style="list-style-type: none"> • Provide editing services for different ECSA content pieces/newsletters/booklets/brochures/annual report etc • Allow ECSA to provide inputs on draft products and to approve all content before being published.

	<p>NB* allocate 150 hours per annum for the editing- additional hours can be included if necessary</p>
Experience	<ul style="list-style-type: none"> • The service provider must have over 5 years' experience • Strong editorial, proofreading, and writing skills. • Ability to manage multiple projects and meet deadlines under pressure. • Passion for writing with an excellent portfolio of work • Have existing relations with engineering related publications and media houses. <p>NOTES</p> <ul style="list-style-type: none"> • <i>The service provider to source imagery for presentations</i> • <i>The service provider to avail themselves for an online/physical briefing session for each content piece</i> • <i>The service provider to conduct research for each piece of content.</i> <p><i>This scope of work serves as a guide and is by no means exhaustive.</i></p>

NOTE: Prospective suppliers may submit proposals in respect of anyone, a combination of or all of the below listed service categories. It is mandatory for bidders to indicate which service categories they are bidding for. Prospective suppliers must indicate in their proposals the relevant experience and exposure as well as the capacity of the prospective supplier in relation to the selected service categories.

No	Service category	Yes / No	Comments
1.	Brand Ambassadors		
2.	Marketing and communication services		
3.	Copy Writing and Editing		

5. CONTRACT DURATION

The appointed service providers will enter into a service level agreement with ECSA for a period of two years.

6. EVALUATION AND SELECTION CRITERIA

ECSA has set minimum standards that prospective suppliers must meet to be evaluated and selected as successful suppliers. The received proposals will be evaluated in different phases to arrive at the final phase of the award, and the phases will be as follows:

- i. Administrative Criteria (Phase 1) - Prospective suppliers (s) must submit all required minimum and mandatory documents.
- ii. Technical Evaluation Criteria (Phase 2) - The bids will be evaluated according to the criteria set below.

6.1. MINIMUM ADMINISTRATIVE REQUIREMENTS – PHASES

6.1.1. Minimum Screening Requirements (Phase 1):

Note: In this phase all proposals received will be verified for compliance and completeness of the submitted documents per the below set of mandatory requirements. Prospective suppliers who fail to comply with the below requirements may be eliminated and prospective suppliers who comply with the below will progress to the next phase of technical evaluation.

- Fully completed ,dated and signed bid forms must be properly received on the bid closing date and time specified on the invitation.
- Invitation to Bid (SBD 1) must be fully completed
- Company Profile
- CIPC certificate
- Proposal
- Portfolio of previous work done
- CVs and qualifications the proposed team members
- A valid Tax clearance certificate
- A valid B-BBEE certificate or B-BBEE Sworn Affidavit
- Submission of duly completed SBD 4 (Bidder`s disclosure)
- Proof of Joint Venture (if applicable)

6.1.2. Technical evaluation point allocation (phase 2):

Only prospective supplier(s) that have met the administrative criteria in Phase 1 will be evaluated in Phase 2. Award will be ranked up to position eight representing number of prospective suppliers to be considered to qualify to be part of the panel who achieve a threshold of 70 to 100 points of technical capabilities for each service category.

The allocation of points for technical evaluation is set out in the Table below:

No	Description	Max Points
1	<p>Experience The bidder must have the relevant experience of integrated marketing communication: (Proof should be in a form of a company profile).</p> <p>Points will be allocated as follows:</p> <p>More than 10 years above = 20 More than 5 years = 10 Below 5 years = 0</p>	20

2	<p>Methodology</p> <p>The bidder must submit a detailed methodology and approach on how they would implement an integrated marketing and communication for ECSA. With the below important elements to be considered:</p> <ul style="list-style-type: none"> • Work breakdown structure • Milestones • Duration • Resource allocation to tasks • Project phases <p>Points will be allocated as follows:</p> <p>The bidder demonstrates understanding of the of project deliverables and they provided practical project plan =40</p> <p>The bidder demonstrates limited understanding of the project deliverables and provided practical project plan = 20</p> <p>Project approach not submitted =0</p>	40
3	<p>Profiles of the teams allocated to the different scope of work (NB: Bidders will be allocated points for this criterion as per the service category that they are bidding for:)</p> <p>Bidders will be assessed on the suitability of the team suggested in terms of their work experience in line with the scope of work, capacity to deliver on the work, level of knowledge for design work/public engagements and copy writing and editing.</p> <p>Service Category 1: Brand ambassadors The organization must submit CVs and qualifications of the account manager and profile of the brand ambassadors or event hosts.</p> <p>Points will be allocated as follows:</p> <p>Qualifications + relevant experience for above 10 years + Profiles of ambassadors = 15 Qualifications + relevant experience for more than 5 years but less than 10 years = 10 Qualifications + relevant experience and qualification for less than 5 years = 5</p> <p>Bidders who do not submit all the required documents as stated above = 0</p> <p>Service category 2: Marketing and Communication The bidder must submit CVs and qualifications of the accounts manager, graphic designer, photographer and videographer.</p> <p>Points will be allocated as follows:</p> <p>Qualifications + relevant experience for above 10 years = 15 Qualifications + relevant experience for more than 5 years but less than 10 years = 10 Qualification + relevant experience for less than 5 years = 5</p> <p>Bidders who do not submit all the required documents as stated above = 0</p>	15

	<p>Service category 3: Copy writing and editing</p> <p>The bidder must submit CVs and qualifications of a copy writer.</p> <p>Points will be allocated as follows:</p> <p>Relevant qualifications + experience for above 10 years = 15 Relevant qualifications + experience for more than 5 years but less than 10 years = 10 Relevant experience and qualifications for less than 5 years = 5</p> <p>Bidders who do not submit all the required documents as stated above = 0</p>	
4	<p>Portfolio of previous work done</p> <p>The organisation will be assessed on the creativity of designs submitted, clarity, cohesiveness as well as structural flow of the content (copy) submitted.</p> <p>The bidder must provide a portfolio of evidence with a minimum of three projects for the work done for each service category that they are bidding for.</p> <p>Points will be allocated as follows:</p> <p>5 projects and above = 15 4 projects = 10 3 projects = 5 Less than 3 project = 0</p>	15
5	<p>Reference Letters</p> <p>The bidder must submit a minimum of three reference letters from previous clients whom they have delivered integrated marketing and communications campaigns per each service category that they are bidding for:</p> <p>The reference letters must have the following:</p> <ul style="list-style-type: none"> • Entity name; • Contact name and telephone number; • Date when service was rendered; • Description of service; • Duration of project; <p>Points will be allocated as follows:</p> <p>4 letters and above = 10 3 letters = 5 Less than 3 letter = 0</p>	10
TOTAL Functionality points per each service category		100

6.1.3. Pricing

The successful panel will be requested to submit quotations as and when services will be required.

7. LIABILITY

The successful prospective supplier shall be liable to ECSA for any direct damages and/or losses incurred by ECSA due to failure by the prospective supplier to perform its obligations in the manner required by the Service Level Agreement signed by the parties.

The successful prospective supplier shall further be liable to ECSA for all indirect and consequential or special damages and/or losses suffered by ECSA as a result of gross negligence, willful misconduct, a breach of confidentiality provisions stipulated in the signed Service Level Agreement between the parties, breach of applicable laws, infringement of a third party's intellectual property rights, or a criminal act committed by the prospective supplier or any employees of the prospective supplier.

8. PROSPECTIVE SUPPLIER'S OWN TERMS AND CONDITIONS OR BID QUALIFICATIONS

This document contains the terms and conditions of this bid and prospective suppliers must not modify / qualify the specifications or come up with their own terms and conditions. ECSA reserves the right to disqualify a bid, which seeks to modify or depart from the specified conditions.

9. PREPARATION COSTS

The prospective supplier will bear all its costs in preparing, submitting and presenting any response to this bid and all other costs incurred by it throughout the bid process. Furthermore, no statement in this bid will be construed as placing ECSA, its employees or agents under any obligation whatsoever, including in respect of costs, expenses or losses incurred by the prospective suppliers in the preparation of their response to this bid.

10. INDEMNITY

If a prospective supplier breaches the conditions of this bid and, as a result of that breach, ECSA incurs costs or damages (including, without limitation, the cost of any investigations, procedural impairment, repetition of all or part of the bid process and/or enforcement of intellectual property rights or confidentiality obligations), then the prospective supplier indemnifies and holds ECSA harmless from any and all such costs which ECSA may incur and for any damages or losses ECSA may suffer.

11. LIMITATION OF LIABILITY

A prospective supplier participates in this bid process entirely at its own risk and cost. ECSA shall not be liable to compensate a prospective supplier on any grounds whatsoever for any costs incurred or any damages suffered as a result of the prospective supplier's participation in this bid process.

12. TAX COMPLIANCE

No bid shall be awarded to a prospective supplier whose tax affairs are not in order. ECSA reserves the right to withdraw an award made, or cancel a contract concluded with a successful prospective supplier in the event that it is established that such prospective supplier was in fact not tax compliant at the time of the award. ECSA further reserves the right to cancel a contract with a successful prospective supplier in the event that such prospective supplier does not remain tax compliant for the full term of the contract.

13. CONFIDENTIALITY

Except as may be required by operation of law, by a court or by a regulatory authority having appropriate jurisdiction, no information contained in or relating to this bid or a prospective supplier's submission will be disclosed by any bidder or other person not officially involved with ECSA's examination and evaluation of a tender/ bid.

Throughout this bid process and thereafter, prospective suppliers must secure ECSA's written approval prior to the release of any information that pertains to (i) the potential work or activities to which this bid relates; or (ii) the process which follows this bid. Failure to adhere to this requirement may result in disqualification from the bid process and civil action.

No confidential information relating to the process of evaluating or adjudicating tenders or appointing a prospective supplier will be disclosed to a prospective supplier or any other person not officially involved with such process.

14. INTELLECTUAL PROPERTY

ECSA retains ownership of all Intellectual Property rights in the bid/ tender information documents that form part of this RFP. Prospective suppliers will retain the Intellectual Property rights in their bid/ tender responses, but grant ECSA the right to make copies of, alter, modify or adapt their responses, or to do anything which in its sole discretion is necessary to do for reasons relating to the RFP process.

15. TERMS & CONDITIONS OF THE APPLICATION

- ECSA reserves the right without furnishing any reasons whatsoever, to cancel, withdraw or re-advertise, or to appoint or not to appoint any of the Legal Service Provider.
- ECSA may request clarification or further information regarding any aspect of the prospective supplier. The prospective supplier must provide the requested information within forty-eight (48) hours after the request has been made; otherwise, the prospective supplier may be disqualified.
- The Bid and supporting documents shall be submitted strictly in accordance with the instructions given in these ToR's.
- All prices quoted must be VAT inclusive. ECSA will not provide upfront payments.

16. BID SUBMISSION

The Bid/ proposal must be emailed to ECSA-TENDERS@ECSA.CO.ZA by no later than **12H00** on 15 May 2024.

Do not send submissions to email addresses other than ecs-tenders@ecs.co.za

- The completed bid must be attached to the email, any text included in the body will not be evaluated.
- The email subject should clearly indicate the name of the service provider and the bid reference number. If amending a submission, the title of the email should also include the word amendment.
 - Example: Company ABC, ECSA/RFP03/2024
 - Example: Company ABC , Amendment to ECSA/RFP03/2024
- If the submission is larger than 20 MB, please zip the folder to reduce size, and or submit in parts referencing each submission accordingly.

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- Where a response is not submitted at the time of the bid closing date, such submission will not be evaluated.
 - Submissions must be made in PDF format only; no editable documents will be accepted.
 - PDF documents submitted must not be protected.
 - Failure to adhere to the above submission rules may lead to disqualification.

ECSA is entitled to amend any application condition, validity period, specification, or extend the return date of such an application before the closing date. All applicants, to whom the application documents have been issued, will be advised in writing of such amendment or of extensions, promptly.

17. RETENTION OF APPLICATIONS

All applications submitted shall become the property of ECSA. ECSA will make all reasonable efforts to maintain applications in confidence. Proprietary information should be identified in each application.

18. CANCELLATION AND RE-INVITATION OF BIDS

The decision to cancel a bid will be published in the same media in which the original bid invitation was advertised.

19. VENDOR COMMUNICATIONS

During the application period, communications between applicants and ECSA will only be in writing through email for any queries and questions. All communications, correspondence, documentation, manuals, applications, presentations, demonstrations etc., must be in English.

All questions concerning the Application must refer to the Application page number, section and paragraph. All questions and correspondence must only be directed to the authorized ECSA Application Representatives, listed below:

20. General Enquiries:

Supply Chain Management: Ms. Nthabiseng Somoro

Telephone number: (011) 607 9534

Email address: nthabiseng@ecsa.co.za

20.1. For Technical Enquiries

Marketing and Communications: Basetsana Khoza

Telephone number: (011) 607 9500

Email address: basetsana@ecsa.co.za

