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General information

a. Brief information on the project

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is an international cooperation enterprise for sustainable development with worldwide operations. It hosts the secretariat for the South African-German Energy Partnership between the German Ministry of Economic Affairs and Climate Action (BMWK) and the South African Department of Mineral Resources and Energy (DMRE). Additional key stakeholders are other Government institutions (e.g., Presidency, Department of Trade, Industry and Competition, Department of Science, and Innovation), as well as German and South African private sector representatives.

The Energy Partnership facilitates high-level political exchange and energy policy dialogue in four activity fields: (1) Intergovernmental dialogue (2) Advice on policy for the global energy transition (3) Cooperation with the private sector, academia and civil society, and (4) Communication and knowledge management. Thematic issues of bilateral cooperation include the just energy transition, the development of a green hydrogen economy, the flexibilization and energy systems and innovations in energy storage, efficiency and digitalisation.

As part of activity field 4 (communication and knowledge management), the Energy Partnership implements a series of targeted communication measures to raise interest and acceptance and showcase its advocacy in issues of public interest related to the global energy transition in the partner country and to share information on its activities with its key stakeholders.

b. Context

Energy policy issues have entered the mainstream of the media and public discussions in recent years, through the current energy crisis but also the longer-term plans of the South African government for a just transition that includes the gradual phase out of fossil fuels and the decarbonisation of key sectors of the economy including energy, transport, petrochemicals, mining, and others. With abundant natural resources, ideal wind and solar conditions, and significant industrial assets, South Africa stands to benefit from a global low-carbon economy through an industrial strategy that includes e.g. the production of green hydrogen and the development of mineral resource value chains. An intensive public discussion is currently taking place in South Africa on how this transition can be managed in a manner that minimizes socio-economic disruptions, e.g. in mining regions such as in Mpumalanga and the North-West, and how to develop skills and deploy economic policies so that the transition can provide employment opportunities at a significant scale, equitable economic growth and distributive justice.

Germany is South Africa's second largest trading partner and a main source of foreign direct investment. Over 600 German companies have representations and production facilities in South Africa. They are responsible for over 100,000 jobs. The largest companies include BASF, Bayer, Bilfinger Berger, BMW, DHL, Deutsche Bank, Lanxess, Mercedes Benz, MTU, SAP, Siemens, ThyssenKrupp und Volkswagen. Germany considers South Africa a key partner for the global energy transition, given its economic size, the significant role of energy, mineral resources, manufacturing and heavy industry, and its role as a bridge to the African continent for German public and private institutions. South Africa also boasts the continent's largest renewable energy sector and German companies contribute to this sector with about 300 direct jobs.

Due to the relevance that both Germany and South Africa attribute to each other in terms of energy cooperation, both countries signed an agreement for an energy partnership in 2013. Germany is also a major contributor to the Just Energy Transition Partnership (JETP) between South Africa and a group of international partners over 8.5 billion USD loan and grant funding for the implementation of South Africa's climate targets and energy transition in a socially and economically just manner.

The secretariat of the bilateral energy partnership is tasked with the implementation of targeted communication measures to raise public interest in issues related to the global energy transition and to share information about the energy partnership between South Africa and Germany and its activities with key stakeholders.

Until now, the communication approach included the preparation of targeted information products for South African and German public and private sector representatives; the publications of relevant factsheets, reports and analyses; learning and exchange formats for energy policy specialists from both countries; and public communication via the website of the energy partnership (www.energypartnership.co.za) and the associated twitter account.

The secretariat of the energy partnership aims to review its communication approach and to develop a communication strategy that speaks to the objectives of the partnership and that takes into account the evolution of the public discourse on energy policy issues. The objective should be to provide relevant information on the bilateral energy partnership to stakeholders, to raise interest in the energy partnership and relevant aspects of the energy transition in the broader context of energy policy in South Africa, and to communicate solutions and successes of the cooperation between South Africa and Germany on energy issues.

- c. GIZ shall hire the contractor for the anticipated contract term, from 01 August to 30 November.
- d. The contractor shall provide the following service:
 - 1) **Analysis of South Africa's media and communications landscape and discourse related to energy policy issues.** The contractor will propose a mixed methods approach (e.g. desk research, interviews, group discussions, surveys) that will provide a sound analysis of types of media, stakeholder groups and their positioning, audience review and discourse analysis with regards to energy policy.
 - 2) **Review of the communication approach of the bilateral energy partnership and development of a communications strategy:** In light of the communications landscape and discourse outlined in task (1), review the existing communications approach and materials for their effectiveness and impact through a mixed methods approach that includes desk analysis, in-depth discussions with the EP Sekretariat and selected stakeholders. The communications strategy should inform the branding and market placement of the energy partnership; modes of communication, targets groups, narratives and key messages. The communications strategy should inform the following questions:
 - What is the energy partnership about?
 - What values and principles guide it?
 - How does the energy partnership communicate to whom, and how does it inspire action?
 - 3) **Development of a communications plan for the energy partnership:** In close coordination with the EP Sekretariat, the contractor will develop a communication plan

that describes goals of the communication, activities to reach the goals, target groups, timelines and resource requirements. The plan should identify low-risk, high-yield opportunities that can be effectively implemented within the staff and financial resources of the EP Secretariat. It should include PR/visibility materials and social media; as well as communication approaches for key stakeholder and target groups, which are based on the global corporate design guidelines of the bilateral energy partnerships. The communications plan should include measurable key performance indicators (KPI). At least 3 sample posts (incl. text and audio-visual material) should be produced as part of the communications plan.

Tender requirements

1. *Qualifications of proposed staff*

1.1. *Expert 1:*

1.1.1. **General qualifications**

Education: University degree (Master) in Communication, Public Relations or similar.

Professional experience: 10 years' experience in communication, public relations for public sector clients. Experience in the energy sector is a strong advantage.

1.1.2. **Experience in the region/knowledge of the country**

South Africa

1.1.3. **Language skills**

business fluency in English (other official South African languages are an advantage).

1.2. *Expert 2:*

1.2.1. **General qualifications**

Education: University degree (Bachelor) in Communication, Public Relations or similar.

Professional experience: 7 years' experience in communication, public relations for public sector clients. Experience in the energy sector is a strong advantage.

1.2.2. **Experience in the region/knowledge of the country**

South Africa

1.2.3. **Language skills**

business fluency in English (other official South African languages are an advantage).

2. *Appropriateness of proposed concept*

The bidders shall provide a written proposal of no more than 5 pages that comprises of the following elements:

Strategy (2.1) The contractor is required to consider the tasks to be performed with reference to the objectives of the services put out to tender. Following this, the tenderer presents and justifies the explicit strategy with which it intends to provide the services for which it is responsible (Tasks to be performed).

Methodology (2.2): The contractor outlines the methodological approach to ensure a reliable and relevant analysis and review. The contractor also describes a suitable, collaborative approach with the EP secretariat to develop the process, validate findings and develop results that are driven by impact.

Expertise (2.3): The contractor describes the requisite expertise and skills for the assignment as outlined above.

Previous experiences (2.4): The contractor provides 3 relevant reference projects of similar nature to demonstrate the requisite experience. The concept note will include short descriptions of the reference projects. Links may be included for further verification.

3. Specification of inputs

Fee days	Number of experts	Number of days per expert	Comments
• Preparation, kickoff and inception report	2	2	
• Analysis of South Africa’s media and communications landscape and discourse related to energy policy issues	2	6	
• Review of the communication approach of the bilateral energy partnership and development of a communications strategy	2	6	
• Development of a communications plan for the energy partnership	2	5	
Travel expenses	Number of experts	Number of days/nights per experts	Comments
• Travel costs (train, private vehicle)			
Flights	Number of experts	Number of flights per experts	Comments
• International flights			Not foreseen
• Domestic flights			Not foreseen

Other costs	Number of experts	Amount per experts	Comments
<ul style="list-style-type: none"> Flexible remuneration <p><i>In the case of a contract for work, the requirements for the assignment of personnel, travel, consumables, workshops/training do not apply.</i></p>	-	20,000	<p>A budget of ZAR 20,000 is foreseen for flexible remuneration. Please take this budget into account in your price schedule. Use of the flexible remuneration item requires prior written approval from GIZ.</p>

4. Requirements on the format of the tender

The CV submitted for each expert can have a maximum of four pages. The **concept** (if required) should not exceed five pages. If one of the maximum page lengths is exceeded, the content appearing after the cut-off point will not be included in the assessment.

For reference projects, please submit references as external contents (links).

Other Requirements

- Please submit your proposal (technical and price proposal) in separate files/folder to ZA_Quotation@giz.de no later than **11 August 2023** all documents must be in PDF.
- Submission to any other email address may invalidate your bid
- Please do not mention any price for this measure on your cover letter/Technical proposal.
- Please submit your tax clearance certificate with the bidding documents.
- **Flexible Remuneration to be included in the Budget.**
- Please submit your price proposal in ZAR.
- Our General Terms of Conditions (attached) shall not be changed/amended should you be the winner of this tender. These General Terms and Conditions will form part of the contract should you be awarded this contract. By submitting your proposal, we will conclude that you have read and accepted these terms and conditions.
- Participating more than once in same tender is not allowed and it will lead to your proposal as well as that of the company where you appear more than once being disqualified. The responsibility rests with the companies to ensure that their partners/experts are not bidding/participating more than once in same tender.
- **Bidders are not allowed to communicate directly with any other person regarding this bid other than the procurement official/s. Failure to comply with this requirement may lead to your bid being disqualified.**

- Bidders must strictly avoid conflicts with other assignments or their own interests. Bidders found to have a conflict of interest shall be disqualified. Without limitation on the generality of the above, Bidders, and any of their affiliates, shall be considered to have a conflict of interest with one or more parties in this EOI and tender process, if they:
 - a) are or have been associated in the past, with a firm or any of its affiliates which have been engaged by GIZ or the Interim Supply Chain Management Council to provide services for the preparation of the design, specifications, Terms of Reference, cost analysis/estimation, and other documents to be used for the procurement of the services in this selection process;
 - b) were involved in the preparation and/or design of the programme/project related to the services requested under this EOI and tender;
 - c) are serving or have been serving in the past three months in the structures of the Interim Supply Chain Management; or
 - d) are found to be in conflict for any other reason, as may be established by, or at the discretion of GIZ.

Scientific data

In the event of any uncertainty in the interpretation of a potential conflict of interest, Bidders must disclose to GIZ, and seek GIZ's confirmation on whether or not such a conflict exists.

- Similarly, the Bidders must disclose in their proposal their knowledge of the following:
 - a) if the owners, part-owners, officers, directors, controlling shareholders, of the bidding entity or key personnel are family members of GIZ staff involved in the procurement functions and/or the Interim SCM Council or any Implementing partner receiving services under this EOI or tender; and
 - b) all other circumstances that could potentially lead to actual or perceived conflict of interest, collusion or unfair competition practices.
- **Failure to disclose such an information may result in the rejection of the proposal or proposals affected by the non-disclosure.**
- **Questions & Answers will be placed on the link provided.**
- **Bids sent via Dropbox and WeTransfer will not be accepted.**