

RFP: BZ05/DBE/NOV/2021

SUMMARY	
Title	APPOINTMENT OF A SERVICE PROVIDER FOR DEVELOPMENT OF AN ADVERT ON MENSTRUAL HYGIENE MANAGEMENT
Reference	RFP: BZ05/DBE/NOV/2021
Description <i>(Summary for website - 100 words max)</i>	BEYOND ZERO SEEKS A SERVICE PROVIDER TO DEVELOP AN ADVERTORIAL ON MENSTRUAL HYGIENE MANAGEMENT TO POSITION YOUNG MEN & BOYS AS ENABLERS FOR ADOLESCENT GIRLS & YOUNG WOMEN MENSTRUATORS
Submission by email only to	tgf-procurement@beyondzero.org.za
Closing date for enquires/bid clarification	All technical enquiries must be emailed to bulumkof@beyondzero.org.za NOT later than 8th November 2021@13H00
Submission must include	<ol style="list-style-type: none"> 1. SBD1 Form 2. CIPC Registration Documents 3. Company profile 4. B-BBEE certificate (<i>(Failure on the part of a bidder to submit proof of B-BBEE Status level of contributor/Valid Sworn Affidavit together with the bid, will be interpreted to mean that preference points for B-BBEE status level of contribution are not claimed.)</i>) 5. SARS tax clearance certificate/Tax Compliance Letter 6. VAT Registration Certificate or VAT Registration Letter ("VALUE ADDED TAX Notice of Registration") available on e-Filing for all expenditure more than R1 million 7. Signed Global Fund Code of Conduct for Suppliers of Services 8. Completed and Signed Declaration of Interest
Deadline for submission	13h00 on Thursday, 12TH November 2021

TERMS OF REFERENCE FOR THE APPOINTMENT OF A SERVICE PROVIDER TO DEVELOP AN ADVERTORIAL ON MENSTRUAL HYGIENE MANAGEMENT TO POSITION YOUNG MEN AND BOYS AS ENABLERS FOR ADOLESCENT GIRLS AND YOUNG WOMEN MENSTRUATORS

1. PURPOSE

The services of a Media Buying Company to develop an advertorial on Menstrual Hygiene Management and Sanitary Dignity to position young men and boys as enablers for Adolescent Girls and Young Women menstruators.

2. BACKGROUND

Beyond Zero (BZ), supports the Department of Basic Education (DBE) as one of the Global Fund Primary Recipients in implementing the Comprehensive Sexuality Education (CSE) programme, which aims at addressing prevention of HIV, early unintended pregnancies (EUP) and gender-based violence (GBV). The *Adolescent Girls and Young Women (AGYW) Programme* is a key anchor of this area of work in the Department. This is underpinned by the *DBE National Policy on HIV, STIs and TB* (also referred to as the **HIV Policy**) and the emerging development of the *Policy for the Prevention and Management of Learner Pregnancy* (also referred to as the **Learner Pregnancy Policy**).

Global recognition of menstrual health management (MHM) and sanitary dignity has increased in the last decade and is now recognized as an important right and a development issue within the CSE offering of the DBE. This is addressed through the CSE module on puberty and menstruation. Much of this attention has focused on the barriers to girl's education presented by inadequate MHM information and support provided to girls, and poor WASH (Water Sanitation and Hygiene Education) infrastructure in schools.

The growing MHM research evidence base over the last decade has highlighted the stigma, indignity, and lack of resources for girls and young women, especially those in education, to manage their menses with dignity. As Menstrual Hygiene Management and Sanitary Dignity have foregrounded the CSE agenda, the basic education sector has been challenged to include boys in the dialogue whilst identifying equivalent offering for boys. This advert begins to situate the role that boys can play to support Adolescent Girls and Young Women as menstruators. A 30-45 sec advert on Menstrual Hygiene Management and Sanitary Dignity illustrating how boys and young men can support girls and young women as menstruators is sought.

Inspired by a real-life situation that sparked mass conversation on social media about the positive role that boys can play in creating an enabling environment for menstruators, the DBE intends to add this onto the narrative of promoting positive masculinity. The real-life story is depicted below:



3. INVITATION FOR PROPOSALS

Proposals are invited from suitably qualified service providers to quote for advertorial development services to reproduce the enactment of the above real-life story.

4. CONDITIONS OF APPOINTMENT

The successful service provider should:

- Have extensive experience in working on production;
- Have worked on other promo projects;
- Able to deliver project on time

5. SCOPE OF SERVICE

The appointed service provider will be expected to produce a 40-sec advert that produces an enactment of the real-life inspiration of the story about how men and boys can make life easy for Adolescent Girls and Young Women as menstruators. This exercise entails the following activities:

It is expected that the selected service provider will produce:

1. A project plan and script for the insert
2. Two draft edits for input and one final version
3. Final video files in high resolution format and optimized for web format including social media platforms and YouTube.
4. Delivery of all footage filmed for the production on hard drive.
5. Render final material in these formats AVI, MP4, MOV and QuickTime
6. Convert audio into MP3, Audio and WAV

6. PRICING & CONTENT OF THE QUOTE

- Bidding companies are required to provide a total costing of their services, and the cost must be VAT inclusive (if a VAT vendor) and should be quoted in South African Rands.
- Only a fixed price will be accepted.

7. LATE PROPOSALS

Proposals received after the closing date and time, at the address indicated in the bid documents, will not be accepted for consideration.

8. EVALUATION CRITERIA

Proposals will be evaluated based upon the following criteria:

- a) Have worked on other promo projects;
- b) Able to deliver project on time
- c) Cost efficiency

8.1 Stage 1: Administrative Compliance

8.2 Stage 2: Functionality

Bidders who obtain 70/100 percent in stage 2 (Functionality) will qualify to proceed to stage 3 (Price and B-BBEE) evaluation wherein the 80/20 preference Points System will be used as follows: 80 points for price and 20 points for B-BBEE status of contribution.

CRITERIA	SUB-CRITERIA	POINTS ALLOCATION
1. A show reel	Synopsis and sample adverts of similar work undertaken	20
2. Experience	Consultant must submit a confirmation letter on their letterhead that they have at least 5 or more years' experience in producing inserts/promos	15
	Experience of less than 5 years	10
4. Locality	South African company	15
	Non-South African Company	10
5. Previous Experience of Company	3 or more reference/completion letters of promo development	15
	2 reference/completion letters of promo development	10
	1 reference/completion letters of similar project or organization of similar size or complexity	05
TOTAL POINTS FUNCTIONALITY		100
Price		80
BEE		20
Maximum Points		100

NB: Bidders who fail to meet the minimum score of 70 points out of 100 in stage 2 will not be considered for evaluation in terms of Stage 3 (Price and B-BBEE).

9. SUBMISSION OF PROPOSALS

Bidders should submit their proposals to tgf-procurement@beyondzero.org.za on or before the **12th November 2021** at **13:00**. No late proposals will be considered.

10. AWARD AND CONTRACT

- 10.1 The contract will be concluded between Beyond Zero and the successful service provider.
- 10.2 The contract period is from the date of signing the contract agreement until the conclusion of the scope of work within agreed time frames between Beyond Zero and the successful service provider.
- 10.3 An award letter will be issued followed by a Service Level Agreement, to be signed by Beyond Zero and the successful service provider. This will constitute a binding agreement between the parties.
- 10.4 The contract will be executed in line with Beyond Zero's policies.
- 10.5 The successful service provider will be paid the quoted amount only on full completion of the project.
- 10.6 Beyond Zero reserves the right to terminate the contract at any time should the service provided fail to meet the required standards.
- 10.7 Beyond Zero reserves the right not to award the contract to the cheapest bid.

11. TENDER VALIDITY PERIOD

The tender is valid for **12 months**