



# BeyondZero

a partner in public health transformation

## TERMS OF REFERENCE

SUMMARY	
Title	<b>CAMPAIGN INFLUENCERS PANEL</b>
Reference	BZ-GF-2023-02-02
Description <i>(Summary for website - 100 words max)</i>	Beyond Zero requires a suitably, qualified, and experienced agencies and/or individual content creators, bloggers, and social media influencers.
Submission by email only to	<a href="mailto:tgf-procurement@beyondzero.org.za">tgf-procurement@beyondzero.org.za</a>
Submission must include	<ol style="list-style-type: none"><li>1. Valid BBB-EE Certificate (from SANAS Accredited Verification Agency)/Sworn Affidavit</li><li>2. SARS Tax Clearance Status/pin</li><li>3. In bids where consortia /joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN</li><li>4. Valid VAT registration certificate /Notice of Vat Registration for all expenditure more than R1 million (if applicable)</li><li>5. Signed Global Fund Code of Conduct for Suppliers of Services</li><li>6. Completed and Signed Declaration of Interest</li><li>7. CIPC Registration Documents</li><li>8. Completed and signed bid document.</li><li>9. Pricing Schedule</li></ol>
Deadline submission for	<b>23 February 2023 @ 13h00</b>





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## 1. PURPOSE

1.1 Beyond Zero requires a panel of suitably qualified and experienced agencies and/or individual content creators, bloggers, and social media influencers for our Transgender (TG), Men who have Sex with Men (MSM) and Adolescent and Young People programmes.

## 2. BACKGROUND

2.1 Beyond Zero is one of four Principal Recipients (PRs) of funding support by the Global Fund for AIDS, TB, and Malaria (GFATM) in South Africa to lead and provide strategic management, oversight, monitoring, and evaluation on the implementation of the GF grant for the period April 2019 until March 2025. Beyond Zero is implementing interventions that address the Acquired Immune Deficiency Syndrome (AIDS) and Tuberculosis epidemics in South Africa and focuses more specifically on the following modules:

- Prevention programs for adolescents and youth, in and out of school (AGYW).
- Comprehensive prevention programs for Men who have sex with other Men (MSM);
- Comprehensive prevention programs for Transgender (TG) people and
- Community response systems (CSS).

2.2 The Programme targets both in and out of school AYP, aged 10-24 years, with the aim to influence risk reduction, behavior change and empowerment and does not exclude service provision to other populations. The programme delivers both core and layered services for HIV prevention and management in targeted settings such as TVET and CET colleges and other resolute community safe spaces. It also uses the mobile health facility to deliver HIV and SRV related services at different points in communities within or nearby schools, TVETs and safe spaces. Safe spaces are key to the delivery of services to accommodate afterschool and weekend provision of youth friendly services and improve access to sexual and reproductive health (SRH), psychological and mental health support to AYP. As part of program interventions, it is imperative to develop and disseminate information that will empower clientele to make decisions that enhance their health outcomes.

**Table 1: The programmes are implemented in the following districts:**

<i>Province</i>	<i>District</i>	<b>Adolescents and Young People (AYP)</b>	<b>Transgender Programme TG</b>	<b>Men who have Sex with Men (MSM)</b>
Kwazulu-Natal	uThungulu (King Cetshwayo)			√
	uThukela			√
	uGu		√	√



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<b>Province</b>	<b>District</b>	<b>Adolescents and Young People (AYP)</b>	<b>Transgender Programme TG</b>	<b>Men who have Sex with Men (MSM)</b>
Mpumalanga	Gert Sibande		√	√
Eastern Cape	OR Tambo	√	√	
	Alfred Nzo			
	Nelson Mandela Bay	√		
Free State	Thabo Mofutsanyane	√		
	Mangaung		√	√
North West	Bojanala Platinum District		√	√
Limpopo	Capricorn		√	√
	Vhembe		√	√
	Mopani		√	√
	Waterberg		√	√
	Sekhukhune	√	√	√

### 3. OBJECTIVE

- 3.1 The broad objective is to support Beyond Zero by appointing a panel of agencies and or individual content creators, bloggers, and social media influencers for our Transgender (TG), Men who have Sex with Men (MSM) and Adolescent and Young People programmes.

### 4. SCOPE OF WORK

- 4.1 It is understood that the Influencer will enter a relationship with Beyond Zero based on his/her interest in HIV prevention, promoting sexual health, unplanned pregnancy, STI prevention and hormonal therapy in Beyond Zero's implementing areas and they welcome the opportunity to engage with AYP/MSM/TG to further these discussions. The influencer will be expected to mobilise and influence beneficiaries, communities, individuals and amplify messaging on different media platforms and channels for AYP/MSM/TG/ for demand creation and services uptake. The Individual/Agency Influencer will be expected to deliver on:

#### A. Programme/Campaign Preparation

- Attend programme/campaign preparatory meetings with Beyond Zero and its Partners.
- Attend programme/campaign workshops as and when required to.
- Read and learn about the programme/campaign objectives, background, its activities and implementing areas.

#### B. Campaign Ambassador

- Be one of the faces of the programme/campaign.
- Make appearances and participate in a minimum of 6 selected activities/activations as and when required to within reasonable request



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- Make appearances on different media platforms as per media schedule that will be provided within reasonable request.
- Wear campaign merchandise at all campaign related activities/activations.

## **C. Photoshoot**

- Studio photoshoot for all campaign activities including competitions and #campaigns.
- Set and activities/activations photoshoot as and when required to within reasonable request.
- Participate in all the behind-the-scenes photoshoot of the campaign when called upon.

## **D. Radio**

- Amplify radio programmes/features through recording a jingle/generic to be played on various public, commercial and community radio stations to promote the camping segment/feature using the campaign tag line.
- Participate in a minimum of 6 live and/or recorded radio programmes with guided scripts.

## **E. Video**

- Shoot three (3) promotional/campaign videos.
- Shoot a personal video related to the campaign (Beyond Zero will always provide a brief within reasonable time)
- Take part in video shoot for various programme marketing collateral and media platforms.

## **F. Out Of Home**

- Appear as an individual and part of a collective of ambassadors with messaging on
- Taxi-wraps
- Static and digital billboards.
- Posters
- Promotional materials/Brochures for the campaign

## **G. Social Media**

- Participate in social media discussions through messaging developed by Beyond Zero and Tag Beyond Zero and its partners.
- BZ will develop messaging using the ambassador as the face of the camping for its social media assets for:
- Appearing on a minimum of 8 posts per month through:
  - 3 x infographic post
  - 1 x live video post with #hashtag or curated content.



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- Post on your personal media pages and tag Beyond Zero and partners (content development will be guided by BZ for personalisation).
- (2) Two posts per week on Facebook, Twitter, and Instagram
- Run a teaser campaign on social media pre-campaign and individual events.
- Tag all partners on social media posts (Facebook, Twitter and Instagram).
- Lead and participate in the #hashtag as and when required.
- Post the behind-the-scenes pictures.
- 1 x live video post a month using the allocated #hashtag.

## **H. Events/Activations**

- Make four (4) appearance at planned events/activations wearing the campaign's collateral.
- Direct activations programme and or deliver a speech/item.
- Interact with audiences/beneficiaries during activations.
- Photo opportunity at events interacting with beneficiaries.
- Run a freestyle competition to encourage beneficiaries' involvement during activations.
- Participate in (4) planned dialogues.

## **5. AGENCY/INDIVIDUAL EXPERIENCE**

The successful Agencies or Individuals that will be added to the Beyond Zero database should submit and demonstrate the following:

- 5.1 A short proposal detailing execution of an influencer or brand activation campaigns with a clear understanding of influencer campaigns.
- 5.2 The individual or agency must submit a brief biography of the proposed influencer, their social media pages; previous influencer or brand activation projects and social media analytics (incl. number of followers; demographics and audience breakdown).
- 5.3 Provide proof of having facilitated/executed influencer/brand activation campaign in the past, accompanied by correspondence from three contactable references that such projects were commissioned by.
- 5.4 A rate card detailing rates for different campaign activities.
- 5.5 For an Agency, a company profile.
- 5.6 A minimum of 10000 followers on the following social media platforms (Facebook; Twitter; YouTube and TikTok).



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## 6. RESPONSE REQUIREMENT

- 6.1 The Agency/ individual influencer must provide a short proposal detailing execution of an influencer or brand activation campaigns with a clear understanding of influencer campaigns.
- 6.2 The agency or individual must provide evidence/ link of the 10 000 followers on at least one of the media platforms, i.e. (Facebook, Twitter, YouTube and TikTok)
- 6.3 A rate card detailing rates for different campaign activities (hourly rate)
- 6.4 Beyond Zero will use a pre-determined evaluation criterion when considering received Proposals. The evaluation criteria will consider the commitment made for Mandatory, and Fee/ Price proposal. During the evaluation of received Proposals Beyond Zero will make an assessment whether all the Proposals comply with set minimum requirements. Bidders which fail to meet minimum requirements or have not submitted required mandatory documents will be disqualified from the bid process.
- 6.5 Bidders who meet the requirements of the TORs, commercial and the contractual conditions are invited to submit proposals. If the bidder finds any ambiguity, omission or internal contradictory, or any feature that is unclear or that appears restrictive, they should seek clarification before the closing date of submission
- 6.6 Once the proposals are received and opened, bidders shall not be required nor permitted to change the substance, the key staff and so forth.
- 6.7 The proposal should have a detailed schedule cost/budget.

## 7. EVALUATION CRITERIA

The evaluation of proposals will be managed by an Evaluation Committee which will prepare a shortlist of applicants that meet the eligibility for appointment. The evaluation process will be conducted according to the following stages:

- **Stage 1:** Assessment of administrative compliance. Applications that do not comply may not be evaluated further.
- **Stage 2:** Assessment on mandatory requirements evaluation. Applications that do not comply may not be evaluated further.
- **Stage 3:** The final stage of evaluation will be the application of the assessment of cost or fee proposal if it is market related prior to considering the Agency or Individual Influencer to be included on the database /Panel of Agencies/ influencers

7.1 **STAGE 1: ELIGIBILITY EVALUATION**

**Table 1: Eligibility evaluation criteria**

CRITERIA	SUB-CRITERIA	Comply/Not Comply
ELIGIBILITY	Valid BBB-EE Certificate (from SANAS Accredited Verification Agency)/Sworn Affidavit	Pass/Fail
	Certified ID Documents for Directors/Shareholders/Partners or Members	
	SARS Tax Clearance Status/pin or SARS Letter of Good standing	
	In bids where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN	
	Valid VAT registration certificate /Notice of Vat Registration for all expenditure more than R1 million (if applicable)	
	Signed Global Fund Code of Conduct for Suppliers of Services	
	Completed and signed Declaration of Interest	
	Completed and signed bid document	
	CIPC Registration Documents (where applicable)	

7.2 **STAGE 2: MANDATORY REQUIREMENTS EVALUATION**

**Table 2: Mandatory Requirements**

#	Description	Submitted (Yes/No)
1	Proposal detailing execution of an influencer or brand activation campaigns with a clear understanding of influencer campaigns	
2	A brief biography of the proposed influencer, their social media pages; previous influencer or brand activation projects and social media analytics (incl. number of followers at least 10 000; demographics and audience breakdown).	
3	Provide proof of having facilitated/executed influencer/brand activation campaign in the past, accompanied by correspondence from <b>three</b>	



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#	Description	Submitted (Yes/No)
	<b>contactable references</b> that such projects were commissioned by.	
4	For an Agency, bidder must submit a company profile.	
5	A rate card detailing rates for different campaign activities.	

## 7.3 STAGE 3: PRICING SCHEDULE

A detailed pricing schedule (hourly rate) to be submitted by the bidder in line with the furnished proposal.

### **Pricing Schedule Note:**

- i. Price should be VAT Inclusive.
- ii. Rand amount should be rounded off to two (2) decimal points.
- iii. Service providers are required to price on all items.

**NB.** Error/s made must be scratched and signed next to the error by the same person who signs the bid document. Therefore, no tipex allowed. In addition, error/s made and relating to price must be accompanied by a letter [in the service provider's letterhead] pointing out the error made and acknowledging that it is the delegated signatory and was signed by the service provider for reasons of correcting the error.

