



# BeyondZero

a partner in public health transformation

## REQUEST FOR QUOTATIONS

SUMMARY	
Title	Social Media Training and Social Media Campaign Management
Reference	BZ-GF-2023 -10-10
Description (Summary for website - 100 words max)	Beyond Zero seeks to appoint an experienced social media/creative agency to provide:  <ol style="list-style-type: none"><li>1. Training for social media officers/community managers and campaign ambassadors/influencers.</li><li>2. Management of a social media campaign for the Adolescent and Young People's programmer's Gender Based Violence Prevention Campaign.</li></ol>
Submission by email only to	crs-procurement@beyondzero.org.za
Submission must include	<ol style="list-style-type: none"><li>1. Certified ID Copies of the Directors</li><li>2. B-BBEE certificate/ Sworn Affidavit (<b>Failure on the part of a bidder to submit proof of 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</b>)</li><li>3. SARS Tax Clearance Status/pin</li><li>4. Valid VAT registration certificate /Notice of Vat Registration for all expenditure more than R1 million</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. Methodology approach</li><li>9. Reference letters</li><li>10. Facilitators qualifications and experience</li></ol>
Deadline for submission	<b>03 November 2023 at 15h00</b>



# BeyondZero

a partner in public health transformation

## 1. PURPOSE

1.1 The purpose of this request for quotations (RFQ) is to appoint a suitable and reputable social media /creative agency to conduct training for community managers, influencers/ambassadors and manage a GBV prevention social media campaign during the 16 days of activism campaign in line with all applications and directives as indicated in this RFQ.

## 2. BACKGROUND

2.1 BZ is one of three (3) Principal Recipients (PRs) of funding support by the Global Fund (GF) 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 2022 until March 2025. BZ 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 Adolescent and Young People (AYP), in and out of school;
- Comprehensive prevention programs for Men who have sex with other Men (MSM);
- Comprehensive prevention programs for Transgender (TG) people and
- Community Systems Strengthening (CSS).

## 3. SCOPE OF WORK

### 3.1 The training objectives are to help participants in:

- 3.1.1 Setting social media goals/targets.
- 3.1.2 Defining audience and content creation.
- 3.1.3 Choosing the right channels and measurement thereof.
- 3.1.4 Building and maintaining community.

### 3.2 The campaign's objectives are:

- 3.2.1 To make sure that the campaign is top of mind and engages intended beneficiaries on digital platforms.
- 3.2.2 To create awareness.



# BeyondZero

a partner in public health transformation

3.2.3 To have social media dominance during the duration of the campaign.

### **3.3 The successful service provider will be responsible for:**

3.3.1 Reviewing the AYP programme implementation objectives, modality, and beneficiaries for clear understanding of the programme's voice & messaging to develop a social media strategy.

3.3.2 Conduct a two-day (2) centralised training for sixty five (65) participants who are sub-partners community managers/social media officers, community influencers and programme ambassadors.

3.3.3 Submit a training outline for approval prior to commencement of training.

3.3.4 Submit a training report after the successful conclusion of training.

### **3.4 Management of a social media campaign**

3.4.1 Management of the social media campaign for a period of 20 days (inclusive of briefing and post campaign report).

3.4.2 Sourcing of and managing of chat agents including existing community influencers and ambassadors.

3.4.3 Development of a detailed content creation strategy for the social media campaign inclusive of but not limited to:

3.4.3.1 Copywriting.

3.4.3.2 Design.

3.4.3.3 Content posting and boosting.

3.4.3.4 Engaging and responding.

3.5 The project is expected to run for 20 days.

3.6 All information pertaining to this project (training outline, social media campaign strategy, posts, etc.) belonging to Beyond Zero and those developed under this assignment, which the service provider may come into contact within the performance of his/her, duties under this assignment shall remain the property of Beyond Zero who shall have exclusive rights over



# BeyondZero

a partner in public health transformation

their use. Except for purposes of this assignment, the information shall not be disclosed to the public nor used in whatever manner without written permission from Beyond Zero.

## 4. Response Requirements

The service provider must provide a detailed profile that demonstrates strong knowledge of social media training, content development and management, with specific focus on campaign management.

- 1.1. Comprehensive profile with five+ years of experience.
- 1.2. Rate card/cost breakdown per activity.
- 1.3. Five (5) samples of multimedia content produced for various social media campaigns.

## 5. EVALUATION CRITERIA

The evaluation of quotations will be managed by a Beyond Zero internal 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 with eligibility criteria. Applications that do not comply will not be evaluated further.
- **Stage 2:** Assessment on functionality/technical evaluation criteria competency focusing on the ability to fulfil the required scope of work. Service providers need to achieve a score of at least 70 out of 100 points to progress further.
- **Stage 3:** The final stage of evaluation will be the application of the preference points system price at 80 points and B-BBEE 20 points.

The weighting of the overall competence score is as follows:

### 5.1. ELIGIBILITY EVALUATION STAGE 1

**Table 1: Eligibility evaluation criteria**

CRITERIA	SUB-CRITERIA	Comply/Not Comply
	Valid BBB-EE Certificate (from SANAS Accredited Verification Agency)	
	SARS Tax Clearance Status/pin	
	Valid VAT registration certificate /Notice of Vat Registration for all expenditure more than R1 million	



# BeyondZero

a partner in public health transformation

	Signed Global Fund Code of Conduct for Suppliers of Services	
	Completed and signed Declaration of Interest	
	Complete Annexure A: Pricing Schedule	
	CIPC Registration Documents	

## 4.2 STAGE 2: MANDATORY REQUIREMENTS

**Table 2: Minimum Mandatory Requirements**

Beyond Zero further reserve the right not to award this RFQ to any bidder based on the proven poor record of accomplishment of the bidder in previous projects within the SABC.

Description	Comply/Not Comply
Company profile with 5+yrs in the media industry.	
Previous work experience in digital services.	
5 samples of multimedia content produced for various social media platforms.	

### 6.1.1 STAGE 2: FUNCTIONALITY/TECHNICAL EVALUATION CRITERIA

Only service providers who score **70 points** or more in stage 2 will be evaluated further in stage 3 and therefore eligible for the award.

**Table 3: Functionality/Technical Evaluation Criteria**

Criteria	Description	Weighting
<b>Methodology and Approach</b>	Bidders must provide a detailed methodology/approach to be used to carry out the scope of work. Bidders should indicate their knowledge and demonstration how the bidder will deliver this project in line with the scope of work, include a detailed project plan with specific timeframes and deliverables.	50



# BeyondZero

a partner in public health transformation

Criteria	Description	Weighting
	<p><b>Excellent:</b> Satisfies the requirements The response is comprehensive, unambiguous and demonstrates a thorough understanding of the requirement and provides details of how the requirement will be met in full = <b>50 points</b></p> <p><b>Acceptable:</b> Satisfies the requirement. The response shows an acceptable level of understanding of the requirement and provides some satisfactory level of details on how the requirements will be fulfilled = <b>40 points</b></p> <p><b>Reservations:</b> Satisfies requirements with minor reservations. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled in other aspects of their bid = <b>30 points</b></p> <p><b>Serious Reservations:</b> Satisfies the requirement with serious reservations. The response addresses some elements of the requirement but contains insufficient/limited detail or explanation to demonstrate how the requirement will be fulfilled = <b>20 points</b></p> <p><b>Unacceptable:</b> Does not meet the requirement. Does not comply and/or insufficient information provided = <b>0 points</b></p>	
<b>Qualification and Experience</b>	Points allocated for qualifications and experience of key personnel or resources of the tendering entity. Bidders are to submit certificates of qualifications (in	20



# BeyondZero

a partner in public health transformation

Criteria	Description	Weighting
	<p>the media environment) and CV for the Facilitator, in line with the submitted Proposal. Failure to submit will result in zero (0) points being scored.</p> <p>The company should have 5+yrs of social media strategy development and management, and the team lead (training facilitator) should have a minimum of 3+yrs as a social media trainer or community manager or digital media copy writer with a 3yr qualification in communications, marketing, media studies and/or development communications.</p> <p>Degree, and more than 4 years' Experience = <b>20 Points</b></p> <p>Degree/Diploma, and more than 2 years' Experience = <b>10 Points</b></p> <p>Diploma and more than 1 years' Experience = <b>5 Points</b></p> <p>Not Submitted = <b>0 Points</b></p>	
<b>Project Experience of Firm for the past 5 Years</b>	<p>The service provider must submit a proven track record/reference letters of the Bidding entity based on the <i>previous list of three (3) completed training in the past five (5) years.</i></p> <p>Reference letters must not be older than Three (3) years, must be on the letterhead of the previously serviced clients and should at least reflect name of the clients, title of the related work conducted,</p>	30



# BeyondZero

a partner in public health transformation

Criteria	Description	Weighting
	contactable reference name and contact number and signed by the appropriate delegate.  <b>Three (3) Reference letter = 30 points</b>  <b>Two (2) Reference letter = 20 points</b>  <b>One (1) Reference letter = 10 points</b>  No reference letter attached = <b>0 points</b>	
	The minimum qualifying score for functionality/technical evaluation will be <b>70</b> points overall, and service providers that fail to achieve the minimum qualifying score will be disqualified.	100

### Stage 4.3 3: Price And B-BBEE Evaluation

Service Providers have successfully scored 70.

70 points and above in the Functionality/Technical evaluation stage will be evaluated on stage 3 (Price and B-BBEE).

The service providers' tender response will be evaluated based on a combination of price and BBEE in accordance with the ratios set out below:

Price and B-BBEE	Weighting
Price	80
B-BBEE	20
Total	100

Price evaluations will be conducted using the following formula:

$$\text{Lowest bid price} = 80$$

$$\text{Price under calculation} = 80 \left( 1 - \frac{\text{Price under consideration} - \text{Lowest bid price}}{\text{Lowest bid price}} \right)$$





# BeyondZero

a partner in public health transformation

**BBBEE evaluations will be conducted in accordance with the following table:**

<b>B-BBEE Status</b>	<b>Number of Points (80/20 system)</b>
Level 1	20
Level 2	18
Level 3	12
Level 4	10
Level 5	8
Level 6	6
Level 7	4
Level 8	1
Non-compliant	0

## 2. COSTING MODEL

### 2.1. Fee proposal

<b>#</b>	<b>Description</b>	<b>Period</b>	<b>Retainer fee per months</b>	<b>Total Amount (R)</b>
1	Training for 65 delegates	2 days	R	R
2	Management of a social media	20 days	R	R
			<b>Vat @ 15%</b>	<b>R</b>
			<b>Total Incl. VAT</b>	<b>R</b>