



BeyondZero

a partner in public health transformation

Terms of Reference

SUMMARY	
Title	Appointment of an Activations and Social Mobilisation Consultant to provide consultancy work for a period of Twelve Months (12) months.
Reference	BZ-GF-RFQ-2023-10-05
Description <i>(Summary for website - 100 words max)</i>	Beyond Zero seeks to appoint a suitable, qualified and experienced Activations and Social Mobilisation Consultant to provide the consultancy work for Twelve (12) months.
Submission email	crs-procurement@beyondzero.org.za
Submission must include	<ol style="list-style-type: none">1. CIPC Registration Documents (where applicable)2. Certified ID Copies of the Directors or individual3. SARS tax clearance certificate/Tax Compliance Letter4. VAT Registration Certificate or VAT Registration Letter ("VALUE ADDED TAX Notice of Registration") available on e-Filing for all expenditure more than R500000 (for individuals compliance Tax certificate or letter of good standing is required)5. 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>)6. Bank account verification letter7. Signed Global Fund Code of Conduct for Suppliers of Services8. Completed and Signed Declaration of Interest
Closing Date and Time	20 October 2023 at 15h00



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1. BACKGROUND

- 1.1. Beyond Zero (BZ) has been successfully implementing comprehensive services across the HIV and TB care continuum in the Eastern Cape (EC), KwaZulu-Natal (KZN) and Limpopo Provinces in the past 19 years; targeting key and vulnerable populations including adolescents and youths, sex workers (SW), orphans and vulnerable children (OVC) and men who have sex with men (MSM) and people living with HIV amongst others. As one of the 4 nominated Principal Recipient (PRs) in South Africa to lead and provide strategic management, oversight, monitoring, and evaluation on the implementation of the Global Fund grant for the period April 2022 until March 2025.
- 1.2. Beyond Zero is seeking the services of an Activations and Social Mobilization Consultant to provide consultancy work for a period of Twelve (12) months.

2. SCOPE OF WORK

The key objective of this assignment is for the consultant to plan and execute demand creation and social mobilisation activations, events, and exhibitions.

- Identify opportunities in the public health space for execution of demand creation activities.
- Develop and manage events/activations/conference calendar for programmes.
- Develop concept documents for events, activations, and exhibitions.
- Collaborate with programme teams to brainstorm identified/planned events.
- Develop a social mobilisation plan for planned events/activations.
- Develop a PR plan for planned events/activations.
- Collaborate with demand creation team members to ensure alignment of events with other planned.
- Collaborate with partners and stakeholders to ensure Beyond Zero's mandate fulfilment in participation of events/activations.
- Research vendors (catering, marque, sound, etc) and align findings with procurement process.
- Onsite event logistics management (event layout, vendors, partners/exhibitors, etc.).
- Develop incentives plan per event/activation and manage the distribution of incentives at activations/events and exhibitions.
- Develop a briefing packet for speakers/guests.
- Schedule and manage media interviews for activations/events.



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3. Response Requirements

The service provider/consultant must provide a detailed profile that demonstrate strong knowledge of multimedia content development with specific focus on traditional media, brand brand/CI application and audience segmentation.

3.1. Comprehensive profile/CV with three+ years of experience.

3.2. Rate card.

3.3. Experience with exhibitions, product launches, roadshows, corporate events, activations, conferences & incentives management.

3.4. 3+ years of experience in similar and/or related roles

3.5. Experience working on campaigns and have made strong contributions towards the establishment of brand positioning & the development of a brand tone over a sustained period.

3.6. Experience working within an event management space and flexible with working overtime.

3.7. Ability to multitask.

3.8. Highly creative and conceptual thinker.

3.9. Experience of using content management systems.

4. EVALUATION CRITERIA

The evaluation of process 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 will not be evaluated further.
- **Stage 2:** Assessment on mandatory requirements evaluation. Applications that do not comply will not be evaluated 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.



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4.1. STAGE 1: ELIGIBILITY EVALUATION

Table 1: Eligibility evaluation Stages

Criteria	Sub-Criteria	Comply / Not Comply
Eligibility	SARS Tax Clearance Status/pin	
	Certified ID Copies of the Directors	
	CIPC Registration Documents	
	In bids where consortia / joint ventures / sub-contractors are involved; each party must submit a separate proof of TCS / PIN	
	Valid BBB-EE Certificate (from SANAS Accredited Verification Agency)	
	VAT Registration Certificate or VAT Registration Letter ("VALUE ADDED TAX Notice of Registration") available on e-Filing for all expenditure more than R500000	
	Bank account verification letter	
	Signed Global Fund Code of Conduct for Suppliers of Services	
	Completed and signed Declaration of Interest	
	Detail CV of the proposed Consultant (Resource)	
	Minimum relevant tertiary degree in marketing/media studies /Communications.	

4.2. STAGE 2: MANDATORY REQUIREMENTS

Table 2: Minimum Mandatory Qualification and Requirements

Description	Comply/ Not Comply
Three+ years' experience in a similar role.	
A 3-year Degree/Diploma in Marketing, Media Studies or Communications	
Valid driver's license and ability to travel extensively.	



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Description	Comply/ Not Comply
Exceptional grasp of the public health sector	
Strong knowledge of social marketing, branding and PR communications.	
Experience with exhibitions, product launches, roadshows, corporate events, activations, conferences & incentives management.	

4.3. Stage 3: Price And B-BBEE Evaluation

Service Providers that have successfully scored 60 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:

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

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

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

B-BBEE Status	Number of Points (80/20 system)
Level 1	20
Level 2	18
Level 3	12
Level 4	10
Level 5	8
Level 6	6



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B-BBEE Status	Number of Points (80/20 system)
Level 7	4
Level 8	1
Non-compliant	0

5. DURATION OF ASSIGNMENT

5.1. The consultant will be hired for a period of twelve (12) months, starting with immediate effect in November 2023. During this period the consultant would be expected to work a maximum of 180 hours per month on this assignment.

5.2. The consultant is expected to be based at Beyond Zero in the Johannesburg office (Rivonia) and frequently travel to the Head Office in East London, Beyond Zero's offices in Bloemfontein and Polokwane and Beyond Zero's grant sub-recipients in respective provinces Beyond Zero will pay for all associated costs.

6. COSTING MODEL

6.1. Fee proposal Option 1 (Monthly Retainer Fee)

#	Description	Period	Retainer fee per months	Total Amount (R)
1	Activations and Social Mobilisation Consultant	12 Months	R	R
			Vat @ 15%	R
			Total Incl. VAT	R