

## Request for proposals for the Design and Implementation of a National Campaign to Promote Energy Efficiency in support of the National Energy Crisis Committee

### Introduction

The National Business Initiative (NBI) is a voluntary group of leading national and multi-national companies, working together towards sustainable growth and development in South Africa through partnerships, practical programmes and policy engagement. Since its establishment in 1995, the NBI has been an advocate for the collective role of business in support of a stable democracy, growing economy and healthy natural environment.

To this end, the NBI has been appointed by the Resource Mobilisation Fund (RMF) to assist in the provisioning of resources to the Presidency, for use in the National Energy Crisis Committee (NECOM).

### Project Background

President Ramaphosa has established NECOM to oversee the implementation of an Energy Action Plan to end load shedding and achieve energy security. The NECOM is chaired by the President and includes the Minister in the Presidency, the Minister of Mineral Resources and Energy, the Minister of Public Enterprises, the Minister of Finance, the Minister of Forestry, Fisheries and the Environment, and the Minister of Trade, Industry and Competition.

A technical secretariat has been established to support the NECOM, including senior officials in various government departments and state agencies. The secretariat is chaired by the Director-General in the Presidency and comprises nine workstreams to coordinate the implementation of interventions to reduce load shedding and achieve energy security. Details of the workstreams are provided in Table 1 below.

**Table 1: NECOM workstreams**

Overview of workstream focus area	Departments/ Entities represented
<p><b>Workstream 1: Improving Eskom Plant Performance and Strengthening the Grid</b></p> <p>Workstream 1 will focus on two areas. First, it will oversee improvements in the performance and availability of existing Eskom plant, working closely with Eskom. This will include an independent review of plant performance to identify improvements in operating practices, skills and other factors. Second, it will focus on expanding and</p>	<p>DPE DMRE Eskom</p>

strengthening transmission infrastructure to enable the connection of new generation capacity, including large-scale renewables.	
<p><b>Workstream 2: Regulatory and Legal</b></p> <p>Workstream 2 will focus on cross-cutting policy, legal, regulatory issues and decision-making processes. It will also provide support to other work streams where legal issues arise. The immediate focus is to consider the tabling of special legislation to reduce or remove red tape for energy projects for a period of two years. The existing Embedded Generation Intervention Task Team will form part of the Regulatory and Legal Workstream and will work towards the establishment of a one-stop shop for energy-related applications.</p>	<p>DFFE , DMRE</p> <p>DALRRD</p> <p>DOT, DWS</p> <p>DPWI, DOJ&amp;CD</p> <p>DTIC (InvestSA)</p> <p>National Treasury</p> <p>NERSA, SALGA</p> <p>Eskom</p>
<p><b>Workstream 3: New Generation Capacity</b></p> <p>Workstream 3 will focus on expediting the connection of additional generation capacity from existing and future procurement rounds as well as emergency procurement. In addition, it will focus on measures to ensure private investment in new generation capacity as well as to facilitate commercial and residential installations of small-scale embedded generation. This will include implementing a feed-in tariff structure and expanding or reinstating tax incentives for Small-scale Embedded Generation (SSEG).</p>	<p>DMRE</p> <p>Eskom</p> <p>National Treasury</p> <p>NERSA</p> <p>SALGA</p>
<p><b>Workstream 4: Procurement and Financing</b></p> <p>Workstream 4 will focus on providing exemptions from the PFMA to enable emergency procurement of electricity and maintenance, as well as determining any cost and the deployment of financial resources in implementing the Action Plan to End Load Shedding.</p>	<p>National Treasury</p> <p>Eskom</p> <p>DPE</p>
<p><b>Workstream 5: Demand Side Management</b></p> <p>Workstream 5 will develop a detailed plan to improve demand management and ensure implementation of energy efficiency and customer response measures.</p>	<p>DMRE</p> <p>DPWI</p> <p>Eskom</p>
<p><b>Workstream 6: Safety and Security</b></p> <p>Workstream 6 will focus on ensuring that the Security Cluster implements a coordinated plan by law enforcement agencies to address sabotage, theft and fraud at Eskom as well as cable theft and illegal connections. A further critical area is to ensure that our intelligence capability addresses ongoing economic sabotage and protects critical infrastructure.</p>	<p>SANDF</p> <p>SAPS</p> <p>SSA</p> <p>DOJ&amp;CD</p> <p>NPA</p> <p>Eskom</p>
<p><b>Workstream 7: Data Analytics and Research</b></p> <p>Workstream 7 will provide ongoing data and research support to inform decision making, including modelling the impact of measures to address the energy shortfall.</p>	<p>DSI , DPME</p> <p>DMRE, CSIR</p> <p>SANEDI,</p> <p>Eskom</p>

<p><b>Workstream 8: Communication</b></p> <p>Workstream 8 will focus on communicating the strategy to the public in a coherent and effective manner, including providing regular progress updates, as well as on ensuring active and continuous stakeholder engagement.</p>	<p>GCIS Eskom DMRE</p>
<p><b>Workstream 9: Distribution</b></p> <p>Workstream 9 will focus on addressing distribution challenges, enabling all South Africans to benefit from new generation capacity.</p>	<p>NERSA, ESKOM DMRE SALGA AMEU</p>

## Purpose

The overarching objectives of the Energy Action Plan are to restore security of electricity supply and reduce the risk of load shedding. Delivering on these objectives requires participation from all sectors of society, and changes in behaviour to reduce demand on the electricity system. It is estimated that a number of simple actions, such as residential customers switching off geysers at peak times, could result in demand reduction of up to 750 MW in the short term, equivalent to a large power station unit. This is therefore one of the most important levers in the Energy Action Plan to reduce the severity of load shedding while new generation capacity is added to the grid. As such, support is required from a communications agency to conceptualise, develop and implement a highly effective campaign to enable public involvement in the Energy Action Plan and drive behavior change. The appointed agency will support workstream 8 of the NECOM to implement a campaign that:

- **Educates South Africans** on the electricity crisis, the actions necessary to address it, and how they can play a part;
- **Influences behaviour change in society** to reduce electricity demand and encourage energy savings; and
- **Drives adoption of alternative energy sources** and take-up of incentives and other mechanisms to promote rooftop solar.

This campaign will be implemented through government platforms as well as other channels, and will require close collaboration with communications teams in government departments as well as Eskom.

## Scope of work

The Government Communications and Information Systems (GCIS) and Heads of Communication from relevant departments and state entities have been mandated to coordinate and lead the development of a National Communication Strategy on Actions to End Load Shedding and Achieve Energy Security. This will include a national campaign aimed at raising awareness of actions that can be taken to contribute to ending load shedding, including energy savings and installation of alternative energy sources.

The required communications support will include conceptualising, developing and implementing a national communications campaign. Table 2 below provides further detail on the scope of work.

**Table 2: Overview of scope of work**

Activity area	Issues to be addressed in the activity area
<p><b>Campaign development</b></p>	<p>Advocacy is an essential element to galvanising public commitment to supporting the activities in the Energy Action Plan. As such, there is a need to develop a multi-faceted national campaign to raise awareness of how the wider public can assist with achieving the objectives of the Energy Action Plan. Communication support is required to assist the NECOM to design a campaign addressing the following key areas:</p> <ul style="list-style-type: none"> <li>• <b>Energy savings:</b> Encouraging South Africans to save electricity, for example by switching off geysers at peak periods (roughly one third of residential demand) and other simple measures.</li> <li>• <b>“Know your power station”:</b> Encouraging communities to report cable theft and corruption, particularly in areas around power stations.</li> <li>• <b>Rooftop solar adoption:</b> Encouraging the public to make use of incentives and other mechanisms to promote rooftop solar.</li> <li>• <b>Payment for electricity:</b> Campaign to encourage the public (residential and commercial customers) to pay their electricity bills and enable investment in the electricity system.</li> </ul>
<p><b>Campaign implementation</b></p>	<p>Agile strategy implementation, coordination &amp; execution support is required to support the effective delivery of the communications plan. Specifically, the appointed agency will be required to:</p> <ul style="list-style-type: none"> <li>• <b>Complete work planning.</b> The agency will be required to plan for and coordinate critical communications moments. This will include developing a work plan detailing various activities that are required to support the rollout of the campaign.</li> <li>• <b>Content development.</b> The agency will be required to develop content for social media, print, radio and television to implement the campaign designed.</li> <li>• <b>Media planning and buying.</b> Based on the approved communications plan, the agency will be required to place material in various channels.</li> </ul>

## Project deliverables and contractual period

Communications support is required over approximately **12 months** to enable the delivery of key activities under the Energy Action Plan and ensure that all spheres of South African society contribute towards ending load shedding. During this period, several deliverables will be submitted in response to the scope of work. These deliverables include:

- **Complete work plan that specifies the roll out of the communications campaign to be provided to workstream 8.** Specifically, this will include all the activities to be completed in the core work areas (campaign development, content development and implementation).
- **Content produced for multiple channels, including social media, print, radio and television.** The content of the portfolio will be informed by the design of the campaign but could include, for example, an influencer strategy, social media engagement strategy, adverts for community radio and television, and the
- **Placement of content.** Content developed placed to maximise impact and audience reach within the available budget.
- **Social listening reports to assess the impact of the campaigns.** Regular reports assessing the reach and impact of the campaign, as well as a close-out report summarising the overall impact of the campaign once concluded.

## Reporting requirements

The Director-General in the Presidency will provide oversight of tasks carried out while day-to-day management will be the responsibility of the Project Management Office (PMO) in the Presidency, as part of the NECOM secretariat. The secretariat will supply all reasonable, relevant, available data and information required and requested by the successful project managers for the proper execution of the services. This day-to-day engagement will include weekly planning meetings with the secretariat to support project delivery.

## Qualifications and experience

Applicants should be from reputable media, public relations, and communications agencies with a deep understanding of South Africa's media landscape. This should include having over 10 years' experience working in campaign development, ideally including experience working with public sector organisations as well as specific experience in driving behaviour change.

## Annexure A: Completed GCIS Audience Segmentation and Messaging

Audience segment	Communication needs
 <p><b>S1</b> <b>Rooted Realists</b> 27.8 Million People (48% of SA adult population)</p>	<p><b>Communication needs:</b> Rooted Realists need to know when load shedding will end. Meeting their daily needs is a major factor in their lives, the price of electricity as well as government support for basic services (Free Basic Electricity) needs to be communicated. Rooted Realists need to know how illegal connections and corruption will be dealt with.</p>
 <p><b>S2</b> <b>City Seekers</b> 14.4 Million People (25% of SA adult population)</p>	<p><b>Communication needs:</b> City Seekers also need to know when load shedding will end. City Seekers want to know how illegal connections and corruption will be dealt with. The impact of the energy interventions on jobs is a communication opportunity as jobs remain a key issue for this segment in improving their lives.</p>
 <p><b>S3</b> <b>Safely Suburban</b> 5.9 Million People (10% of SA adult population)</p>	<p><b>Communication needs:</b> There is a need to be reassured on the future of South Africa’s energy system and how the energy interventions announced will have a direct impact on their life. This segment is price sensitive and concerned about the high cost of living so they need to know how the new interventions will impact their pockets.</p>
 <p><b>S4</b> <b>Metro Mobiles</b> 6.1 Million People (11% of SA adult population)</p>	<p><b>Communication needs:</b> There is a need to be reassured on the future of South Africa’s energy system and how the energy interventions announced will have a direct impact on their life. This segment is price sensitive and concerned about the high cost of living so they need to know how the new interventions will impact their pockets.</p>
 <p><b>S5</b> <b>Cosmopolitan Capital</b> 3.6 Million People (6% of SA adult population)</p>	<p><b>Communication needs:</b> They need to know if the energy interventions in place will ensure a reliable supply of electricity for the future. The price of electricity as an input cost to businesses. Details on installing rooftop solar, available incentives, feed-in-tariff and how this power can be connected to the grid. They also need to be kept informed so that they become international champions of the effort.</p>

## Proposal and Project Timelines

Proposal Due Date:	22 <sup>nd</sup> March 2023
Project Commencement:	3 <sup>rd</sup> April 2023
Project Duration:	12 months

## Proposal Requirements

Please ensure that your Proposal specifically includes:

- Your proposed methodology including:
  - Organisation information (including governance structure, core business, contact details).
  - Exposure to the public sector
- Proposed budget –
  - an **all-inclusive hourly rate** per resource, per area
- Evidence of relevant experience including:
  - The suitability of your firm/team to complete this project.
  - Short summaries of the relevant capabilities and experiences of each individual assigned, showing an ability to understand the content area.
  - Indicate similar work your organisation has undertaken and outcomes achieved.
  - Contact details of project references
- Your tax compliance certificate.
- Your broad-based black economic empowerment status.

It is envisaged that the support will mostly be offered via virtual platforms. All proposed resources should be readily available to start on the proposed date as indicated below.

**Your proposal should not exceed seven pages in Microsoft Word (pdf), excluding Annexures.**

Please email your proposal and relevant supporting documents to [Mandyp@nbi.org.za](mailto:Mandyp@nbi.org.za) by 12h00 on 22<sup>nd</sup> March 2023. No late submissions will be considered.

## Evaluation Criteria

Criteria	Weight
Functionality (Capability and track record)	80%
Cost	10%
BBBEE	10%
<b>Total</b>	<b>100%</b>

## Important dates

Deadline for clarification questions to <a href="mailto:rutht@nbi.org.za">rutht@nbi.org.za</a>	<b>16<sup>th</sup> March 2023</b>
Deadline for submission of proposals to <a href="mailto:mandyp@nbi.org.za">mandyp@nbi.org.za</a>	<b>By 12h00 on 22<sup>nd</sup> March 2023</b> <b><u>No late submissions will be considered</u></b>

## CHECKLIST OF DOCUMENTS TO BE SUBMITTED

A checklist below which is not mutually exclusive has been provided in order to highlight some of the important documents which must be included/ submitted with the Request for Proposal (RFP):

	DESCRIPTION	Y/N
1	A signed Bid submission in response (responsive) to requirements stated in the Tender Terms of Reference and Evaluation Criteria	
2	Cost proposal / Budget	
3	Bank Details (verified by bank)	
4	Company Profile	
5	Valid B-BBEE Status Level Certificate / Sworn Affidavit, where all copies provided MUST be authenticated as true copies of the original document/s by a registered Commissioner of Oaths	
6	Proof of registration on National Treasury's Central Supplier Database (CSD) [Recommended]	
7	Tax Clearance Certificate (pin)	
8	Curriculum Vitae (CVs) of resources proposed in the Bid Submission	
9	Certified copies of Academic and Professional documents of each proposed resource	
10	Project Reference Contact Details	
11	Registration and Good standing with Compensation Fund, Department of Labour, or private insurance. This must be attached.	
12	Professional Liability Insurance Certificate	

### NOTE:

- Ensure that all document attachments are clearly marked and the tender proposal is submitted in a clear, logical and well-marked sequence together with an index of documents.
- Only one submission is required.