

Request for Proposal:

Communications Strategy Review and Social Media Campaign Service Provider

NBI 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.

Project Background

Energy Efficiency in Public Buildings and Infrastructure Programme (EEPPIP)

The Department of Mineral Resources and Energy (DMRE) in collaboration with the Department of Forestry, Fisheries and Environment (DFFE), German International Cooperation (GIZ), National Business Initiative (NBI), and the South African National Energy Development Institute (SANEDI), secured funding for the implementation of the Energy Efficiency in Public Buildings and Infrastructure Programme (EEPPIP). The funding was secured in response to a call for proposals by the Mitigation Action Facility (formerly known as NAMA Facility), a joint initiative by European countries aimed at supporting United Nations Framework Convention on Climate Change (UNFCCC) partner countries in implementing Mitigation Actions.

The programme is established with the aim to help reduce greenhouse gas (GHG) emissions in South Africa through catalysing an energy efficiency transformation within the public-sector environment. This will be achieved through the provision of appropriate technical and financial support, and with an approach to help in identifying, developing, financing, and implementing energy efficiency interventions in a consistent and replicable manner.

The programme consists of four workstreams:

- Project Preparation,
- Awareness Raising,
- Capacity Building and
- Monitoring and Evaluation.

The NBI is seeking to appoint a service provider who will be capacitated to assist in delivering on the awareness raising and capacity building workstreams through the development and implementation of a Communications Strategy. The

strategy should be carefully designed to provide guidance on the best communication tools and platforms that can be used to showcase the programme's key activities and goals. In addition, the strategy should also incorporate a strong social media component that ensures continuous engagement with the identified programme target audiences.

We require a service provider to assist with two key aspects of this project:

1. Development of a Communications Strategy

- Unpack the targeted audience- both internal and external stakeholders.
- Identifying the best possible manner or platforms to reach the audience.
- Provide cost estimates for each platform/channel and the required resources to deliver.
- Provide recommendations for implementation.
- Deliver a full Communication Strategy for the programme.

2. Social media campaign:

- Conduct research to understand the audience and the industry. Also identifying industry trends that can be useful for the campaign.
- Design a campaign that can be delivered over 6 months or a year, raising awareness about the programme and energy efficiency in public buildings and infrastructure.
- Design social media templates that can be utilised, for sharing content.
- Provide cost estimates for the various activities proposed.
- Prepare recommendations on options that can be considered for implementation of this campaign, indicating frequency of posting.

Proposal and Project Timelines:

Proposal Due Date: **11 May 2023**

Project Commencement: **17 May 2023**

Project Duration: **17 May- 16 June 2023**

Proposal Requirements:

Please provide a submission including the following:

- A proposal for completing the work.
- Quotation for the work
- At least 2 relevant examples (or links) from your company's body of work of similar communications strategies that you have developed as well as social media campaign design and writing.
- Your Tax and BBEEE relevant information.

Please ensure your quote includes an estimate of hourly rates, hours required and the total quote for the envisaged deliverables. Please separate the communications strategy and social media campaign aspects and quote separately for each.

We do not expect lengthy proposals and would be happy with 5 slides in PowerPoint (pdf or original) or 2 pages in Word format.

Please submit your responses to estherm@nbi.org.za on or before **18h00 on Thursday 11 May 2023**.

Please call **071 681 8543** if you have any questions or wish to clarify anything.

We look forward to your response.