



## REQUEST FOR QUOTATION (RFQ)

RFQ NUMBER	EO/072/03/2020
DATE ISSUED	19 March 2020
PROJECT NAME	Marketing and Communications Strategy Development for DESA
CLOSING DATE AND TIME	27 March 2020 @ 11h00
NAME OF PROPOSER/TENDERER	
TELEPHONE NUMBER	
CSD SUPPLIER NUMBER (MA NUMBER)	
FAX NUMBER	
EMAIL ADDRESS	
PHYSICAL ADDRESS	
B-BBEE STATUS LEVEL OF CONTRIBUTION	
FULL NAME OF BIDDER OR HIS OR HER REPRESENTATIVE	
IDENTITY NUMBER	
POSITION OCCUPIED IN THE COMPANY (DIRECTOR, TRUSTEE, SHAREHOLDER)	
COMPANY REGISTRATION NUMBER	
TAX REFERENCE NUMBER	
VAT REGISTRATION NUMBER	
QUOTE PRICE (INCL VAT)	
SIGNATURE	

*[Handwritten signature]*  
19/03/20

Full details of directors / trustees / members / shareholders.

Full Name	Identity Number	Personal Tax Reference Number	State Employee Number / al Number

## 1. DECLARATION OF INTEREST (SBD 4)

Any legal person, including persons employed by the state<sup>1</sup>, SANSA Board members or persons having a kinship with persons employed by the state, including a blood relationship, may make an offer or offers in terms of this invitation to bid (includes a price quotation, advertised competitive bid, limited bid or proposal). In view of possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons employed by the state, or to persons connected with or related to them, it is required that the bidder or his/her authorised representative declare his/her position in relation to the evaluating/adjudicating authority where-

- The bidder is employed by the state;
- SANSA Board member; and/or
- the legal person on whose behalf the bidding document is signed, has a relationship with persons/a person who are/is involved in the evaluation and or adjudication of the bid(s), or where it is known that such a relationship exists between the person or persons for or on whose behalf the declarant acts and persons who are involved with the evaluation and or adjudication of the bid

"State" means –

- (a) any national or provincial department, national or provincial public entity or constitutional institution within the meaning of the Public Finance Management Act, 1999 (Act No. 1 of 1999);
- (b) any municipality or municipal entity;
- (c) provincial legislature;
- (d) national Assembly or the national Council of provinces; or
- (e) Parliament

Are you or any person connected with the bidder presently employed by the state? If so, furnish the following particulars: Name of person / director / trustee / shareholder/ member:..... Name of state institution at which you or the person connected to the bidder is employed..... Position occupied in the state institution:..... Any other particulars:.....	YES / NO
If you are presently employed by the state, did you obtain the appropriate authority to undertake remunerative work outside employment in the public sector? If yes, did you attach proof of such authority to the bid document? (Note: Failure to submit proof of such authority, where applicable, may result in the disqualification of the bid If no, furnish reasons for non-submission of such proof:.....	YES / NO YES / NO
Did you or your spouse, or any of the company's directors / trustees / shareholders / members or their spouses conduct business with the state in the previous twelve months? If so, furnish particulars:.....	YES / NO
Do you, or any person connected with the bidder, have any relationship (family, friend, other) with a person employed by the state and who may be involved with the evaluation and or adjudication of this bid? If so, furnish particulars:.....	YES / NO
Are you, or any person connected with the bidder aware of any relationship (family, friend, other) between any other bidder and any person employed by the state who may be involved with the evaluation and or adjudication of this bid? If so, furnish particulars:.....	YES / NO
Do you or any of the directors / trustees / shareholders / members of the company have any interest in any other related companies whether or not they are bidding for this contract? If so, furnish particulars:.....	YES / NO

## 2. Declaration of Bidder's past supply chain management practices (SBD 8)

2.1 This Standard Bidding Document must form part of all bids invited.

2.2 It serves as a declaration to be used by institutions in ensuring that when goods and services are being procured, all reasonable steps are taken to combat the abuse of the supply chain management system

2.3 The bid of any bidder may be disregarded if that bidder, or any of its directors have-

- 2.3.1 Abused the institution's supply chain management system
- 2.3.2 Committed fraud or any other improper conduct in relation to such system; or

## 2.3.3 Failed to perform on any previous contract.

2.4 In order to give effect to the above, the following questionnaire must be completed and submitted with the bid.

Item	Question	Yes	No
2.4.1	Is the bidder or any of its directors listed on the National Treasury's database as companies or persons prohibited from doing business with the public sector?  (Companies or persons who are listed on this database were informed in writing of this restriction by the National Treasury after the <i>audi alteram partem</i> rule was applied).	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2.4.1.1	If so, furnish particulars:		
2.4.2	Is the bidder or any of its directors listed on the Register for Tender Defaulters in terms of section 29 of the Prevention and Combating of Corrupt Activities Act (No 12 of 2004)?  To access this Register enter the National Treasury's website, <a href="http://www.treasury.gov.za">www.treasury.gov.za</a> , click on the icon "Register for Tender Defaulters" or submit your written request for a hard copy of the Register to facsimile number (012) 3265445.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2.4.2.1	If so, furnish particulars:		
2.4.3	Was the bidder or any of its directors convicted by a court of law (including a court outside of the Republic of South Africa) for fraud or corruption during the past five years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2.4.3.1	If so, furnish particulars:		
2.4.4	Was any contract between the bidder and any organ of state terminated during the past five years on account of failure to perform on or comply with the contract?	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2.4.4.1	If so, furnish particulars:		

### 3. Certificate of Independent Bid Determination (SBD 9)

3.1 This Standard Bidding Document (SBD) must form part of all bids<sup>1</sup> invited.

3.2 Section 4 (1) (b) (iii) of the Competition Act No. 89 of 1998, as amended, prohibits an agreement between, or concerted practice by, firms, or a decision by an association of firms, if it is between parties in a horizontal relationship and if it involves collusive bidding (or bid rigging).<sup>2</sup> Collusive bidding is a *per se* prohibition meaning that it cannot be justified under any grounds.

- 3.3 Treasury Regulation 16A9 prescribes that accounting officers and accounting authorities must take all reasonable steps to prevent abuse of the supply chain management system and authorizes accounting officers and accounting authorities to:
- a. disregard the bid of any bidder if that bidder, or any of its directors have abused the institution's supply chain management system and or committed fraud or any other improper conduct in relation to such system.
  - b. cancel a contract awarded to a supplier of goods and services if the supplier committed any corrupt or fraudulent act during the bidding process or the execution of that contract.
- 3.4 This SBD serves as a certificate of declaration that would be used by Institutions to ensure that, when bids are considered, reasonable steps are taken to prevent any form of bid-rigging.
- 3.5 In order to give effect to the above, the attached Certificate of Bid Determination (SBD 9) must be completed and submitted with the bid:

<sup>1</sup> Includes price quotations, advertised competitive bids, limited bids and proposals.

<sup>2</sup> Bid rigging (or collusive bidding) occurs when businesses, that would otherwise be expected to compete, secretly conspire to raise prices or lower the quality of goods and / or services for purchasers who wish to acquire goods and / or services through a bidding process. Bid rigging is, therefore, an agreement between competitors not to compete.

**Certificate of Independent Bid Determination**

I, the undersigned, in submitting the accompanying bid:

\_\_\_\_\_

(Bid Number and Description)

In response to the invitation for the bid made by:

\_\_\_\_\_

(Name of Institution)

do hereby make the following statements that I certify to be true and complete in every respect:

I certify, on behalf of: \_\_\_\_\_ that:

(Name of Bidder)

- A. I have read and I understand the contents of this Certificate;
- B. I understand that the accompanying bid will be disqualified if this Certificate is found not to be true and complete in every respect;
- C. I am authorized by the bidder to sign this Certificate, and to submit the accompanying bid, on behalf of the bidder;
- D. Each person whose signature appears on the accompanying bid has been authorized by the bidder to determine the terms of, and to sign the bid, on behalf of the bidder;
- E. For the purposes of this Certificate and the accompanying bid, I understand that the word "competitor" shall include any individual or organization, other than the bidder, whether or not affiliated with the bidder, who:
  - (a) Has been requested to submit a bid in response to this bid invitation;
  - (b) Could potentially submit a bid in response to this bid invitation, based on their qualifications, abilities or experience;
 and

- (c) Provides the same goods and services as the bidder and/or is in the same line of business as the bidder
- F. The bidder has arrived at the accompanying bid independently from, and without consultation, communication, agreement or arrangement with any competitor. However communication between partners in a joint venture or consortium<sup>a</sup> will not be construed as collusive bidding.
- G. In particular, without limiting the generality of paragraphs 6 above, there has been no consultation, communication, agreement or arrangement with any competitor regarding:
- (i) prices;
  - (ii) geographical area where product or service will be rendered (market allocation)
  - (iii) methods, factors or formulas used to calculate prices;
  - (iv) the intention or decision to submit or not to submit, a bid;
  - (v) the submission of a bid which does not meet the specifications and conditions of the bid; or
  - (vi) bidding with the intention not to win the bid.
- H. In addition, there have been no consultations, communications, agreements or arrangements with any competitor regarding the quality, quantity, specifications and conditions or delivery particulars of the products or services to which this bid invitation relates.
- I. The terms of the accompanying bid have not been, and will not be, disclosed by the bidder, directly or indirectly, to any competitor, prior to the date and time of the official bid opening or of the awarding of the contract.

**<sup>a</sup> Joint venture or Consortium means an association of persons for the purpose of combining their expertise, property, capital, efforts, skill and knowledge in an activity for the execution of a contract.**

- J. I am aware that, in addition and without prejudice to any other remedy provided to combat any restrictive practices related to bids and contracts, bids that are suspicious will be reported to the Competition Commission for investigation and possible imposition of administrative penalties in terms of section 59 of the Competition Act No 89 of 1998 and or may be reported to the National Prosecuting Authority (NPA) for criminal investigation and or may be restricted from conducting business with the public sector for a period not exceeding ten (10) years in terms of the Prevention and Combating of Corrupt Activities Act No 12 of 2004 or any other applicable legislation.

#### **4. REQUEST FOR QUOTATION FOR DEVELOPING A MARKETING AND COMMUNICATIONS STRATEGY DEVELOPMENT FOR DESA**

The South African National Space Agency requires the services of a Strategist to Develop a Marketing and Communication Strategy for Digital Earth South Africa (DESA).

##### **4.1 BACKGROUND TO SANSA**

The South African National Space Agency (SANSA) has a mandate, as outlined in the South African National Space Agency Act, 2008 (Act No 36 of 2008), to co-ordinate and integrate national space science and technology programmes and conduct long-term planning and implementation of space-related activities in South Africa, for the benefit of the citizens of South Africa.

SANSA has Programmes located in different sites situated in Pretoria, Gauteng, (Head Office and Earth Observation) Hartebeesthoek, Gauteng (Space Operations) and Hermanus, Western Cape (Space Science).

SANSA invites service providers to this Request for Proposal (RFP), in order to appoint a suitably qualified and experienced **Business Strategist to Develop a marketing and Communication Strategy for Digital Earth South Africa (DESA)** with an action plan.

##### **PURPOSE**

These documents will support the project plan for DESA and will target existing and new Earth Observation clients.

##### **SCOPE OF WORK**

A qualified and experienced strategist will be required to assist the DESA project team to develop a marketing and communications strategy for DESA that:

1. Builds the DESA Brand as one that users can trust and promotes a positive user experience.
2. Positions DESA as a novel product within the South African Earth observation community and defines its unique selling proposition.
3. Defines target markets for DESA and defines marketing and communications strategies and products for each of these markets, based on identified needs and wants
4. Defines marketing and communications strategies and products aligned to the developmental phases of DESA.
5. Positions DESA as a value adding platform satisfying target market needs and wants.
6. Builds a sustainable user base for DESA.
7. Promotes DESA products.
8. Promotes the innovation potential of DESA
9. Positions DESA as a potential revenue generation platform for value added products derived from it, while maintaining DESA as a public good platform.
10. Defines strategies to market and communicate the impacts and benefits of DESA.

In delivering the strategy, the qualified and experienced strategist will also be required to provide:

11. A comprehensive marketing and communications strategy implementation plan including costing.
12. A project identity and branding guidelines.

The qualified and experienced strategist is expected to work closely with the DESA team in developing a marketing and communications strategy along the lines outlined above.

**EVALUATION CRITERIA**

SANSA promotes the concept of "best value" in the award of contracts, as opposed to merely looking for the cheapest price, which does not necessarily provide the best value. Best value incorporates the expertise, experience and technical proposal of the organisation and individuals who will be providing the service and the organisational capacity supporting the project team.

SANSA is committed to achieving Government's transformation objectives in terms of the Preferential Procurement Policy Framework Act.

The value of this bid is estimated not to exceed R500 000.00 (all applicable taxes included) and therefore the 80/20 system shall be applicable. The procedure for the evaluation of responsive tenders is Price and Preference method.

Bids will be evaluated in terms of the 80/20 preference points systems, where the 80 points will be used for price only and the 20 points will be awarded to a bidder for attaining the B-BBEE status level of contributor in accordance with the Table below.

**Preference**

(ORIGINAL/CERTIFIED B-BBEE STATUS LEVEL VERIFICATION CERTIFICATE/ SOWRN AFFIDAVIT MUST BE SUBMITTED IN ORDER TO QUALIFY FOR PREFERENCE POINTS FOR B-BBEE)

Calculation of points for B-BBEE status level contributor

Points will be awarded to a bidder for attaining the B-BBEE status level of contributor in accordance with the

Table below

B-BBEE Status Level of Contributor	Number of points (80/20 system)
1	20
2	18
3	14
4	12
5	8
6	6
7	4
8	2
Non-compliant contributor	0

**Eligibility Criteria**

To be eligible for the price and preferencing evaluation, the bidder must submit the following as per table 2 below. If there is "No" on the Table 2 below, the bidder who didn't submit the required document (s) with their bid will be requested in writing to submit them within two (2) working days for inclusion in the Bid Evaluation Committee item, if a bidder fails to submit on the 3<sup>rd</sup> working day, the relevant bid will be rejected.

**Table 2: Eligibility Criteria**

Criteria	Attached (Yes/No)	Comments
CSD Registration Summary Report with a compliant tax status		
CV's and Relevant Qualifications of the Project Team/ strategy developer (critical skill)		
Bidder to provide at least three (3) references from different clients		

**Functionality/Quality:**

**Quality:**

Scores will be tabulated to 100 points. Respondents must score 70 points and over to be assessed on their financial offer and preference score.

The allocation of points for the evaluation of quality/functionality is set out in Table 1 below:

**Table 1: Points for the evaluation of quality/functionality**

Criteria	Maximum Points
Technical proposal/Methodology	40
Project Team Experience	60
Total evaluation points for quality (functionality)	100

**Evaluation criteria 1: Technical Proposal / Methodology**

The following must be covered:

Details of the methodology. This section of the proposal shall present the methodology of the Bidder and describe in detail how the Bidder proposes to undertake the service(s), including but not limited to:

- Solutions to meet SANSA's requirements and addressing each service listed in the scope of work;
- Detailed project Execution Plan should be attached; and
- Bidder must provide SANSA with any value added service, best practices and trends that they will provide outside the scope of work.

	<b>Technical Proposal / Methodology</b>
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Non Responsive (score 0)	Bidder has not provided a proposal / methodology and /or submitted proposal is a repetition of the scope of work.
Poor (score 20)	The proposal is poor or does not satisfy project objectives or requirements. The service provider has misunderstood certain aspects of the scope of work and does not deal with the critical aspects of the scope of the work. The proposal omits important outcomes and understanding of scope of work is inconsistent with the proposed methodology. The proposal does not include a fully developed execution plan.
Good (score 40)	The proposal is specifically tailored to address all scope of work objectives and requirements; The execution plan fits the scope of work; all important activities are indicated and their sequencing is appropriate and consistent with project objectives and requirements. There is a fair degree of detail that facilitates understanding of the proposed scope of work.

### Evaluation criteria 2: Project Team experience

Project team must include a qualified and experienced strategy developer/strategist and marketer (these are key personnel). The project team must be able to effectively communicate in English and process highly technical information. Copies of certified certificates and abridged CV's must be attached to the proposal.

	Project Team Experience.
Non Responsive (score 0)	Service provider has not provided proof of team CV/profiles, proof of qualifications and has limited experience in strategy development.
Poor (score 10)	Key personnel have limited levels of experience (less than 5 years) based on their CV/profiles and/or qualifications not in relevant field.
Good (score 40)	Key personnel have adequate levels of experience (between 5 - 10 years) based on their CV/profiles and has appropriate qualification in the relevant field.
Excellent (score 60)	Key personnel have outstanding levels of experience (more than 10 years) based on their CV/profiles and hold appropriate relevant qualifications.

### PRICING SCHEDULE

#### Pricing Instructions

1. The Bidder must price all items;
2. Rates are to include all costs with no unspecified cost to allow for a fair evaluation.
3. Payment will be made based on the deliverables (proven progress) for the services rendered/goods received.
4. Payment will only be made on the basis of invoices provided.
5. Offer to be valid for 30 days from the bid closing date.

DESCRIPTION	AMOUNT (EXCL VAT)
Market research	

Strategy document	
Branding guidelines development	
TOTAL CONTRACT AMOUNT (EXCLUDING VAT)	
VAT (15%)	
TOTAL CONTRACT AMOUNT (INCLUDING VAT)	

### SPECIAL CONDITIONS

- (i) Quotations to be returned to: Azola Nodali eo-scm@sansa.org.za / 012 844 0428
- (ii) The lead expert shall have an excellent command of both spoken and written English
- (iii) The total cost should be inclusive of all expenses, including disbursements costs, separated from professional fees.
- (iv) This RFP is part of the Supplier Development Programme (SDP). The recommended bidder will be required to sign a SDP agreement for shorter payment periods for EMEs.
- (v) Payment will be done on deliverables achieved, with payments done within 30 days of receipt of invoice.
- (vi) Contract will not be awarded unless supplier is registered on the Central Supplier Database. A supplier registration summary with a compliance tax status must be submitted with the proposal. Potential suppliers should contact SANSA should they require assistance in registering on the CSD.

The offices of SANSA are situated at the following address:

Mark Shuttleworth Street  
The Innovation Hub  
Lynnwood  
Pretoria  
0087

### TIMELINES

The successful service provider must be in the position to provide the service on or before 15 May 2020 after receiving official purchase order from SANSA.

### SUPPORTING DOCUMENTATION AND MINIMUM CRITERIA

In order to demonstrate their capacity and score points with respect to the criteria, tenderers should provide the following supporting documentation.

Original/Certified B-BBEE status level verification certificate/Sworn affidavit must be submitted in order to qualify for preference points for B-BBEE);

CSD Registration Summary with a tax compliance status must be provided with the bid document

The quote must be valid for a period of 30 days

Quotation must reflect a cost breakdown, where applicable, prices quoted must be inclusive of VAT

SANSA has the right to withdraw any quotation at any time within the validity of the quotation.

SANSA reserves the right to invite suppliers/companies to present their bid proposals for final decision

SANSA will not award the contract to any bidder who does not comply with the terms and conditions of the bid document and will at its own discretion appoint next highest scoring bidder

**DECLARATION**

The undersigned, who warrants that he / she is duly authorized to do so on behalf of the enterprise:

- i) confirms that neither the name of the enterprise or the name of any partner, manager, director or other person, who wholly or partly exercises, or may exercise, control over the enterprise appears on the Register of Tender Defaulters established in terms of the Prevention and Combating of Corrupt Activities Act of 2004;
- ii) confirms that no partner, member, director or other person, who wholly or partly exercises, or may exercise, control over the enterprise appears, has within the last five years been convicted of fraud or corruption;
- iii) confirms that I / we are not associated, linked or involved with any other tendering entities submitting tender offers and have no other relationship with any of the tenderers or those responsible for compiling the scope of work that could cause or be interpreted as a conflict of interest; and ;
- iv) confirms that the contents of this questionnaire/forms (SBD 4, 8 & 9) are within my personal knowledge and are to the best of my belief both true and correct
- v) accept that, In addition to cancellation of a contract, action may be taken against me should the Declaration prove to be false.
- vi) confirms that the bidder has read the General Conditions of Contract (GCC) and agree with the conditions. The GCC can be found on SANSA website (<http://www.sansa.org.za/Images/Procurement/GCC/GCC.pdf> )

Signed

Date

Name

Position

Enterprise name

**Bid Conditions****Disqualification**

Please note that if a bid document is not filled in correctly or completely, or complied with the specification, or is delivered/send after the bid closing date and time, or the supplier is not registered on the CSD or supplier has a non-compliant tax status, then unfortunately that bidder will be disqualified. Please return this document with the supporting documents.

**2. Bid Document Submission**

Faxed and emailed tender documents will be accepted. However, the onus is on the tenderer to ensure that complete faxed or email documents have been received by the SANSA by the due date and time.

Please note that any alterations to the tender document other than filling in the tenderer's details and tender price will automatically disqualify the tenderer.

**END**