

REQUEST FOR PROPOSALS

FOR

**The provision of marketing, communications and
stakeholder engagement services for the
Technology Innovation Agency (“TIA”)**

RFP NUMBER: TIA 006/2009



Issue Date: 20 December 2009

Response Deadline: 18 January 2010

1. Introduction and Background

The Technology Innovation Agency (TIA) is a schedule 3A public entity of the Department of Science and Technology, in terms of the Public Finance Management Act, 1999 and established in terms of the Technology Innovation Agency Act, 2008. The Agency is set up as a public entity with the aim to enhance the country's capacity to translate a greater proportion of local research and development into commercial technology products and services.

The ultimate goal of the TIA is to use South Africa's science and technology base to develop new industries, create sustainable jobs and help diversify the economy away from commodity exports towards knowledge based industries equipped to address modern global challenges. At the outset the enactment of the TIA involves the integration of these existing entities linked with the Department of Science and Technology:

- LifeLab (www.lifelab.co.za)
- Cape Biotech (www.capebiotech.co.za)
- PlantBio (www.plantbio.org.za)
- Innovation Fund (www.innovationfund.ac.za)
- AMTS (www.amts.co.za)
- Tshumisano Trust (www.tshumisano.co.za)
- BioPad (www.biopad.org.za)

The migration of the above entities would require a consolidated marketing and communications strategy. The seven entities have functioned individually for years and a concerted effort is required to address internal and external communication challenges that are typical in such circumstances. Amongst others the strategy should focus on creating awareness about the TIA's enactment and the role it will play in reinforcing government's commitment towards innovation. A marketing and communication agency is therefore required in assisting the TIA with the services below.

2. Services Required

The TIA requires a marketing and communications agency to provide technical assistance in the developing of:

- TIA's Marketing and Communications Strategy
- Launch Plan 2010
- Stakeholder Engagement Plan
- Media Activation Strategy and Plan

The provision of these services should be guided by:

Short-term objectives

- To build awareness of the TIA's enactment and the migration of entities
- To launch the TIA brand
- To assist staff in transferring brand loyalty from agencies to the TIA
- Profile the Interim CEO and Board Members in the media
- Build awareness of the services of the TIA and to position them accordingly
- Build internal PR capacity

Mid - Long Term Objectives

- Position the TIA as a leading agency in the National System of Innovation
- Position the Executives of the TIA as thought leaders in their respective fields of expertise
- Managing TIA's reputation

3. Request for Proposals

The Agency would like to invite service providers to submit their proposals for the outlined marketing and communications services as described in the section above. Bidders are advised to indicate hourly rates of all people who will work on these services.

4. Proprietary Information

TIA considers this Request for Proposal (RFP) and all related information, either written or verbal, which is provided to the Bidder, to be proprietary to TIA. It shall be kept confidential

by the Bidder and its officers, employees, agents and representatives. The Bidder shall not disclose, publish, or advertise this specification or related information in part or as a whole to any third party without the prior written consent of TIA. This applies regardless of whether the recipient of this RFP responds with a proposal or not.

5. Enquiries & Responses

All communication and attempts to solicit information of any kind relative to this RFP should be channelled to the Contact Person named in the RFP.

All Enquiries regarding this proposal shall be submitted in writing to Sewela.Sebola@tia.org.za with “**TIA Marketing and Communications Strategy**” as the subject.

6. Medium of Communication

All documentation submitted in response to this RFP must be in English.

7. Verification of Documents

Respondents should check the numbers of the pages to satisfy themselves that none are missing or duplicated. No liability will be accepted by TIA in regard to anything arising from the fact that pages are missing or duplicated.

8. Submission of RFPs

The proposal should be submitted at:

**Sorrento Suite, iL Villagio no 2
5 de Havilland-South
Persequor Park
Meiring Naude Road
Lynnwood
Pretoria
0087**

Tel: (012) 349-1991/1962/1920

It is the responsibility of the prospective supplier to ensure that the proposal is deposited at the above address before **12h00 on 18 January 2010**.

Four copies of each proposal must be submitted, including the original. In the event of a contradiction between the submitted copies, the original shall take precedence. Telegraphic, telefax and e-mail proposals will not be accepted.

If a courier service company is being used for delivery of the proposal document, the RFP description must be endorsed on the delivery note/courier packaging to ensure that documents are delivered to the correct recipient, as mentioned above.

9. General Terms and Conditions

The Respondent is responsible for all costs incurred in the preparation and submission of the proposal.

A copy/s of any affiliations, memberships and/or accreditations that support your submission must be included in the proposal.

Kindly note that TIA is entitled to:

- 9.1 Amend any RFP conditions, validity period, specifications, or extend the closing date and/or time of RFPs before the closing date. All Respondents, to whom the RFP documents have been issued, will be advised in writing of such amendments in good time;
- 9.2 Verify any information contained in a proposal;
- 9.3 Not to appoint any bidder;
- 9.4 Vary, alter, and/or amend the terms of this RFP, at any time prior to the finalisation of its adjudication hereof;
- 9.5 An omission to disclose material information, a factual inaccuracy, and/or a misrepresentation of fact may result in the disqualification of a proposal, or cancellation of any subsequent contract.

- 9.6 TIA reserves the right not to accept the lowest proposal or any proposal in part or in whole. TIA normally awards the contract to the Bidder who proves to be fully capable of handling the contract and whose Proposal is technically acceptable and/or financially advantageous to TIA. Appointment as a successful contractor shall be subject to the parties agreeing to mutually acceptable contractual terms and conditions. In the event of the parties failing to reach such agreement within 30 days from the appointment date, TIA shall be entitled to appoint the contractor who was rated second, and so on.
- 9.7 TIA also reserves the right to award this RFP as a whole or in part without furnishing reasons.
- 9.8 TIA also reserves the right to cancel or withdraw from this RFP as a whole or in part without furnishing reasons and without attracting any liability.
- 9.9 The Bidder hereby offers to render all of the services described in the attached documents (if any) to TIA on the terms and conditions and in accordance with the specifications stipulated in this RFP documents (and which shall be taken as part of, and incorporated into, this proposal at the prices inserted therein).
- 9.10 This proposal and its acceptance shall be subject to the terms and conditions contained in this RFP document.
- 9.11 The Respondent shall prepare for a possible presentation should TIA require such and the Respondent shall be notified thereof no later than 4 (four) days before the actual presentation date.

10. Project Programme

The Project Programme, as currently envisaged, incorporates the following key dates:

DATE	ACTIVITY
20 December 2009	Call for agencies to submit proposals
11 – 12 January 2010	Briefing Sessions
18 January 2010	Closing date for proposals
20 – 25 January 2010	Short listing of candidates and call for creative proposals
28 – 29 January 2010	Presentation of creative proposals
5 February 2010	Announcement of winning agency
29, 30, 31 March and 1, 2 April	Dates earmarked for the TIA launch

Proposals shall be submitted at the address mentioned above **no later than 12h00 on 18 January 2010**. TIA reserves the right to disregard proposals received after the specified due date.

11. Scope Of Work

Bidders to this RFP are expected to amongst other fulfil the following responsibilities:

11.1 TIA Marketing and Communications Strategy

The Agency would be expected to develop a Marketing and Communication Strategy touching on the following elements:

- Messages and Themes
- Phased Communication Programme
- Accessing Identified Communication Channels
- Action Plan (incl. Implementation and Evaluation)

11.2 Launch Plan

The Agency would be expected to assist TIA with planning and implementing Launch related activities which are envisaged in Feb/Mar 2010.

11.3 Stakeholder Engagement Plan

The Agency would be expected to develop plans to create and maintain sustainable relationships with TIA's stakeholders.

11.4 Media Activation Strategy and Plan

Given TIA's emergent state the Agency is expected to assist with inciting public interest around TIA's mandate whilst profiling its leadership in the media.

The short listed agencies will be required to prepare a formal 'pitch' that will broadly outline the agencies proposed strategy and creative approach. Further requirements will be communicated once the shortlist has been developed. While we recognise that a considerable amount of time and effort goes into preparing a pitch we are unfortunately not in a position to offer financial assistance to curtail these costs.

12. Evaluation Criteria

The following criteria shall be used in the evaluation of proposals:

- 12.1 Composition in terms of race and shareholding;
- 12.2 Representation of expertise;
- 12.3 Capacity to undertake the job;
- 12.4 Mandatory requirements (14 below).

13. Mandatory Requirements

13.1 Prospective bidders should meet the following requirements:

- Status or reputation of the company and its achievement
- A comment on why the company believes it has the capacity to conduct this work
- The agency's experience in working in the technology and venture capitalist or financial sector
- List of previous and current clients
- Three (fairly detailed) examples of accounts where similar work has been undertaken preferably in the technology and financial sectors
- Fee structure
- Please note that a valid Tax Clearance Certificate must be attached

14. Conclusion

14.1. Failure to comply with any of the terms and conditions as set out above will invalidate the Proposal.

14.2. TIA's decision on proposals received shall be final and binding.