



South African National AIDS Council (SANAC)

TERMS OF REFERENCE (TOR)

RFP SANAC 04/002/2022

COMMUNICATIONS CAMPAIGN FOR COVID-19 AND THE DEVELOPMENT OF THE NEW NATIONAL STRATEGIC PLAN FOR HIV, TB AND STIS (2023-2028)

1. About SANAC

The South African National AIDS Council (SANAC) is a voluntary association of institutions established by the national cabinet of the South African Government to build consensus across government, civil society and all other stakeholders to drive an enhanced country response to HIV, TB and STIs.

The main objectives of the Council are to:

- Foster dialogue between government, civil society and all other stakeholders and to oversee the country's response to HIV, TB and STIs;
- Advise government on HIV and AIDS, TB and STI policy and strategy and related matters;
- Strengthen the governance, leadership and management of the response to HIV, TB and STIs at national, provincial, district and local levels;



- Strengthen the multi-sectoral response to HIV, TB and STIs as a contribution to the overall social and economic development of South Africa, including but not limited to policy review, programme management and co-ordination, technical assistance and capacity building and sectoral support;
- Mobilise resources domestically and internationally to finance the response to HIV, TB and STIs, including but not limited to estimating expenditure and resource needs, fund-raising from domestic and international institutions, including Treasury, donor co-ordination and investigating new sources of funding for the multi-sectoral response and the 5-year National Strategic Plan on HIV, TB and STIs (NSP);
- Ensure the monitoring of progress against the targets set in the NSP and ensure mid and end of term evaluations for the prevailing NSP;
- Create and strengthen partnerships for an expanded national response in South Africa to HIV, TB and STI among government agencies, non-governmental organisations (NGOs), donors of funds, agencies of the United Nations, the South African private sector and people living with HIV, TB and STIs.

2. Purpose of the service

To design and implement a robust communications campaign for;

- COVID-19 within the HIV, TB and STIs context,
- the development process of the new National Strategic Plan for HIV, TB and STIs for the period 2023-2028.
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The campaign should explore the most innovative communication solutions and employ the most effective tools in the current communication landscape.



2.1 Objectives:

To design a robust Communications Campaign for:

- The Development of the new NSP
- COVID-19 Response

3. Scope of work

3.1 Development of the new National Strategic Plan (NSP) for HIV, TB and STIs (2023-2028)

- Create awareness about the process of developing the NSP and encourage all South Africans to participate and take ownership
- Target thought-leaders, key & vulnerable populations, researchers, activists etc. to be actively involved in the process
- Find innovate ways of reaching all targeted audiences in their spaces
- Use accessible and geo-specific and sector-specific language to garner maximum interest and participation
- Design an online portal (microsite/website) to enable the public to submit inputs into the NSP – this is to be anchored onto the SANAC main website
- Make use of prominent multimedia platforms for maximum reach
- Consider non-traditional approaches such as the use of influencers to maximise reach
- Document key milestone of the NSP development for public dissemination through media and other platforms

3.2 COVID-19 Response Communication:

- Promote access to care
- Encourage vaccination, especially to most-at-risk groups



- Promote COVID-19 safety protocols
- Design messages that prioritise key sectors of the Civil Society Forum
- Explore the use of non-traditional media to reach all audiences in their diversity
- Promote open conversation about myths & facts concerning COVID-19
- Dispel disinformation and misinformation concerning COVID-19

4. Duration of Work

Three (3) months, from 01 June 2022 to September 2022 (maybe revised, depending on when the contract was awarded)

5. Profile of the supplier (Experience & Competencies)

- Proven track record in PR, Marketing and Communications Campaigns (portfolio of evidence to be submitted with the proposal)
- Offer innovative media solutions and communications channels (list them in the proposal and provide rationale for each)
- Well-resourced financially and otherwise to execute a successful campaign, and have an annual turnover of at least R3 million (to form part of the portfolio of evidence)
- Experience in executing at least three successful health-related campaigns (to be included in the portfolio of evidence) – **this is non-negotiable.**

6. Reporting Line

The service provider will be expected to report to the Communications Manager and other SANAC Delegated officials as required.



7. Submission of proposals

The technical proposal should include the following

- a. Proof of business/ consultancy registration
- b. A Proposal response to the terms of reference.
- c. A project plan that states the methodology and approach for accomplishing the task, time- frames and outputs (excluding cost for the project).
- d. Profile of the organization and description of similar work undertaken (attach similar work undertaken),
- e. Contact numbers, names and CVs of workers/officials assigned to the project, including their roles and responsibilities,
- f. All relevant tender documents as per the bid document provided.

The financial proposal should include the following

- g. Financial breakdown of costs based on the proposed methodology and assignment

Special conditions

- a) The contract shall initially be valid from the date of signing the service level agreement by both parties.
- b) The successful organisation will be paid upon the completion of phases or milestones set out in the project plan.



- c) Payment of invoices will be effected within 30 days after receipt of an invoice and a satisfactory detailed report to be approved by SANAC Trust

8. Successful service provider

All resources, equipment and technical skills will be the responsibility of the service provider; these may be sourced by the service provider at no cost to SANAC Trust and if not available outsourced to ensure successful execution of the project at a cost to the service provider.

9. Evaluation Process and Criteria

Only proposals of bidders who comply with the requirements of these Terms of Reference will be evaluated. Proposals will be evaluated in two stages:

Evaluations Stage 1: Pre-qualification/ initial Screening process

In terms of National Treasury Instruction No.4A of 2016/2017 regarding the Central Supplier Database (CSD), all bidders must register on CSD to provide the following information to be verified through CSD:

- a) Business registration, including details of directorship and membership
- b) Bank Account holder information
- c) Declaration of interest: In the service of the state
- d) Identity Documents of Directors
- e) Tender Default and restriction status.

In terms of National Treasury Instruction No.4A of 2016/2017 regarding the **Central Supplier Database (CSD)**, all bidders must register on CSD to provide the following information to be verified through CSD:



- f) Business registration, including details of directorship and membership
- g) Bank Account holder information
- h) Declaration of interest
- i) Identity Documents of Directors
- j) Tender Default and restriction status.

Evaluation stages 2gt: Technical Evaluation: Functionality, Price & BEE

- a) Firstly, the proposals will be evaluated on functionality. An evaluation panel will allocate points (scale of 1 - 5) in respect of functionality according to the criteria set out on the functionality table.
- b) The Functionality, price and BEE criteria will be broken down as follows:
 - Evaluation Stage 1: Functionality total will equal to 100 points:
 - Evaluation Stage 2 (a): Price will equal to 80 points (80/20 pps)
 - Evaluation Stage 2 (b): BEE will equal to 20 points
 - The total allocated overall points will equal to 100
- c) Only Bidders who obtained a minimum point of 70 out of 100 points will further be evaluated on price and BEE
- d) Only bidders which obtain the highest points above 70 points overall on both functionality (Technical), Price and BEE will be recommended for award.



- e) The highest point scorer on overall criteria, namely functionality, price and BEE, will be awarded the bid.

Evaluation criteria

Proposals will be evaluated on a scale of 1–5 in accordance with the criteria below.

The rating will be as follows:

1 = Very Poor

2 = Average

3 = Good

4 = Very Good

5 = Excellent



Functionality Criteria

ELEMENT	Rating	Weighting	Total
<p>Approach and methodology</p> <p>Approach and methodology including proposed work plan. The following factors will be taken into account:</p> <p>Detailed work plan that can be delivered on a realistic timeframe</p> <p>40 points will be allocated per factor</p> <p>1 point = Addressed poorly 2 points =Addressed but with limitations 3 points = Addressed adequately 4 points = Adequately addressed with advanced understanding in some areas 5 points = Extensively addressed</p>	<div style="background-color: #cccccc; height: 100%; width: 100%;"></div>	40	
<p>Organization and Team Skills capacity and competence of proposed team :</p> <p>a) Organisation Demonstrable the understanding of the project, the skills set and experience of the team in designing a robust Communications Campaign, PR and</p> <p>b) CVs of the proposed management and team</p>	<div style="background-color: #cccccc; height: 100%; width: 100%;"></div>	30	



ELEMENT	Rating					Weighting	Total
<p>members highlighting relevant experience in line with the project objectives</p> <p>15 points will be allocated per factor</p> <p>1 point = Proposed team has very limited skills and experience (1 year or less)</p> <p>2 points = Proposed team has limited skills and experience (between 1- 2 years)</p> <p>3 points = Proposed team with solid skills and experience (between 2 – 5 years)</p> <p>4 points = Proposed team with advanced skills and experience (between 5 – 10 years)</p> <p>5 points = Proposed team are technical experts in the field with more than 10 years of experience</p> <p>No points will be allocated if CVs are not provided</p>							



<p>Experience in executing at least three successful health-related campaigns (to be included in the portfolio of evidence</p> <p>a) Portfolio of Evidence- Experience of the organisation and of the team Communications, PR, Campaigns ,media solutions and communications channel and health campaigns</p> <p>b) References: Names and contact details of three organizations for which similar work has been conducted in the last two years</p>						30	
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ELEMENT	Rating						Weighting	Total
<p>15 points will be allocated per factor The following points are applicable for factor (a) above:</p> <p>1 point = 0 - 1 year 2 points = 2-3 years 3 points = 3-4 years 4 points = 4- 5 years 4 points = >5 years</p> <p>The following points are applicable for factor (b) above:</p> <p>1 points = 1 reference submitted of similar work performed in the last 1- 5 years 2 points = 2 references submitted of similar work performed in the last 1- 5 years 3 points= 3 Reference submitted of similar work performed in the last 1- 5 years 4 points = 4 Reference submitted of similar work performed in the last 1- 5 years 5 Points = 5 Reference Submitted of</p>								



similar work in the last 1-5 years								
Functionality								100

10. Contact Person/s at SANAC for enquiries:

For queries relating to the **campaign itself**, please contact Nelson Dlamini, Communications Manager: Email: nelson@sanac.org.za / Direct line: 012 748 1016 (1000 – switchboard)

For queries relating to **procurement processes**, please contact Beullah Mthombeni, Procurement Officer: Beullah Mthombeni
Email: beullah@sanac.org.za / Direct line: 012 748 1009 (1000 switchboard)