



REQUEST FOR QUOTATION (RFQ)

Consumer behaviour study to inform a consumer communications and behaviour change strategy to inspire a circular economy for plastics in South Africa

Established in 2010, GreenCape is a non-profit organisation that drives the widespread adoption of economically viable green economy solutions from South Africa. GreenCape works with businesses, investors, academia, and government to unlock the investment and employment potential of green technologies and services, and to support a transition to a resilient green economy. Our aim is to be globally relevant in driving the uptake of green economy infrastructure solutions in the developing world.

BACKGROUND TO THE PROJECT

GreenCape is the lead partner on a project focused on north-eastern Johannesburg aiming to build an inclusive system to tackle plastic waste in Johannesburg.

The project team will address 4 challenges that are key to building the momentum needed to accelerate the elimination of plastic waste:

1. **Lack of recovery of plastics**, by Increasing collection and sorting of plastics from middle to high income residential areas, by supporting the informal waste pickers and buyback centres.
2. **High leakage of plastics into the environment** in areas of limited services, through a model of alternative service delivery.
3. **Lack of demand for recycled plastics**, by incentivizing and mobilising demand for recycled plastics through private and public sector.
4. **Lack of consumer engagement and awareness to drive recycling of plastics**, by increasing consumer and business engagement in the responsible use of plastics through awareness and behaviour change campaigns.

In delivering on part 4 of the project, we require a service provider to deliver a **detailed consumer behaviour study** to inform a consumer engagement strategy focused on plastic packaging (and some small plastic products, such as plastic stems on ear buds and lollipops, plastic stirrers). The strategy will include a consumer communications campaign, as well as specific behaviour change interventions.

The aim and objectives of the consumer engagement strategy are:

Aim

Consumers are more actively engaged in

- Separating their 'waste' for recycling
- Making sure their recyclables enter the recycling stream

GreenCape Sector Development Agency

2nd Floor, Aria North Wharf, 42 Hans Strijdom Ave, Foreshore, Cape Town, 8001

+27 21 811 0250 | info@green-cape.co.za | www.green-cape.co.za

Company Registration No. 2012/039750/08

Refer to the GreenCape website for director details

Objectives

- Increase consumer knowledge of what is recyclable
- Make consumers aware of the opportunities to reduce plastic waste and get their materials to a recycler
- Inspire and motivate consumers to engage in behaviour that reduces plastic waste and increases recycling of plastics

RECOMMENDED METHODOLOGY

Mixed methods

- Quantitative: high level view on consumer engagement with plastics
- Qualitative: allowing for a deeper dive on specific topics – such as focus groups to confirm the barriers and enablers of desired behaviour

Elements of work to be included

- Regular updates with the project team
- Refine questionnaires and focus group content with the project team
- Prepare and deliver surveys and focus groups
- Analyse data
- Present final report in powerpoint, and raw data in excel format

Sample size and sampling method

- Estimated 1.53 million people in the project area
- At least 1,000 people surveyed
- Please provide costed options of sample sizing and sampling approach (ie random sampling, quota on interlocked age and gender (eg a certain number of men 18-34, etc))
 - Please include advantages and disadvantages of each approach

Research questions (to give more insight into the GreenCape team's approach. These research questions will be shaped into questionnaire and focus group content by the successful bidder, in discussion with the GreenCape team)

General consumer insights

- What is their understanding of the plastic waste problem? What do they think or feel about plastic waste?
- What is their understanding of the solutions? And more specifically their understanding of how they can be part of the solution?
- What can consumers do to play a part in reducing plastic waste? What is their role? What do you think consumers need to do in order to tackle plastic waste?
- Are they already taking action? If so, what action? If not, why not? What would enable/encourage them to take action?
- What are the capabilities/ opportunities/ motivations/ barriers for their action or lack of action?

Recycling

- Are they separating 'waste' for recycling?
- How are they getting recyclables to collectors or recyclers?
- Who has responsibility for managing household waste? (identifying the (potential) lead recycler in the household)

- What are they separating for recycling?
- Do they know what options they have to get recyclables recycled?
- Do they engage with waste pickers (also known as reclaimers)? What is the perception of the service provided by waste pickers?
- Do they have materials collected by municipal co-ops? What is the perception of the service provided?
- Why are they recycling or not recycling? (barriers and motivations)
- Where do they look for information on recycling? What information do they feel would help them recycle more?
- Who do they/ would they trust to provide information about recycling?
- What do you think is 'greener' packaging?

Strategy – type of information the GreenCape team needs to develop the communications and behaviour change strategy

- What types and numbers of people are recycling? (demographic such as age, gender, level of education, income levels, housing type, household type, length of time in home)/psychographic (attitudes, opinions etc) – selecting target audience for the strategy
- What plastic items should we focus on? List of items with potential for consumer impact
- What specific tangible things can be done to get more consumers engaged? (understand behaviour change levers)
- What are the barriers to overcome for the desired behaviours to be actioned?

Interested organisations are invited to submit quotations to undertake this work.

LOCATION

North-eastern Johannesburg – from Northern Alexandra, through Marlboro, Norwood and Midrand.

DATE OF DELIVERY

30 November 2022

GENERAL INFORMATION

1. GreenCape reserves the right to cancel the procurement process without notice at any time and not make any appointment on this project.
2. All quotations will be evaluated on the basis of a functionality/price/B-BEEE weighting of [50/30/20].
3. Each bidder must include in its quotation a confirmation that it does not and will not have any actual or potential conflict of interest in submitting its quotation (see Declaration of Interest attached as Annexure B to this RFQ).
4. Functionality will be based on the following criteria [Examples of similar work (20); creative input (10); ability to deliver on time (10); brand alignment (10)].
5. The acceptance of a quotation and the awarding of this project or any part thereof to a bidder will be communicated in writing by GreenCape.

SUBMISSION REQUIREMENTS

Interested organisations are invited to submit a quote for the outlined scope of work that should include the following:

1. Quotation for the work, broken down by activity
2. A brief work plan that outlines the proposed approach and activities that would be taken to achieve the required scope of work. The work plan should include:
 - a. the proposed activities to achieve the required scope of work
 - b. the timeframes for each activity
 - c. a brief description of the proposed approach with creative suggestions.
3. Tax Clearance Certificate
4. BEE credentials with certificate or affidavit as relevant

Please email the above documentation to kirsten@greencape.co.za by EOB 12 September 2022 using the reference: Plastics Consumer Behaviour Study. Please note that a failure to submit any of the required documentation could result in the bidder being excluded from the tender process.

For any queries related to this RFQ, please email: kirsten@greencape.co.za

