

## Request for quotation [CONFIDENTIAL]

### Design, video production and content boosting services for GreenCape

#### BACKGROUND

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.

**We require a service provider that will assist us with sets of designs and video production for a series of projects that we are implementing with the Friedrich Naumann Foundation for Freedom Southern Africa. (One of the projects also requires content boosting).**

#### PROJECT BACKGROUND AND CONTEXT

GreenCape is partnering with the FNF for series of projects aimed at supporting the green economy in South Africa. Each of these projects have sets of designs and videos as part of the project outputs. Please see the breakdown of outputs that require design and video production below. Please use the project codes to structure your quote. **Please note:** Each of these projects will need to be invoiced separately as a set of deliverables.

##### 1. FNF21\_MediaA2A

###### Design elements required

- 9 x 2-page case studies (2 x sectors (energy, water, agri, CE) + 1 x CFA/green finance)
- 6 x designed social media posts (sized for LinkedIn, Twitter & Instagram)

###### Video production required

1 x 2min (max) campaign video (concept and script will be supplied)

###### Media buying support required

Managing the video and social media content promotion / boosting for the campaign. (Agency fee + proposed media budget for this aspect cannot exceed R80 000).

**Deadlines:** The roll-out of the 3-month campaign content (case studies and social media posts) will be from 20 September – 20 December. The first sets of designs will need to be ready for 17 September. The video can be delivered early October.

##### 2. FNF21\_ASDU Amplify the impact

###### Design elements required

1 x 6 pages M&E Progress Report

###### GreenCape Sector Development Agency

[info@green-cape.co.za](mailto:info@green-cape.co.za) / [www.green-cape.co.za](http://www.green-cape.co.za)

Company Registration No. 2012/039750/08

Refer to the GreenCape website for director details

**Video production required**

1 x 10min case study video of two informal settlement sites (concept and script will be supplied)

**Deadline:** The final report and video needs to be delivered by 30 November 2021.

**3. FNF21\_ASDU Training for Decision-makers**

**Video production required**

1 x 30-minute training module filmed and packaged as a video for training purposes. See example [here](#).

**Deadline:** The final video needs to be delivered by 30 November 2021.

**4. FNF21\_GreenAgri**

**Design elements required**

3 x 6-8-page industry briefs

**Deadlines:** 30 September / 30 October / 30 November (one industry brief delivered per month)

**5. FNF21\_GBSSD**

**Design elements required**

6 x designed Twitter posts.

Detailed content will be supplied.

**Deadline:** Content to be supplied by 10 September.

**6. FNF21\_Change Champions**

**Design elements required**

- Top 5 announcement design (for social media) – LinkedIn & Twitter
- Top 3 certificates & social media posts – LinkedIn & Twitter
- Top 3 email signatures
- Zoom background

**Video production required**

1 x 5 min (max) marketing video for the winner. (Travel may be required due to the location of the municipality).

**Deadline:** Design collateral to be ready for pitch event (mid-October). Video for the winner to be produced by end November 2021.

**We will provide (upon appointment, as the project rolls-out):**

- Detailed briefs per project
- GreenCape brand CI elements

**Please provide a costed proposal to [cilnette@green-cape.co.za](mailto:cilnette@green-cape.co.za) by 17h00 on Wednesday 1 September 2021, including:**

- CV / company profile, indicating previous projects with similar requirements
- BBB-EE credentials with certificate or affidavit as relevant.
- Cost breakdown according to project codes above.

**Note:** GreenCape reserves the right not to make an appointment on this project. Feedback on the success of the bid will be provided within a week of the closing date.