

REQUEST FOR PROPOSAL

MPUMALANGA GREEN CLUSTER AGENCY WEBSITE

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. GreenCape's work in Mpumalanga includes the establishment of a new non-profit entity that will take the work of building the green economy in Mpumalanga forward. Towards this end, we require the services of a web designer to develop a website for the Mpumalanga Green Cluster Agency.

Please read the project brief outline below, and submit your proposal to quote for the project.

BACKGROUND

The Mpumalanga region has strategically prioritised using a cluster development model to unlock the opportunity in the Green Economy. Such development happens through engagement at the intersection of government, business and academia – the triple helix nexus. Independent triple helix clusters have been identified globally as a strong instrument for the green and hi-tech transitions. The Mpumalanga Province engaged several years of learning support with GreenCape to understand how clusters have worked in the South African context. This has culminated in a formal memorandum of understanding to collaborate on using a cluster approach to build a green economy in Mpumalanga.

Towards this end, the Mpumalanga Green Cluster Agency has now formally been registered, and the website will be its public domain hosted on www.mpumalangagreencluster.co.za

TARGET MARKETS

The website will **serve three primary audiences:**

- It is a platform where **green businesses in Mpumalanga** can sign up for cluster membership and access information relevant to the green economy in the Province.
- It is a resource where **potential investors** can access Mpumalanga-focussed green economy market intelligence.
- It will be the Mpumalanga Green Cluster Agency's publishing platform (an aggregate library of content and news portal), serving the project deliverables dissemination purposes of future **funders**.

Secondary audiences: Government decision-makers; International embassies and Chambers of Commerce in SA; National and Provincial Investment promotion agencies

OBJECTIVES OF THE WEBSITE

- To be the **digital “reception”** of the Mpumalanga Green Economy Cluster Agency.

- To serve as a **business membership sign-up interface** that integrates into the Agency's CRM system.
- To be the **publishing platform** for the Agency's future body of green economy knowledge (content library & news sections).
- To **showcase the green economy project landscape** in the Mpumalanga province through a dynamic map e.g. Cape Town Green Map.

STRUCTURE

The Corporate Identity will follow the Mpumalanga Green Cluster Agency's brand guide. To be supplied upon appointment.

Site build needs to happen on a user-friendly self-maintainable back-end eg Wordpress.

Secured URL (with .co.za, .org & .org.za):

- **mpumalangagreencluster (main url to be used with .co.za)**

Multi-media: Full multi-media functionality built in: images, text, PDFs, video, hyperlinks

SEO integration: The directory needs to have be SEO optimized and we would need a training guide for content management going forward. All articles to have relevant tags and source market consideration.

Multi-media: Full multi-media functionality built in: images, text, PDFs, video, hyperlinks. The site needs to be mobile friendly.

NAVIGATION MENU (TBC)

HOME | ABOUT US | CLUSTER MEMBERSHIP | RESOURCES | NEWS | CONTACT US | GREEN PROJECTS MAP

ABOUT US

- The green economy in Mpumalanga
- Vision & Mission
- Our Team
- Our Board
- Careers
- Contact us

CLUSTER MEMBERSHIP

- Sign up for Cluster Business Membership
- Join the Mpumalanga green economy projects database

RESOURCES (Please refer the GreenCape's library as an example of the future content mix – includes case studies, industry briefs and reports) – this section needs to be searchable according to tags. **(Main focus = Market Intelligence).**

MAP

The functionality to accommodate / embed a dynamic map of green projects in the Province [similar to this one](#).

FOOTER CONTENT

Privacy Policy | Partners (Links to GreenCape & Mpumalanga DEDT) | **Social Media icons**

PROPOSAL SUBMISSION DETAILS

Where: GreenCape, Cape Town

When: The development of the site will run from Sep - Nov 2021

We can provide (upon appointment): Mpumalanga Green Cluster Agency designed brand CI and iconography to use in the site design

Please email a costed proposal to cilnette@green-cape.co.za by 17h00 on Thursday 26 August 2021, including:

1. CV / company profile, indicating previous projects with similar requirements
2. BEE credentials with certificate or affidavit as relevant
3. Letter of intent (a short note on your letterhead confirming your interest to do this project)
4. Proposed framework for the project timelines, with an overview of deliverables per phase.
5. **Please note:** Only quotes below R250 000 can be considered.

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.

Thank you!