



REQUEST FOR QUOTATION (RFQ) - Design: PowerUp brand identity and digital assets for platform launch

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.

One of our current projects is the development of an online skills platform for the renewable energy industry, called *PowerUp*. As part of this project, we require a service provider to develop the *PowerUp* brand identity and digital assets for the platform's public launch in 2025.

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

BACKGROUND TO THE PROJECT

PowerUp is an intervention embedded in the South African Renewable Energy Masterplan (SAREM). Its aim is to support the development of a thriving local renewable energy industry by catalysing engagement and enabling matchmaking to address skills needs.

PowerUp is delivered through a central online platform to address skills priorities in the renewable energy sector, and is designed as a digital portal where industry and training institutions can communicate around renewable energy industry skills needs, placement of students for workplace training and the development of new skills programs and qualifications.

For design consideration: The *PowerUp* platform will initially have three different login interfaces, for industry, training service providers, and the system operator, which is Energy and Water Sector Education and Training Authority (EWSETA) from March 2025.

SCOPE OF WORK

(Ensure that all of the scope of work elements are covered in your submission and clustered as shown in deliverables section)

PowerUp brand identity

- Logo for PowerUp. (Visual references to be briefed by the *PowerUp* communications working group, with comms leads from EWSETA¹, SAWEA², SAPVIA³ & GreenCape).
- Brand Corporate Identity manual, aligned to renewable energy industry brand colours.

Considerations:

- Creation of a unique brand identity for *PowerUp* that aligns with its goals and target audience.
- Development of a logo, visual language, and branding guidelines that convey a sense of innovation, collaboration, meeting needs and sustainability.

¹ Energy and Water Sector Education Training Authority

² South African Wind Energy Association

³ South African Photovoltaic Industry Association

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

Design assets

- Design of digital assets, including website visuals, social media graphics, presentation templates, and other promotional materials.
- Development of additional visual assets, such as icons, infographics, invitations, programmes, and other supporting graphics.
- Provision of a cohesive suite of materials that will support *PowerUp*'s digital presence and public launch including:
 - One-page user guides for industry & training institutions.
 - Request flow diagram / decision-tree for each user.
 - Website tiles to backlink to the platform.
 - Graphics that embed the *PowerUp* logo with partners (logos to be supplied).
 - Navigation buttons: Icons for the different tiles on the platform (please quote on 12 icons)
 - Launch collateral: Invitation, pull-up banner, social media pack for partners.

Deliverables (clustered as per the scope of work):

- Brand guidelines document.
- Logo and visual identity assets.
- Digital assets for web, social media, and promotional use.
- Materials supporting the platform's launch in 2025.
- Additional visual assets including icons, infographics, invitations, and event programmes.

Target audience for Phase 1 of *PowerUp*:

- Industry stakeholders within the renewable energy sector (e.g. companies, industry associations).
- Training service providers and educational institutions (e.g. universities, TVET⁴ colleges, other training institutions).
- The system operator, EWSETA.

LOCATION

Remote, South Africa.

DATE OF DELIVERY

Brand identity: First draft of logos for review supplied by 29 November 2024.

Brand CI manual: To be supplied by 19 December 2024.

Design assets: To be supplied by 24 January 2025.

GENERAL INFORMATION

1. Any quotation submitted after the closing date and time shall **not** be considered.
2. GreenCape reserves the right to cancel the procurement process without notice at any time and not appoint a service provider.
3. All quotations will be evaluated based on a Price//Functionality weighting of 50//50.
4. 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 A to this RFQ).

⁴ Technical Vocational Education and Training

5. Functionality will be based on the following criteria: No of years of experience, portfolio of previous projects, values alignment, brand experience, agility.
6. 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.
7. Following acceptance of a quotation, the appointed bidder will be expected to enter into a service level agreement and a non-disclosure agreement with GreenCape.
8. All material produced shall become the intellectual property of GreenCape
9. The successful quote submitted by the bidder will form part of the service level agreement and may not be amended at any time after acceptance unless agreed to in writing by GreenCape and the service provider.
10. The appointed bidder will be expected to comply, inter alia, with the following:
 - 10.1. any applicable health and safety rules and regulations, including, but not limited to, the provisions of the Occupational Health and Safety Act No. 85 of 1993;
 - 10.2. registration and good standing with the Commissioner for Compensation for Occupational Injuries and Diseases and having the necessary employer's liability insurance in respect of its employees/agents in line with the provisions of the Compensation for Occupational Injuries and Diseases Act No. 130 of 1993, as amended; and
 - 10.3. sufficient insurance to cover its liabilities in respect of the services to be provided and any other insurances that may specifically be required by GreenCape in relation to its appointment on this project.

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/deliverable with clear descriptions.
2. A brief work plan that outlines the proposed approach and activities that would be taken to achieve the 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. status update frequencies.
3. Company profile, including previous projects with similar experience (years of experience in the sector with regards to brand development. Specific experience on Green Economy projects, specifically in the energy and water sector AND/OR the South African skills landscape AND/OR working with national and/or government brands would be advantageous.
4. Tax Clearance Certificate
5. Company Registration Certificate
6. BEE credentials with certificate or affidavit as relevant

Please email the above documentation to cilnette@green-cape.co.za cc samuel@green-cape.co.za **by 31 October 2024** using the reference: *PowerUp Brand*. 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: cilnette@green-cape.co.za.

Annexure A: Declaration of conflict of interest

Any legal person/s having a relationship with persons employed by The GreenCape Sector Development Agency or any of the funders listed in this RFQ may make an offer/s in terms of this invitation to bid. In view of the possible allegations of favouritism, should the resulting bid, or part thereof, be awarded to persons connected with or related to The GreenCape Sector Development Agency or any of the funders listed in this RFQ, it is required that the bidder or his/her authorised representative declare his/her interest as required below.

1. Have you previously provided services/products to The GreenCape Sector Development Agency or any of the funders listed in this RFQ?

YES
If yes, please furnish further particulars:

NO

2. Do you have any relationship (family, friend or otherwise) with employees of The GreenCape Sector Development Agency or any of the funders listed in this RFQ?

YES
If yes, please furnish further particulars:

NO

3. Were you previously employed by the GreenCape Sector Development Agency or any of the funders listed in this RFQ?

YES
If yes, please specify further details of previous employment:

NO

4. Please provide details of any other positions that you currently hold that could be of relevance to assessing conflict of interest for purposes of this project (e.g. directorships, partnerships, trusteeships, shareholdings, etc.):

I am aware that in the event of not accurately declaring any of the above, The GreenCape Sector Development Agency is entitled to terminate the agreement, and take any further action it deems necessary.

I hereby confirm that all the information provided above is true and correct.

SIGNATURE

FULL NAME

DATE

CAPACITY