

U.S. Department of State
U.S. Embassy South Africa Public Affairs Section
Request for Proposals
Energy21 Tech Camp

I. Background

For many years, the United States has been at the forefront of developing renewable energy technologies. More recently, South Africa has become a global leader in developing large-scale renewable energy generation capacity through its innovative and highly successful Renewable Energy Independent Power Producer Procurement program.

In support of the United States' and South Africa's mutual interest in promoting a broader understanding of the economic opportunities and social and environmental benefits of developing a clean energy infrastructure, the U.S. Mission to South Africa is launching Energy21, an initiative designed to highlight the latest developments in renewable energy and energy efficiency, share best practices and lessons learned from our respective efforts to deploy renewable energy and explore how successes in these areas can be replicated to advance South Africa's development of a secure, sustainable, reliable and economically beneficial energy system.

II. Purpose

The Public Affairs Section of the U.S. Mission to South Africa, U.S. Department of State (PAS) is issuing a Request For Proposals (RFP) to identify an implementing partner who can assist in facilitating a two-day Tech Camp designed to convene key stakeholders from across South Africa among private sector companies active in the renewable energy sector, government officials working on renewable energy policy and nongovernmental entities working to promote greater adoption of renewable energy. The purpose of the Tech Camp is to discuss strategies for raising public awareness of the economic opportunities presented by further expansion of South Africa's renewable energy generation capacity.

The partner will also work with PAS to facilitate at least two follow-on engagements with Tech Camp participants in their home cities to discuss implementation of plans developed during the Tech Camp.

III. Objectives and Scope

PAS's goal is to develop an engaged and enthusiastic cohort of energy-sector professionals and interested parties that is focused on raising awareness of South Africa's successes in renewable energy and building support for further expansion of the country's renewable energy capacity.

PAS plans to hold a two-day Tech Camp in Johannesburg or Pretoria for 70 individuals from our key stakeholder groups from September 13-15, 2016. We intend to have 10 international and domestic trainers with expertise in public relations, issue advocacy, energy issues and communications technology work with the participants to identify communications challenges and develop technology-driven strategies to address them.

PAS, in collaboration with the implementing partner will create a web platform that participants can draw upon for tools and resources relevant to the communications strategies they develop at the Tech Camp.

PAS envisions at least two follow-up group meetings with Tech Camp participants in cities other than Johannesburg or Pretoria to discuss progress and challenges in implementing the communications strategies.

IV. Statement of Work

The implementing partner is expected to:

- Collaborate with and provide input to PAS in identifying appropriate participants from among the target audiences, with PAS guiding selections.
- Collaborate with and provide input to PAS in identifying appropriate local and international trainers, with PAS guiding selections.
- Work with PAS to create, procure and/or curate content relevant to the subject matter that can be used in the context of the Tech Camp.
- Create and share location-specific graphics for the Tech Camp.
- Make all logistical arrangements to support the Tech Camp event, including:
 - Secure and book an appropriate and properly equipped venue
 - Confirm adequate WiFi connectivity and tech equipment such as monitors, PA system, screens and projectors
 - Arrange and book all air travel for participants and trainers, including international trainers
 - Arrange all lodging/transportation for all participants and trainers
 - Arrange a conference package for all participants and trainers during the two-day event
 - Secure volunteers as needed
 - Pay honoraria to the trainers
 - Provide support onsite during the two-day event, managing all logistics and collaborating with any staffers from PAS
- Create, share and keep updated a detailed budget, sharing with PAS.
- Support the creation of a digital platform that Tech Camp participants can use to obtain and share information relevant to their renewable energy communications efforts.

- Support the efforts of PAS and Tech Camp participants to secure placement of content related to and created pursuant to the Tech Camp through owned, earned and shared media.
- Work with PAS to arrange at least two follow-on events with Tech Camp participants in appropriate cities other than Pretoria or Johannesburg between October and December 2016.

PAS will play a substantial role in identifying Tech Camp participants and trainers and planning the schedule of events. PAS will monitor planning, logistical arrangements and budget execution. U.S. Mission branding should figure prominently in all communications and marketing materials related to the Tech Camp.

V. Response Requirements

Companies who are interested in submitting a proposal for this solicitation, must email their full contact details to Chantal de Kock (DekockC@state.gov) and Jenny Kriek (KriekJX@state.gov) by no later than Thursday, 18 August 2016.

Companies who respond by the above closing date, will be invited to participate in a conference call on Monday, 22 August. The purpose of this conference call is to give companies the opportunity to ask questions regarding the Scope of Work and discuss any further details, before submitting final proposals. Details for the conference call will be provided via email on 19 August.

Final proposals should be submitted to Chantal de Kock (DekockC@state.gov) and Jenny Kriek (KriekJX@state.gov) by no later than Monday, 29 August, 2016.

Thereafter, all proposals will undergo a technical review, as explained below. The projected date of awarding the contract is 1 September 2016.

Please note that the successful bidder will be required to successfully register on the SAM database before contract award. (View attachment contained in this online solicitation.)

Proposals should address the following:

- Familiarity with and access to private sector companies throughout South Africa active in the renewable energy sector, government officials working on renewable energy policy and nongovernmental entities working to promote greater adoption of renewable energy
- Familiarity with and access to experts in strategic communications, issue advocacy and public relations
- Capacity for and experience in event management in Pretoria or Johannesburg and other South African cities

- Experience in creating and executing public engagement campaigns
- Experience in creating digital content and marketing assets
- Experience in securing earned, owned and shared media placements of PR and/or issue advocacy materials

VI. Evaluation Criteria

The following factors shall be evaluated, listed in descending order of importance.

1. Capacity in event management – PAS will evaluate the Offeror’s demonstrated experience in managing logistics for large public meetings, conferences, workshops and other multi-day events.
2. Expertise in marketing and public relations – PAS will evaluate the Offeror’s demonstrated experience in content creation, press engagement, public messaging, audience research, campaign development and media placement.
3. Familiarity with stakeholders in the renewable energy sector – PAS will evaluate the Offeror’s demonstrated familiarity with developments in South Africa’s renewable energy sector and its access to companies, officials and organizations working in the sector.
4. Price

PAS shall evaluate each proposal against the requirements of the RFP and in accordance with the evaluation factors to determine the Offeror’s demonstrated ability to provide the services required.

PAS will perform a technical evaluation of the Offeror’s capabilities in factors 1 through 3, analyzing the strengths, weaknesses, deficiencies and risks of each proposal. In the assessment of technical risk, the evaluators shall consider the entirety of the proposal and all available public information, including company websites, social media, and other online resources. Price is a factor that shall be evaluated separately and applied only in the case of technically acceptable proposals to determine best value.