

## REQUEST FOR PROPOSAL

### PROJECT VISUAL IDENTITY

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, the EU Climate Change Champions Project, will be focusing on Active Climate Change Citizenship for a Just Transition in South Africa.

**We require a service provider to assist us with the design of a basic visual identity (with the option of also quoting on the microsite) for the project.**

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

### BACKGROUND TO THE PROJECT

The debate on climate change and a Just Transition in South Africa is currently one of threat and loss, rather than one of opportunity and gain. The EU Climate Change Champions Project – “**Active Climate Change Citizenship for a Just Transition in South Africa**”, in partnership with the Friedrich Naumann Foundation for Freedom and funded by the European Union, is setting out to change this narrative by enabling active climate citizenship.

That is, to empower communities, women, and youth:

- to be knowledgeable about climate change
- to take an active role in policy- and decision-making processes at local, regional, and national level, and
- to work proactively and collaboratively on the ground to shape and contribute to climate change mitigation and adaptation projects.



Funded by the European Union



Implemented in partnership with FNF



Presented by GreenCape

## TARGET MARKETS

It is important to unify all stakeholders involved in the project from funders and partners to all the beneficiaries; including Civil Society Organisations (CSO's), Community Based Organisations (CBO's), communities, Local Authorities, high school teachers and students. A visual identity will give the project a sense of unity, something everyone can identify with.

The focus of the project is on urban and rural communities, women, and youth in the Northern, Eastern and Western Cape. These are the communities and citizens that stand to benefit from a transition to cleaner and more sustainable energy, but whose voices are not currently adequately heard at national level and who may lack the knowledge, capacity, and sense of agency to act locally.

## DESIGN REQUIREMENTS

### 1. PROJECT VISUAL IDENTITY DESIGNS & APPLICATION

**a) A mini project visual identity** (with a project logo and a few icon graphics that we can apply to all the collateral, incorporating the EU logo requirements.) – to be briefed on appointment

#### **b) Project visual identity application designs**

- One-pager overview - designed.
- PowerPoint presentation template.
- Event / workshop invite template.
- Report template.
- Facebook header + profile pic
- Media / advertorial designs (please quote an hourly rate – these will be brief in ad hoc)

#### **c) Training material document designs**

There will be series of training manuals - Please quote for the design of a 20-page doc with text, graphs, tables and graphics – similar to this one.

### 2. PROJECT MICROSITE (WITH A CLIMATE CLUB DIRECTORY)

The site can follow the template used for this one.

- About the project (that can link to GreenCape page with more formal project info)
- Register your Climate Club



- Search for / Connect with another Climate Club
- Project Goodies (A library / resources / blog section)
- Get in touch

The URL has been secured - [SAclimatechamps.co.za](https://SAclimatechamps.co.za)

**Please note that a separate RFQ has been sent out for the website development, so you are welcome to quote on that too if it's within your service offering.**

### PROPOSAL SUBMISSION DETAILS

**Where:** GreenCape, Cape Town

**When:** Launch date scheduled for September 2021

**Please email a costed proposal to [cilnette@green-cape.co.za](mailto:cilnette@green-cape.co.za) by 17h00 on Thursday 22 July 2021, including:**

1. CV / company profile, indicating previous projects with similar requirements
2. Tax Clearance Certificate
3. Company Registration Certificate
4. Declaration of Interest
5. BEE credentials with certificate or affidavit as relevant
6. Proposed framework for the project timelines, with an overview of deliverables per phase.
7. Please reference **EU CCC\_CI 2021** in your proposal and costing.

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

Thank you!

