



UNIVERSITIES SOUTH AFRICA

REQUEST FOR PROPOSAL FOR PROVISION OF GRAPHIC DESIGN SERVICES FOR ENTREPRENEURSHIP DEVELOPMENT IN HIGHER EDUCATION PROGRAMMES AT UNIVERSITIES SOUTH AFRICA

1. PURPOSE

The Entrepreneurship Development in Higher Education (EDHE) programme of the Universities South Africa (USAf) requires the services of a professional service provider to assist with the provision of graphic design services.

2. BACKGROUND AND INTRODUCTION

EDHE Programme is people-focused. It is intended to develop the entrepreneurial capacity of students, academics, and leaders. The intention is for students to be more successful in terms of becoming economically active during and after their tertiary education. Entrepreneurial activity during their studies could enable students to generate additional income and fast-track the process of becoming economically active. Upon graduation, students would be able to consider entrepreneurship as a career, either as a first choice or as an alternative, especially if they have difficulty finding employment.

The goals of the EDHE Programme are:

- **Student entrepreneurship**, i.e. mobilising the national student and graduate resources to create successful enterprises that will ultimately lead to both wealth and job creation.
- **Entrepreneurship development in academia**, i.e. supports academics in instilling an entrepreneurial mindset within all students and graduates through the offering of relevant knowledge, transferral of practical skills, and the application of business principles, not only to a specific discipline but across disciplines.
- **Developing entrepreneurial universities**, i.e. creating a conducive environment that will enable universities to adapt strategically and embark on projects whereby third-stream income can be generated through innovative business ideas.

3. EDHE PROJECTS AND EVENTS

The following programmes and activities are planned for 2025

1. EDHE/FRENCH AI & BLUE TECH INCUBATION PERIOD March - July	2. EDHE KICK-OFF 11 - 14 March
3. EMBEDDING ENTREPRENEURSHIP INTO THE CURRICULUM WORKSHOP (US Fulbright programme) 11 - 14 March	4. COORDINATORS WORKSHOP 25 March
5. EDHE LEARNING & TEACHING EXCELLENCE AWARDS 2025: Entries open - Abstract submission 1 April – 1 June	6. EDHE ENTREPRENEURSHIP INTERVARSITY LAUNCH 3 April
7. SWEEP CAPACITY BUILDING WORKSHOPS 9 - 11 April	8. EDHE ENTREPRENEURSHIP INTERVARSITY INTERNAL ROUNDS 6 May - 27 June
9. EDHE STUDENT ENTREPRENEURSHIP WEEK 1 June - 31 October	10. EDHE LEARNING & TEACHING EXCELLENCE AWARDS 2025: Notification of shortlisted participants through to Round 2 13 – 20 June
11. EDHE ENTREPRENEURSHIP INTERVARSITY REGIONAL ROUNDS 21- 29 August	12. EDHE UNIVERSITY ENTREPRENEURSHIP CHAMPION AWARDS 2025 LAUNCH 11 June
13. EDHE LEARNING & TEACHING EXCELLENCE AWARDS 2025: Round 2, Structured Case Study submissions for shortlisted candidates close 3 June – 5 September	14. EDHE LEARNING & TEACHING Excellence AWARDS 2025: Round 3, International Review of top 10 Case Studies 22 – 26 September
15. EDHE LEKGOTLA & STUDENTPRENEURS INDABA 2025 6 - 9 October	16. EDHE ENTREPRENEURSHIP INTERVARSITY FINALS 20 November
17. ANNUAL EDHE AWARDS 21 November	18. EDHE LEARNING & TEACHING Excellence AWARDS 2025: Round 4, Showcasing & presentations of the top 5 Case Studies to Judges at the annual EDHE Lekgotla 2025 7 – 9 October

EDHE 2025 Theme

This year's EDHE theme is focused on Entrepreneurship for Sustainability to drive innovation across its three pillars: Student Entrepreneurship, Entrepreneurship Development in Academia, and Developing Entrepreneurial Universities. With this theme, we aim to cultivate sustainable business practices, integrate sustainability into academic frameworks, and foster university ecosystems that empower entrepreneurs to address global challenges while achieving long-term impact.

EDHE aims to address the critical need for sustainable solutions by championing the theme *#Entrepreneurship4Sustainability*. Through this focus, we aim to drive innovation within Student Entrepreneurship, embed sustainability into academic frameworks for

Entrepreneurship Development in Academia, and build entrepreneurial universities that empower future-ready solutions for global challenges.

4. SCOPE OF WORK

The Graphic designer will work closely with the EDHE Programme to provide designing, illustration, and multimedia services for diverse knowledge products, including publications, studies, briefs, and annual reports among others, websites, and social media platforms, in various multimedia projects and will be shared with media partners and stakeholders.

The agency will undertake the following tasks for EDHE:

- Review of requested knowledge products, including accompanying annexes, and provide technical inputs where necessary.
- The firm will edit and design requested knowledge products to ensure that proper English grammar is used and the information in the publication is coherent, in addition to the design and layout of the products and final proofing while ensuring alignment with the USAf/EDHE branding and communications guidelines and templates.
- Conceptualise, design, and produce infographics of each of the requested knowledge products in line with USAf/EDHE branding guidelines.
- Revise and finalise draft products based on feedback from USAf/EDHE.
- The scope of work will include extensive input and direction from EDHE, post-production work, and final products for dissemination. Reviews with EDHE will be done at every stage of the work.

The successful bidder(s) will be required to perform a variety of design-related services.

Bidders can reply to:

- The creative briefs
- The template-driven work,

This role encompasses a wide range of design responsibilities, including but not limited to:

- **Creative Briefs and Concept Development:** Generating creative concepts for materials and promotional campaigns across various digital and print mediums.

- **Web and Digital Design:** Creating designs for websites and digital distribution, including infographics, animations, and interactive elements.
- **Social Media Design:** Developing designs specifically for social media platforms such as Facebook, Twitter, and Instagram, as well as other web and social media applications.
- **Branding and Templates:** Creating brand identity materials and templates for each event.
- **Document Design and Layout:** Design and layout reports, brochures, and other documents.
- **Corporate Promotional Materials:** Designing corporate promotional items such as banners, greeting cards, and posters.

This role also involves template-driven tasks, including:

- Document Layout (Templates): Laying out new documents using established design templates.
- Multilingual Layout: Adapt existing document layouts for editions in English and other South African languages.
- Consistent Branding: Maintaining consistent corporate design across various materials.
- Pre-Production Preparation: Preparing pre-print and pre-production files for communication tools such as banners, posters, and promotional items.

Note: The exact deliverables for the project will be outlined in a detailed brief to the bidder

5. RFP DELIVERABLES

Our procurement processes require us to invite graphic design agencies to respond to this invitation to demonstrate how their credentials and experience can support the challenge ahead.

Your submission should include:

- A statement of why your agency would be a suitable partner for Universities South Africa EDHE Programme (one page). This should include a Development Plan, List of Tasks, Timelines, Proposed Budgets, and Deliverables.
- Description of previous work done that is relevant to the graphic design task specified by USAf. Links should be provided to view examples online (including examples of media coverage achieved and successful digital campaigns) (no more than 5 pages).

- Experience working with similar not-for-profit clients and your approach to this type of work (no more than two pages).
- Experience of the proposed team that would be assigned to USAf (including account manager and graphic designer(s). Agency-proven capabilities to manage small to medium projects and a work plan that demonstrates availability to work on the account over 2025 (two pages). The scope is as per the EDHE events dates that will be communicated when the contract is being finalised.
- Contact details for 3 referees (one page).

6. TECHNICAL PROPOSAL

The written proposal application should focus on the following aspects to qualify and be considered:

- Originality & creativity of proposal:
 - Create a unique campaign proposal under the theme Entrepreneurship for Sustainability *#Entrepreneurship4Sustainability*
 - Use of visuals of EDHE
 - Shows an understanding of who the EDHE target market is.
- Portfolio of evidence:
 - Evidence of past work
- Current and past clientele
- Category, market segment, or product experience:
 - Having prior experience working with a client in the Higher Education sector will be an advantage.
 - Level of experience of staff who will work on the EDHE account, including their abbreviated CVs

7. FINANCIAL PROPOSAL

Annual Budget

R260 000.00

The financial proposal should be submitted as part of the proposal with the budget for each event, with the documents as stated in the points below.

8. EXPECTED OUTCOMES, DELIVERABLES, AND QUALITY ASSURANCE

Each assignment should at least consist of the following:

- A briefing document from USAf.
- Presentation of the proposal by the agency

- Sign-off by USAf
- Implementation plan by the agency
- Draft of all work to be sent to USAf for review.
- USAf to sign off on all final work.

9. APPOINTMENT PROCESS

A suitable agency will be appointed through an evaluation process involving a review and rating of the technical proposal and cost schedules. The successful agency will be selected by a panel of USAf staff based on professional merit, ability to deliver against project goals at the highest quality and within the scheduled time, and value for money.

Submissions will be reviewed and rated based on the extent to which agencies demonstrate:

- An understanding of USAf, EDHE as well as the Entrepreneurship Ecosystem in the Higher Education Sector.
- The extent to which their experience and capability complement the task.
- Appropriate costs and fees

The contract is expected to run until 31 December 2025, commencing on the date of signing the Service Level Agreement. The successful bidder should be able to start with the EDHE portfolio from 03 March 2025 for a 3-month probationary period (March to May); thereafter, the contract will be extended for the full period of the phase (June to December).

10. EVALUATION CRITERIA

Agencies will be evaluated based on their ability to adhere to the project timelines, their track record of producing similar tasks within the sector, the experience and capability of the agency, and value for money.

Phase 1: Technical Evaluation

The evaluation of the technical part of the proposal will be based on the candidate's responsiveness to the application of the evaluation criteria and points system as indicated below. Each responsive proposal will be given a technical score.

Criteria	Points Allocated
Demonstration of strategic thinking and creativity in the proposal	40
Portfolio of evidence	35
Applauds & Recognition	5
Depth of team experience. Category experience in working with the Entrepreneurship and Higher Education Sector	20
Total	100

The proposals will receive further consideration if they score at least 60% minimum points out of the 100 points on technical criteria as listed above, as well as at least 50% in each criterion.

Phase 2: Pricing and B-BBEE Evaluation

Should the proposal be successful in the Technical Evaluation, it will then be subject to evaluation based on pricing and B-BBEE criteria. Please note that our B-BBEE specifications include a diverse team with good female and black representation. Not just diverse management but also diversity within the team that will directly work on the account as well.

The following weighting of criteria will be used for the evaluation of the proposals:

Criteria	Points Allocated
Pricing	90
B-BBEE Points	10
Total	100 points

Phase 3: Location

Only suppliers who are physically based in South Africa will be considered in the bidding process.

11. CONFLICT OF INTEREST

In terms of good corporate governance, a supplier should not be appointed where there is an existing real or perceived conflict of interest.

12. SUBMISSION DETAILS

Please submit completed proposals to Zamaswazi Shabangu (zamaswazi@usaf.ac.za) copying Khutso Moleko (khutso.moleko@usaf.ac.za) by **17:00 on or before Friday, 07 February 2025**. Queries and requests for additional information should be directed to Zamaswazi Shabangu (zamaswazi@usaf.ac.za). Please note: Questions *and* Answers will be shared with *all* agencies in the pitch process (to ensure that no one agency is unfairly advantaged).

13. OTHER MATTERS

If USAf does not accept any proposal, it will declare this RFP process closed and may then elect to:

- Proceed on a completely different basis and/or
- Not to appoint any respondent (in the event it deems all or any of the proposals not appropriate). USAf reserves the right to engage in any processes required to validate all claims made in the proposal.
- USAf has the right to enter into a negotiation with a prospective Service provider regarding any terms and conditions, including fees, of a proposed contract.

14. DISCLAIMERS

USAf has produced this RFP in good faith. However, USAf, its employees, and its associates do not warrant its accuracy or completeness. USAf will not be liable for any claim whatsoever and howsoever arising (including, without limitation, any claim in contract, negligence, or otherwise) for any incorrect or misleading information contained in this RFP due to any misinterpretation of this RFP.

This RFP is a request for proposals only and not an offer document; answers to it must not be interpreted as acceptance of an offer or imply the existence of a contract between EDHE and the Service provider.

15. TERMS OF ENGAGEMENT

USAf engagement of the Service provider will be documented in a contract between USAf and the selected Service provider.

16. FURTHER INFORMATION

No telephonic or any other form of communication with any other USAf member of staff other than the named individual below, relating to this RFP will be permitted.

All enquiries must be in writing only.

E-mail address for any queries with regards to this RFP: zamaswazi@usaf.ac.za

copying khutso.moleko@usaf.ac.za

END