

Open Call for Expressions of Interest (EOI)
10034741

**Strategic branding and stakeholder engagement services for a
Movement Brand for South Africa's New Energy Vehicle (NEV)
Transition under the JETP**

Procuring entity: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Project: Promoting green hydrogen and battery production in South Africa

Country of implementation: South Africa

Procedure: Open call – first stage (technical expressions of interest without prices)

Purpose

GIZ, in close collaboration with the NEV Portfolio Management Office (PMO) hosted by the Industrial Development Corporation (IDC), invites qualified firms/consortia to submit Expressions of Interest for the development of a movement brand that unites South Africa's NEV transition across government, industry, labour, finance, research, civil society and consumers.

Scope of services

The contractor will provide strategic branding, stakeholder engagement, facilitation, communications, visual identity and implementation planning services to develop and validate an inclusive, credible movement brand and prepare its activation. Key work packages include:

- Inception and work planning
- Research, stakeholder engagement and insights
- Movement brand strategy (positioning, promise, audiences, narrative, governance)
- Naming, narrative and message testing
- Visual identity and brand system (logo, palette, typography, co-branding rules, accessibility)
- Communication toolkit (messages, boilerplates, templates, social content, FAQs)
- Stakeholder validation and refinement
- Activation and rollout roadmap
- Final presentation and complete handover of editable assets

Indicative timeline

- Contract period: 01 November 2026 – 30 April 2027
- Milestones include inception (within 2 weeks), research and benchmarking (within 1 month of inception), draft strategy and narrative (by end month 2), draft visual identity and toolkit (by end month 3), validation workshop (early month 4), final package and handover (end month 4)

Team profile requirements

Bidders should propose a core team that can deliver the full scope:

- Team Leader: 10+ years in strategic communication/branding/multi-stakeholder communication; leadership of similar assignments; C2 English; experience across

government/private/civil society; sector exposure to green economy/industrial development/mobility/energy transition/climate/investment promotion.

- Short-term expert pool (2-5 members) covering visual identity and brand system development; stakeholder engagement, facilitation and participatory research; communication, copywriting, digital content and activation support.

Deliverables (non-exhaustive)

- Inception report and detailed work plan
- Research and insights report incl. stakeholder map and audience segmentation
- Movement brand strategy, positioning statement, messaging architecture, manifesto/narrative
- Naming and narrative options report with tested recommendations
- Visual identity concept options; final identity package and brand guidelines; co-branding guidance; sample applications
- Communication toolkit in editable formats (messages, templates, social post examples, FAQs)
- Validation workshop and report; feedback matrix
- Activation and rollout roadmap (6-month horizon)
- Final presentation and complete editable asset handover

Eligibility and experience Interested firms/consortia must demonstrate:

- Proven track record delivering complex branding and movement/campaign assignments that bridge industrial competitiveness, just transition, climate/energy topics, or public-sector communication
- Experience working with multi-stakeholder ecosystems (government, private sector, labour, finance, research, civil society)
- Ability to conduct stakeholder research and facilitation in South Africa (Johannesburg and virtually), including multilingual capabilities
- Robust project management, QA and data protection practices

Submission content for this open call (first stage, no prices)

- Letter of interest (max. 1 page) summarising relevance to the assignment
- Technical expression of interest (max. 8 pages) covering:
 - Understanding of the assignment and movement branding approach
 - Proposed high-level methodology and stakeholder engagement approach
 - Initial team composition and roles (indicating availability in the assignment period)
 - Illustrative work plan aligned with the indicative milestones
 - Risk and mitigation considerations (incl. politicisation, inclusivity, donor-neutrality, accessibility)
 - Quality assurance and data protection approach
- References: at least three relevant assignments (links only; no attachments), indicating role, client, year, scope and outputs
- CVs: concise CVs (max. 4 pages each) for the Team Leader and for proposed pool members
- Administrative documents: Company registration certificate (CIPC) and valid tax clearance certificate from SARS
- Declaration of availability for the period 01 November 2026 – 30 April 2027

Important notes

- This is a first-stage open call for technical qualification. Do not submit financial offers at this stage.
- Shortlisted bidders will receive the full tender package and will be invited to submit detailed technical and financial proposals based on fixed quantitative parameters (expert days, travel budget, other costs) as specified in the ToR.
- GIZ General Terms and Conditions of Contract (AVB) apply. All final editable files and assets must be handed over to GIZ/NEV PMO.
- Data protection: Where personal data are processed (e.g., interviews, stakeholder lists), contractors must comply with applicable data protection obligations. Depending on role and processing, the contractor may act as an independent data controller and must apply principles of lawfulness, data minimisation, purpose limitation, storage limitation, transparency, integrity/confidentiality, and accountability.

Submission and deadline

- Submission format: Single PDF by email (subject line: "10034741_EOI_NEV Movement Brand")
- Deadline: 16 October 2026, 23:59 PM
- Submission address: ZA_Quotation@giz.de
- Queries: Please submit clarifying questions by 09 October 2026, 13:59 PM to procurement.pretoria@giz.de; a consolidated Q&A will be shared with all interested parties.

Evaluation and next steps EOIs will be assessed on:

- Understanding of assignment and movement branding approach
- Methodology and stakeholder engagement concept
- Team composition and relevant experience
- Evidenced track record in comparable assignments Shortlisted firms will be invited to stage two and receive detailed instructions, assessment grids and pricing schedule.

Disclaimer

Issuance of this open call does not constitute a commitment to award a contract. GIZ may cancel or modify the process at any time.