



December 2011

## TERMS OF REFERENCE

### LAUNCH AND DISSEMINATION OF URBAN LANDMARK GUIDE: “MANAGING URBAN LAND – A GUIDE FOR MUNICIPAL PRACTITIONERS”

#### Background

Urban LandMark recently commissioned a guide dealing with the management of urban land as a guide for municipal practitioners. The purpose of the guide is to illustrate practical ways in which officials working in municipalities can carry out their ordinary functions in a way that enables them to make urban land markets work better for the poor in South African towns and cities. The guide takes various streams of Urban LandMark work and compiles them into a single resource for municipal practitioners.

#### Purpose of this assignment

Urban LandMark requires a service provider to manage the process of dissemination of the guide which includes workshopping the guide with key municipalities so that it begins to be used as a practical tool for municipal practitioners and supports decision-making in day-to-day functions.

#### Timeframe

The dissemination will be carried out in the months of February, March and April 2012.

#### The dissemination process

The service provider is requested to indicate in the proposal the optimal way in which the material contained in the guide can be disseminated (i.e. a dissemination strategy), within the prescribed budget. There will be 500 copies of the guide printed and there will also be electronic copies available on the Urban LandMark website. It is anticipated that there will be a combination of workshops in different urban centres, a national launch (which may also be one of the workshops) and a simultaneous electronic dissemination. The strategy should include these and other proposed forms of suggested dissemination.

## **The budget**

The budget set aside for the dissemination process is R180 000, inclusive of VAT. Bidders are asked to present their proposal for getting the greatest value for money from this budget. The budget does not include the cost of printing 500 copies of the guide, which Urban LandMark will fund separately, but should include all event and time costs for the dissemination process.

## **Proposals**

Proposals should contain a comprehensive description of how the bidder intends using the available funds, the specific events that are proposed and the timeframes within which they will be carried out. Proposals should also clearly describe the profile and capacity of the individual(s) who will be working on the dissemination process, and cite relevant previous experience and successes with similar processes. Due date for submission of proposals is 4pm on Friday 20<sup>th</sup> January 2012.

## **Evaluation criteria**

Urban LandMark will evaluate the proposals in terms of the following criteria:

1. Value for money
2. Understanding of the material in the guide
3. Innovative ideas for dissemination
4. Evidence of successful completion of similar projects
5. BEE status.

Proposals must be accompanied by a valid Tax Clearance Certificate.

Urban LandMark reserves the right to negotiate with a bidder or bidders to ensure the optimal package of support, or not to make an appointment should this prove advisable.

## **More information**

Please contact Stephen Berrisford ([stephen@berrisford.co.za](mailto:stephen@berrisford.co.za)) with queries relating to the guide and Lerato Ndjwili Potele ([lerato@urbanlandmark.org.za](mailto:lerato@urbanlandmark.org.za)) with procedural and contractual queries.

A copy of the guide to be disseminated is available to interested parties on request.