



8 June 2012

## **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. Urban LandMark will actively participate in the dissemination process by having a representative or representatives at each event to present some of the Guide material, and to engage with workshop participants on implementation of the Guide’s recommendations.

#### **Timeframe**

The dissemination will be carried out in the months of July and August 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 300 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, which should include a national launch, a national workshop with partner organisations and at least three to five city-level workshops, as well as a simultaneous electronic dissemination. The strategy should include these and other proposed forms of suggested dissemination, including potentially using the media to increase awareness and participation, and the possibility of collaboration with other agencies to reach a wider range of specialists and stakeholders.

## **The budget**

The budget set aside for the dissemination process is R350 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 300 copies of the guide, which Urban LandMark will fund separately, but should include all event and time costs for the dissemination process, including venue hire costs and catering costs.

The budget should also include the costs of a workshop facilitator to manage each event on the day. The participation of Urban LandMark's representative(s), as described earlier in these Terms of Reference, would be in the form of acting as speakers / presenters, not as event managers / facilitators.

Please note that Urban LandMark will not consider proposals where the budget is higher than the amount stated above or that include unspecified expenses.

## **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. The due date for submission of proposals is 4pm on Friday 22 June 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.