



BRANDCODE SCOPE OF WORK (SOW) Gender Equity Research & Social Media Content Design / Dissemination

Nov 2021

Funding Partners



Implementing Partner



National Partners



HIGH GEAR OVERVIEW

The National Association of Automotive Component and Allied Manufacturers (NAACAM) and the Department of Higher Education and Training (DHET) are the lead national partners of **High Gear**, an exciting four-year (2020-2024) initiative managed by IYF that is advancing South Africa's public Technical, Vocational, Education & Training (TVET) college system. High Gear draws on industry knowledge and skills imperatives—along with IYF curricula enhancement tools—to strengthen the market relevance of select public TVET college courses.

Ultimately, High Gear aims to demonstrate a model for greater industry involvement in TVET course design and delivery that generates enthusiasm from TVET educators and industry, while also generating positive returns for young people and employers.

The UK Government's Skills for Prosperity Programme is funding High Gear implementation in KwaZulu-Natal Province, and the United States Agency for International Development (USAID) and the Michael & Susan Dell Foundation are funding implementation in Eastern Cape Province. All three funding partners are supporting High Gear's national stakeholder engagement and learning efforts.

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I. SOW BACKGROUND

Objectives – High Gear Gender Equity Research

The deliverables outlined in this SOW have the following objectives:

- 1) **Document young women’s individual pathways into advanced manufacturing production careers**, the barriers and opportunities that they encountered, and their recommendations for advancing similar young women’s representation and career growth in the sector.
 - *Young women profiled can include a mix of TVET engineering students and graduates from Elangeni College (ideally NATED 4-6 qualifications), along with young women employed in advanced manufacturing sectors (in any province).*
- 2) **Document impactful employer-led approaches to furthering gender equity** through initiatives and innovations within their respective skills and training departments, especially those initiatives co-funded with Sector Education Training Authority (SETA) grants.
 - *Employers profile should all be within the advanced manufacturing sector, and specifically sub-sectors relevant to automotive components manufacturing (e.g. plastic injection moulding; metal stamping; glass and rubber manufacturing; etc.). At least a quarter of profiled employers should have production facilities in KwaZulu-Natal.*
- 3) **Develop and disseminate compelling social media content** from the research outputs that inspires young female TVET students while also driving further employer interest in the High Gear SETA Grants Advisory Service in KwaZulu-Natal Province.

Singizi Consulting will be responsible primarily for Objectives 1 and 2 above. High Gear’s communication’s firm (Brandcode) will primarily be responsible for Objective 3. Both Singizi and Brandcode, however, will need to coordinate closely on all three objectives, to ensure deliverables are achieved with quality and in the timelines required.

Primary Audiences for Research Outputs

Research outputs compiled by Singizi—and disseminated through a separate IYF contract to Brandcode—will have the following primary audiences:

- 1) **Enrolled & Prospective Female TVET Engineering Students:** Research outputs disseminated via social media and other communications channels should inspire young women enrolled in—or considering enrolling in—TVET engineering qualifications, particularly in KwaZulu-Natal Province.
- 2) **Advanced Manufacturing Employers:** Research outputs disseminated via social media and other communications channels should: 1) provide a “soft incentive” for employers participating in the research, by highlighting their efforts to advance gender equity; 2) inspire and inform other employers to take similar actions; and 3) generate more employer participation in the High Gear SETA Grants Advisory Service in KwaZulu-Natal Province.

Research Output Style

Research outputs produced by Singizi Consulting, and further refined, designed and disseminated by Brandcode, should employ a storytelling approach that inspires and informs primary audiences, particularly through most-significant-change case studies. The storytelling approach should be reflected in both narrative outputs (led by Singizi and refined by Brandcode) and in visual outputs (led by Brandcode).

Some guiding resources for this approach:

- [Most-Significant-Change Evaluation Approaches](#)
- [Storytelling Research Methods, Tools, and Techniques](#)
- [Visual Storytelling to Make Research Accessible for Practice](#)

Research Dissemination Channels

The main communications channels available to High Gear to reach the target audiences include:

- **NAACAM:** High Gear website on NAACAM's webpage; LinkedIn and Twitter accounts; quarterly newsletter; national trade publications through which they have strategic partnerships.
- **TVET College Partners (Eastcape Midlands College & Elangeni College):** Social media accounts; province-based press through which they have a partnership; local radio.
- **Select Participating Employers:** Social media accounts (particularly LinkedIn) and national and/or provincial press that they have links to.

IYF is open also leveraging other communications channels that Singizi and/or Brandcode suggest, in order to reach the targeted primary audiences for research outputs.

II. SINGIZI AND BRANDCODE ROLES & RESPONSIBILITIES

IYF will issue separate contracts to Singizi Consulting and Brandcode, and will facilitate collaboration between both contractors to deliver on the objectives of this research. Roles and responsibilities envisioned between Singizi and Brandcode are outlined below.

Deliverables	Singizi	Brandcode
Deliverable 1 <i>Research with Young Female Engineers & Aspiring Engineers</i>	<ul style="list-style-type: none"> Ensures a “do-no-harm” approach with young women interviewed Develops semi-structured interview questions for young women, with input from both IYF and Brandcode Identifies and interviews at least 10 young women employed within and/or pursuing careers in advanced manufacturing, with at least 50% in KwaZulu-Natal Develop a short case study per interviewee (approx. 2-3 pages), using a format agreed to in advance with Brandcode Develop a consolidated draft case study of young female interviewees, with high-level learning and recommendations. 	<ul style="list-style-type: none"> Ensures a “do-no-harm” approach with young women featured for social media Reviews and inputs into semi-structured interview guide developed by Singizi. Reviews and inputs into case study guide developed by Singizi
Deliverable 2 <i>Research with Employers Championing Gender Equity</i>	<ul style="list-style-type: none"> Develops semi-structured interview questions for employers, with input from both IYF and Brandcode Identifies and interviews up to 6 firms that champion gender equity in their skills/training departments, with at least 25% of interviewed firms being based in KwaZulu-Natal Develop a short case study per interviewed firm (approx. 2-3 pages), using a format agreed to in advance with Brandcode Develop a consolidated draft case study of all interviewed firms, with high-level learning and recommendation. 	<ul style="list-style-type: none"> Reviews and inputs into semi-structured interview guide developed by Singizi. Reviews and inputs into case study guide developed by Singizi
Deliverable 3 <i>Develop and Disseminate Social Media Content</i>	<p>Deliverable 1 Link</p> <ul style="list-style-type: none"> With prior interviewee consent, refers on an iterative basis most-significant-change stories and draft case studies to Brandcode for further copyediting and visual design (formatting, graphics, photography, etc.) and social media dissemination <p>Deliverable 2 Link</p> <ul style="list-style-type: none"> With prior firm consent, refers on an iterative basis most-significant-change stories and draft case studies to Brandcode for further copyediting and visual design (formatting, graphics, photography, etc.) and social media dissemination 	<p>Deliverable 1 Link</p> <ul style="list-style-type: none"> On an iterative basis, develops and disseminates most-significant-change human stories through key social media platforms Leverage social media content to inspire aspiring female TVET engineering students Ensures interviewees provide written approval of their featured social media content before it is disseminated. Copyedits and finalizes a High Gear publication with all final interviewee case studies <p>Deliverable 2 Link</p> <ul style="list-style-type: none"> On an iterative basis, develops and disseminates most-significant-change firm through key social media platforms. Ensures firms provide written approval of their featured social media content before it is disseminated. Leverages social media content to generate greater KZN industry participation in the High Gear SETA Grants Advisory Service Copyedits and finalizes a High Gear publication with all final firm case studies

III. BRANDCODE CONTRACT DELIVERABLES

DELIVERABLE 1: Identify and document young women’s individual pathways into advanced manufacturing production careers (Nov. 2021 – March 2022)

To support achievement of this deliverable, Brandcode will:

- Review and input into the semi-structured interview guide drafted by Singizi
- Review and input into the case study guide developed by Singizi
- Review and input into the “do-no-harm” approach for individual female interviewees produced by Singizi, and ensure those approaches are also integrated into Brandcode’s work under this contract.

DELIVERABLE 2: Identify and document employer-led approaches to furthering gender equity through skills development & training (Nov 2021 – March 2022)

To support achievement of this deliverable, Brandcode will:

- Review and input into the semi-structured interview guide drafted by Singizi
- Review and input into the case study guide developed by Singizi

DELIVERABLE 3: Social Media Content Development & Dissemination (est. Feb- end March 2022)

To achieve this deliverable, Brandcode will:

A. Lead Content Development, Dissemination & Amplification Planning

- Organize and facilitate a kick-off meeting with key partners and funders, to agree on a dissemination and amplification plan in advance of production.
- Develop an overall design language for social media content and publications emanating from this research and the High Gear SETA Grants Advisory Service, aligned to High Gear’s branding & marking guidelines.
- Develop an indicative editorial calendar, based on anticipated Singizi research outputs (i.e. draft case studies from young women and firms)
- Ensure editorial calendar includes timelines for: 1) copyediting case studies; 2) creation of social media content from case studies; 3) creation of visual content to accompany social media content and to promote the SETA Grants Advisory Service; 4) photography of participating young women and employers; and 5) processes and timelines for social dissemination and amplification.

B. Develop Social Media Content on Young Women’s Most-Significant-Change Stories & Coordinate Dissemination/Amplification

- On an iterative basis, develop and disseminate most-significant change stories of young women employed in advanced manufacturing or pursuing careers in this field (*draft case studies supplied by Singizi*).
- Organise for featured young women to be professionally photographed.
- Ensure interviewees reflected social media content and case studies provide written approval of content, prior to dissemination.
- Ensure social media dissemination strategy is targeted towards young women pursuing TVET engineering studies, particularly at Elangeni College

C. Develop Social Media Content on Firm's Most-Significant-Change Stories & Coordinate Dissemination/Amplification

- On an iterative basis, develop and disseminate most-significant change firm case studies on social media (*draft case studies supplied by Singizi*).
- Organise for featured employers to be photographed (or have their facilities photographed) if necessary
- Ensure firms reflected social media content and case studies provide written approval of content, prior to dissemination.
- Ensure social media content and dissemination strategy for this deliverable is aimed at generating greater KZN industry participation in the High Gear SETA Grants Advisory Service

D. Production of Final Publication

- Copyedit and finalize a High Gear publication with all final young female interviewee case studies consolidated into one learning document (*draft supplied by Singizi*), to be disseminated through NAACAM's website and social media channels, and amplified by High Gear donors.
- Copyedit and finalize a High Gear publication with all interviewed firm case studies consolidated into one learning document (*draft supplied by Singizi*), to be disseminated through NAACAM's website and social media channels, and amplified by High Gear donors.
- 1 press release developed and disseminated highlighting the final research findings.

E. Distinct Promotion of the High Gear SETA Grants Advisory Service in KwaZulu-Natal

- Develop distinct visual assets to promote the High Gear SETA Grants Advisory Service in KwaZulu-Natal, including:
 - 1 page fact sheet for employers
 - Short illustrated video explainers of key content/processes highlighted in the High Gear SETA Grants Best Practice Guide (including one focused on enabling gender equity and social inclusion / transformation through SETA grants)
 - Social media post plan/content to accompany the video explainers (to be disseminated through NAACAM's social media channels)

IV. SINGIZI CONTRACT DELIVERABLES

Information presented in this section is information purposes only. Brandcode is NOT responsible for the Singizi-specific deliverable tasks noted in this section. Related, these Singizi-specific tasks are also NOT reflected in the Payment Schedule in Section V.

DELIVERABLE 1: Identify and document young women's individual pathways into advanced manufacturing production careers (Nov. 2021 – March 2022)

To achieve this deliverable, Singizi will:

- Develop a "do-no-harm" approach for interviewees under Deliverable 1, and source input from IYF and Brandcode prior to finalizing.
- Develop a semi-structured interviewed guide aligned to storytelling and most-significant-change research approaches, and source input from Brandcode and IYF prior to finalizing.

- Develop a case study template aligned to storytelling and most-significant-change research approaches, and source input from Brandcode and IYF prior to finalizing.
- Leverage the Singizi’s own networks, along with those of IYF, Harambee, and NAACAM to identify and interview at least 10 young women interviewees.
 - Young women interviewed should include: 1) those currently enrolled TVET mechanical and/or electrical engineering qualifications, ideally NATED 4-6, at Elangeni College; 2) TVET mechanical and/or electrical engineering graduates, ideally NATD 4-6, from Elangeni College; and 3) young women employed in advanced manufacturing production roles in any province, with KZN prioritized where possible.
- Provide incentives to interviewees, such as cell phone credit, transport credit, lunch, to compensate them for their time and inputs.
- Develop a short case study for each interviewee (2-3 pages max), using the approved case study template.
- Develop a consolidated case study document of young female interviewees, with a high-level learning and recommendation summary, which Brandcode will finalize for online publishing.

DELIVERABLE 2: Identify and document employer-led approaches to furthering gender equity through skills development & training (Nov 2021 – March 2022)

To achieve this deliverable, Singizi will:

- Organise and facilitate a virtual research kick-off meeting with IYF and NAACAM, to identify target advanced manufacturing subsectors that are relevant to automotive components manufacturing (i.e. metal stamping, plastic injection moulding, etc.)
- Develop a semi-structured interviewed guide aligned to storytelling and most-significant-change research approaches, and source input from Brandcode and IYF prior to finalizing.
- Develop a case study template aligned to storytelling and most-significant-change research approaches, and source input from Brandcode and IYF prior to finalizing.
- Through rapid desk research and leveraging Singizi’s own networks—along with those of IYF and NAACAM—identify and interview up to 6 firms.
 - Firms interviewed should meet the following criteria: 1) located in a target advanced manufacturing sub-sector; 2) evidence that they champion gender equity approaches in their training and skills development departments, particularly to increase representation of young women in production roles; 3) at least two of the interviewed firms should be based in eThekweni, and more if possible.
 - It may be useful for Singizi to target firms that have engaged in prior skills development initiatives with young people from previously disadvantaged backgrounds, such as firms that have worked with and recruited from the Ntsimbi National Tooling Initiative Partnership (NTIP) and other artisan development programmes in South Africa.
- Develop a short case study for each interviewed firm (2-3 pages max), using the approved case study template.
- Develop a consolidated case study document of interviewed firms, with a high-level learning and recommendation summary, which Brandcode will finalize for online publishing.

DELIVERABLE 3: Social Media Content Development & Dissemination (Jan-March 2022)

To support achievement of this deliverable, Singizi will:

- With prior individual interviewee consent, refer on an iterative basis the most-significant-change stories and draft case studies to Brandcode for further copyediting and visual design (formatting,

graphics, photography, etc.) and social media dissemination

- With prior firm consent, refers on an iterative basis most-significant-change stories and draft case studies to Brandcode for further copyediting and visual design (formatting, graphics, photography, etc.) and social media dissemination

V. BRANDCODE CONTRACT - DURATION, LOCATION & PAYMENT SCHEDULE

Period of Performance

IYF would like work to commence by 30 November 2021, with all contract deliverables completed by 31 March 2022.

Geographic Location

Beyond photography in Durban, Gqeberha, and possibly Gauteng (depending on location of final interview subjects), all other work in Brandcode's SOW can be completed remotely.

Estimated Payment & Deliverable Schedule

Key Tasks / Deliverables	Payment Schedule	Estimated Dates
Contract signing	25%	30 November 2021
DELIVERABLE 1 & 2: Brandcode provides input into interview guides, case study guides, and "do-no-harm" approach drafted by Singizi	10%	15 January 2022
DELIVERABLE 3A: Design language and draft editorial calendar developed	15%	15 January 2022
DELIVERABLE 3B: Social media content related to young women in engineering developed for dissemination	15%	15 March 2022
DELIVERABLE 3C: Social media content related to champion gender equity employers developed for dissemination	15%	15 March 2022
Deliverable 3D: Final IYF-approved case study publication developed for dissemination	10%	31 March 2022
Deliverable 3E: SETA Grants Advisory Service visual assets developed for dissemination	10%	31 March 2022

VI. BRANDCODE PROPOSAL REQUIREMENTS

Please submit:

- High-level workplan
- Overview of team members & roles
- Budget using IYF's template (see Annex A, attached)
- Most recent B-BBEE Certificate and Tax Clearance Certificate
- Most recent SARS Tax Clearance Certificate