

**PROUDLY SOUTH AFRICAN CAMPAIGN
FOLLOW UP PROJECT
APPENDIX 1: KEY DELIVERABLES**

A. INTRODUCTION

Purpose of the document:

This document provides greater detail on the required deliverables for the follow up proposal on the Proudly South African campaign. In addition, it addresses how reporting relationships could be managed.

The deliverables have been structured into 10 core areas of work. Due to the fact that work cannot be completely predicted, a contingency element has been incorporated.

Further detail on the activities, their scheduling and associated costs is provided in the attached spreadsheet (Appendix 2)

Proposed reporting process:

- The consultants will submit a monthly report on their activities and outputs in the form of a spreadsheet to the task team.
- The task team will compare the consultants' work during that month to the tasks set out in the deliverables spreadsheet, and make a recommendation to Fridge as to whether the work completed is the same or equivalent to that which was planned.
- The Fridge subcommittee will consider the task team recommendation and accompanying consultant's report at its monthly meeting, or through a round-robin decision where necessary.
- Invoices for expenses will be submitted on a monthly basis.

B. AREAS OF WORK

1. The development of frameworks that are workable across sectors and which has significant support from stakeholders for the following:

- Membership fee structure
- Pledge
- Code of Practice
- Membership criteria

Key actions required:

- 1.1. Liaison with constituency experts.

- 1.2. Sectoral level meetings to clarify sectoral dynamics and specific requirements.
 - 1.3. Drafting of frameworks for membership fee structure and membership criteria.
 - 1.4. Finalisation of the Pledge and Code of Practice.
- 2. The development of an effective mechanism for working with functionally related organisations in relation to compliance and support functions. DTI (EIDD and TEO), DEAT and DWAF, DOL, SAQI, SABS, and SANAS.**

Key actions required:

- 2.1. Meetings and interactions with all functionally related organisations.
 - 2.2. Clarification of current roles of each organisation in relation to supporting industry and monitoring compliance.
 - 2.3. Confirmation of potential role of Proudly South African campaign in facilitating support functions.
 - 2.4. Identification of mechanisms for assessing compliance, including issues such as entry points, information-sharing mechanisms, procedures for assessing compliance.
- 3. Confirmation of funding from anchor sponsors.**

Key actions required:

- 3.1. Development of presentation and briefing document to potential anchor sponsors, with input from constituencies.
 - 3.2. Confirmation of meetings with potential anchor sponsors
 - 3.3. Participation in meetings with potential anchor sponsors
 - 3.4. Follow up interactions to confirm sponsors.
- 4. Effective implementation of the first stages of the marketing strategy until the campaign structures are in place.**

Key actions required:

- 4.1. Day-to-day guidance of and interaction with the appointed marketing and design agencies.

- 4.2. Regular monitoring to ensure that the marketing executions retain the messages confirmed by constituencies.
- 4.3. Assistance with planning and implementation of the marketing launch.

5. The effective implementation of a specialised and integrated communications strategy targeting key stakeholders.

Key actions required:

- 5.1. Refinement of detailed communications strategy.
- 5.2. Drafting of documents for specific audiences, including briefs to business, motivational documents, executive summaries, FAQ for consumers, FAQ for potential members.
- 5.3. Ongoing support for weekly PR programme.
- 5.4. Consultation on updated communications briefs for stakeholder spokespeople.
- 5.5. Input into website design.

6. Identification of appropriate success stories with an emphasis on targeted sectors, namely clothing and textiles, automotive, agriculture, ICTs (Information Communication Technologies), food and beverages ,capital equipment and financial services, in the fields of:¹

- quality
- innovation and design
- exports
- environmental best practices
- labour best practices

Key actions required:

- 6.1. Workshops with respective industry associations and export councils, and existing clusters.

¹ While the focus of the formal identification of success stories will be on the targeted sectors, there may well be examples that emerge during the wider consultation process in other sectors that nevertheless epitomise success in the identified fields. These might include areas such as tourism, music and other performance art, medical technologies, environmental technologies (e.g. waste water management, alternative technologies). Some of these successes may already have been identified through other initiatives such as SA Tourism and “Celebrate South Africa”, and consultation with such initiatives will therefore be critical.

- 6.2. Follow up consultations and interactions at sectoral level and with experts in identified fields.
 - 6.3. Development of draft list of success stories for each sector for consideration by constituencies.
- 7. Effective coordination with other branding initiatives, including those under the auspices of SA Tourism, TISA, the IMC and GCIS.**

Key actions required:

- 7.1. Workshops and presentations to branding initiatives.
 - 7.2. Development of a framework for communication with other initiatives.
 - 7.3. Identification of potential opportunities to maximise “value-added”.
- 8. Effective and sustainable handover to campaign staff.**

Key actions required:

- 8.1. Participation in initial briefing workshop.
 - 8.2. Identification of additional capacity and knowledge needs.
 - 8.3. Development of strategy for completion of capacity transfer.
 - 8.4. Development of briefing document.
- 9. Scoping of the potential role of the campaign in facilitating improvements in competitiveness, including an assessment of potential mechanisms, challenges and obstacles.**

Key actions required:

- 9.1. Liaison with key experts and constituency stakeholders, including institutions currently providing support services (e.g. EIDD, TEO and TISA within DTI, DEAT, DOL, NSA and SETAs, SABS, quality institutes).
- 9.2. Interactions with sectoral forums in the targeted sectors and more broadly to identify specific requirements. Sectoral forums would include industry associations, export councils and cluster initiatives where these exist.
- 9.3. Development of a draft terms of reference by the end of August 2001.

- 9.4. Finalisation of the terms of reference with consultation. Once finalised, it will be forwarded to, amongst others, Fridge, the DTI and the Proudly South African Board and CEO for their consideration.
- 10. Ongoing interactions with those driving the implementation of the campaign in order to provide strategic input and guidance.**