



Mpumalanga Greencluster Agency (MGCA) NPC
7 Dolerite Crescent, Middelburg, Mpumalanga; 1050; South
Africa/+27137664340 info@mpumalangagreencluster.co.za /
www.mpumalangagreencluster.co.za/ Company
Registration No. 2021/755112/08

REQUEST FOR PROPOSAL

REBUILDING OF MPUMALANGA GREEN CLUSTER AGENCY WEBSITE

The Mpumalanga Green Economy Cluster Agency (MGCA) is an entity that has been established as an independent NPO. The Clusters' establishment has been supported by the Mpumalanga Department of Economic Development and Tourism. The MGCA follows a triple helix approach with Government, Industry and Academia represented in its governance and steering structures, and works toward unlocking the employment and investment potential of the Green Economy in Mpumalanga. Towards this end, we require the services of a web designer to develop a website for the Mpumalanga Green Cluster Agency. The Mpumalanga Green Cluster Agency has an existing website registered, and the website's public domain is hosted on www.mpumalangagreencluster.co.za

NB- Please read the project brief outline below, and submit your proposal to quote for the project.

TARGET MARKETS

The website will **serve three primary audiences:**

- It is a platform where **green businesses in Mpumalanga** can sign up for cluster membership and access information relevant to the green economy in the Province.
- It is a resource where **potential investors** can access Mpumalanga-focussed green economy market intelligence.
- It will be the Mpumalanga Green Cluster Agency's publishing platform (an aggregate library of content and news portal), serving the project deliverables dissemination purposes of future **funders**.

Secondary audiences: Government decision-makers; International embassies and Chambers of Commerce in SA; National and Provincial Investment promotion agencies

OBJECTIVES OF THE WEBSITE

- To be the **digital "reception"** of the Mpumalanga Green Cluster Agency.
- To serve as a **business membership sign-up interface** that integrates into the Agency's CRM system.
- To be the **publishing platform** for the Agency's future body of green economy knowledge (content library & news sections).
- To **showcase the green economy project landscape** in the Mpumalanga province through a dynamic map

STRUCTURE

The Corporate Identity will follow the Mpumalanga Green Cluster Agency's brand guide which is in the existing website (minor changes and re-arrangement in some



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Site build needs to happen on a user-friendly self-maintainable back-end eg Wordpress.

Secured URL (with .co.za, .org & .org.za):

- [mpumalangagreencluster \(main url to be used with .co.za\)](http://mpumalangagreencluster.co.za)

Multi-media: Full multi-media functionality built in: images, text, PDFs, video, hyperlinks

SEO integration: The directory needs to have be SEO optimized and we would need a training guide for content management going forward. All articles to have relevant tags and source market consideration.

Multi-media: Full multi-media functionality built in: images, text, PDFs, video, hyperlinks. The site needs to be mobile friendly.

CORE ELEMENTS OF THE WEBSITE REBUILD

The task will include a website rebuild, with highest level of security, google analytics including workspace and search engine optimization. The task will also include integrating all social media icons that links you to a specific task. The task also includes minor re-arrangement of branding as well e-mail reconfiguration. The website rebuild process is expected to integrate all the following elements:

- Mobile-Optimized Design
- Consistent Typography
- Hamburger Menus
- Optimize for Speed
- White Space
- SEO Optimized Elements
- Ensure Cross Browser Compatibility
- Intuitive Navigation
- Accessibility
- Ecosystem-based Design

NAVIGATION MENU (complete refresh)

HOME | ABOUT US | CLUSTER MEMBERSHIP | RESOURCES | NEWS | CONTACT US | GREEN PROJECTS MAP

ABOUT US

- The green economy in Mpumalanga
- Vision & Mission
- Our Team
- Our Board
- Careers
- Contact us



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CLUSTER MEMBERSHIP

- Sign up for Cluster Business Membership (simplify the existing forms)
- Join the Mpumalanga green economy projects database

RESOURCES (includes case studies, industry briefs and reports) – this section needs to be searchable according to tags. (**Main focus** = Market Intelligence and Industry Briefs).

PICTURES

Use of pictures on the website should be used in a meaningful way that depicts a story than just using pictures to enhance visual appearance of website.

MAP

The functionality to accommodate / embed a dynamic map of green projects in the Province (examples to be supplied to appointed service provider)

FOOTER CONTENT

Privacy Policy | Partners (As directed by client) | **Social Media icons**

PROPOSAL SUBMISSION DETAILS

Where: Middelburg, Mpumalanga

When: The refreshment of the site will run from July - September 2024

We can provide (upon appointment): Mpumalanga Green Cluster Agency designed brand CI and iconography to use in the site design

Please email a costed proposal to gift@mpumalangagreencluster.co.za by 17h00 on Thursday 27 June 2024, including:

1. CV / company profile, indicating previous projects with similar requirements
2. BEE credentials with certificate or affidavit as relevant
3. Letter of intent (a short note on your letterhead confirming your interest to do this project)
4. Proposed framework for the project timelines, with an overview of deliverables per phase.
5. **Please note:** Only quotes below R80 000 can be considered.

Note: MGCA reserves the right not to make an appointment on this project. Feedback on the success of the bid will be provided within a week of the closing date.

Thank you!