



REQUEST FOR PROPOSAL (RfP)

Visual Communication Production for Sustainable Waste Management in
eThekweni Municipality

C40 Cities Climate Leadership Group, Inc.
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United States of America

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Table of Contents

1. C40 Cities Climate Leadership Group Inc. (“C40”).....	3
2. Background, Situational Analysis, Project Purpose and Description..	3
2.1 Background.....	3
2.2 The Transforming Cities Waste Management Programme.....	4
2.3 Situational Analysis.....	5
2.4 The Project.....	7
2.4.1. Introduction.....	7
2.4.2. Purpose.....	7
2.4.3 Description.....	7
2.4.3.1 Inception (Deliverable 1).....	8
2.4.3.2 Production and Deployment of Communication Materials (Deliverable 2)....	9
2.4.3.3 Project Completion (Deliverable 3).....	10
2.4.4 Project Monitoring and Evaluation.....	10
3.1 Supplier Diversity.....	11
3.2 Contract.....	11
3.2.1. Subcontracting.....	12
4. RfP and Project Timeline.....	12
5. Proposal Evaluation Criteria.....	13
6. Project Budget.....	14
6.1 Payment Terms.....	14
7. C40 Policies.....	15
8. Submissions.....	15
Disclaimer.....	15

1. C40 Cities Climate Leadership Group Inc. (“C40”)

C40 is a network of nearly 100 mayors of the world’s leading cities, who are working to deliver the urgent action needed right now to confront the climate crisis, and create a future where everyone, everywhere can thrive. Mayors of C40 cities are committed to using a science-based and people-focused approach to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities. Through a Global Green New Deal, mayors are working alongside a broad coalition of representatives from labour, business, the youth climate movement and civil society to go further and faster than ever before.

The strategic direction of the organisation is determined by an elected Steering Committee of C40 mayors which is co-chaired by Mayor Sadiq Khan of London, United Kingdom, and Mayor Yvonne Aki-Sawyers of Freetown, Sierra Leone. Three term Mayor of New York City Michael R. Bloomberg serves as President of the C40 Board of Directors, which is responsible for operational oversight. A nine-person management team, led by Executive Director, Mark Watts, leads the day-to-day management of C40. C40’s three core strategic funders are Bloomberg Philanthropies, the Children’s Investment Fund Foundation (CIFF) and Realdania.

To learn more about the work of C40 and our cities, please visit our [Website](#), or follow us on [Twitter](#), [Instagram](#), [Facebook](#) and [LinkedIn](#).

2. Background, Situational Analysis, Project Purpose and Description

2.1 Background

eThekweni is a city in the province of KwaZulu-Natal situated within the east coast of South Africa. It is the third largest city in South Africa and is home to the busiest port in the African continent. The City is bordered by the Indian Ocean to the east, with a warm Agulhas current that brings in balmy weather all year round and is dwarfed by the Drakensberg Mountain range in the west. It is a sunny seaside city, attracting over a million tourists per annum.

eThekweni is rich in cultural diversity, a melting pot with a diverse population where the predominantly spoken languages are Zulu and English. The City is an economic hub that is home to South Africa’s sugar industry and is a centre for diversified commercial activity. The eThekweni Municipality covers an area of 2,556 km² with a population of 4 million. 20% live in informal and rural dwellings, poorly serviced in terms of environmental and waste management.

eThekweni Municipality provides waste management services to the City’s households and businesses. The growing population in the City results in increasing urbanisation and consumption, which contributes to the increasing volumes of solid waste and the impacts of climate change. The main solid waste

disposal sites in eThekweni are the Bisasar Road, Mariannhill, Lovu and Buffelsdraai landfills, with the Buffelsdraai landfill being the largest in the municipal area.

The vision for eThekweni is to become the most compassionate and liveable city by 2030. To achieve this vision, the city's waste management needs to transition from waste management to "resource management". This requires a shift in perception, recognizing waste as a valuable resource rather than a disposable material. Traditional solutions are no longer viable, prompting the exploration of alternative and innovative approaches to prolong the lifespan of existing waste management facilities.

Currently, the City is faced with challenges regarding limited landfill space. Noting that there are delays with implementing its western regional landfill resulting in increased transportation costs, this has further necessitated reviewing the current waste minimisation activities and promoting separation at source mechanisms with a focus on organic waste diversion. The current transportation costs of managing the waste to landfill sites in the city's extreme outskirts are unsustainable and warrant reducing the amount of waste transported through alternative options. Moreover, commissioning and operating new landfills is a significant cost to local government and is often resisted by communities neighbouring potential sites.

2.2 The Transforming Cities Waste Management Programme

Organic waste (food waste and other biodegradable waste) comprises between 30% and 60% of the total municipal solid waste generated in African cities, and this organic waste is responsible for up to 20% of city greenhouse gas emissions, primarily as methane from landfills and dumpsites. In terms of city powers and transformational potential, action to reduce organic waste disposal represents an immense opportunity to reduce methane emissions and deliver significant local benefits on public health, sanitation, and job creation.

According to the latest [International Panel for Climate Change \(IPCC\) Report](#), addressing methane emissions is the single fastest and most effective way to address current global warming. African cities have a unique opportunity to contribute to this global mission by implementing sustainable waste management systems. C4O is working with cities to dramatically reduce current and future emissions by strategically engaging political leadership. To deliver the most impactful waste management priorities captured in their respective Climate Action Plans, while also building technical, institutional, and operational capacity in the supported cities.

The Transforming Cities Waste Management Programme looks into supporting cities to transform city waste management whilst reducing methane emissions. The Programme provides the City of eThekweni with the preliminary tools needed to establish sustainable waste management systems and the foundational requirements to get to the pathway toward zero waste. Cities are high-impact

change agents and improving waste management is a key opportunity for cities to reduce methane emissions, and a key priority for mayors, as shown in the [Pathway Towards Zero Waste](#).

C4O Cities is supporting the City of eThekweni in closing collection gaps, improving residual waste disposal solutions, phasing out organics from disposal, and creating and upskilling jobs. The programme has supported the City in executing a Waste Composition Study, Mass Flow Analysis and Development of a Monitoring Tool Project. Subsequently, C4O in collaboration with the City is working on developing a strategy and implementation plan that identifies potential interventions to reduce waste generation, improve diversion and treatment of organic waste, consequently reducing waste disposal through establishment of organic waste treatment alternative options. To enhance these efforts, the City has requested C4O to support production of visual communication materials. This will go a long way in incentivizing appropriate handling of waste.

2.3 Situational Analysis

Waste disposal contributes a significant percentage of city-wide emissions. However, the sector presents a number of opportunities to reduce emissions in other sectors while improving local water and air quality, fostering entrepreneurship and creating jobs and innovations in the economy. Furthermore, an emphasis on reusing, reducing, and recycling has significant benefits in the carbon emissions embedded in products' supply chain in addition to direct benefits in reduced costs, energy intensity and emissions compared with manufacturing from new resources.

The new recycling and waste minimisation models advocate for the diversion, treatment and recycling of waste in order to increase the lifespan of landfills, reduce emissions and provide potential jobs with intention to stimulate the local economy. Development of markets and empowerment of Small, Medium and Micro Enterprises (SMMEs) and communities will ensure continuity and sustainability of the waste sector. Public-private partnerships (PPPs) will play a key role in providing financial and non-financial support.

National Framework Municipal Waste Management services are governed by the South African Constitution (Act 108 of 1996), which provides the foundation for environmental regulation and policy. The right to environmental protection and to live in an environment that is not harmful to health or well-being is set out in the Bill of Rights (section 24 of Chapter 2). In addition, the National Environmental Management Waste Act (Act no. 59 of 2008) reforms the law regulating waste management and provides a legislative framework addressing all the steps in the waste management hierarchy. The Act is implemented through the National Waste Management Strategy and Operation Phakisa: Chemicals and Waste Economy. Convened by the Department of Forestry, Fisheries and the Environment (DFFE), Operation Phakisa engaged extensively with stakeholders to provide enabling legislation to promote waste beneficiation, economic transformation, and job creation through the waste sector.

Responding to the challenge, eThekweni has implemented a range of measures to improve efficiencies in the waste sector as highlighted below ([Durban Climate Action Plan, 2019](#)).

- Waste separation at source by adopting the use of specialised refuse bags for each waste type. Cleansing and Solid Waste (CSW) currently has about 23 recycling centres in the municipality that are easily accessible by residents.
- Education and awareness programmes to promote the reduction, recycling and reuse of waste.
- Two landfill gas-to-energy projects at Bisasar Road and Mariannhill landfill sites.

The recently completed Waste Composition Study concludes that there is a potential 80% of the waste that Cleansing and Solid Waste can divert to save on air space and promote organic waste recovery initiatives. In this regard, the production and deployment of visual communication materials will encourage appropriate waste handling.

The comparative chart below shows the comparison between the waste generator categories sampled in terms of organic waste, recyclable waste and non-recyclable waste. The chart indicates that there is great potential for organic waste diversion from the landfill.

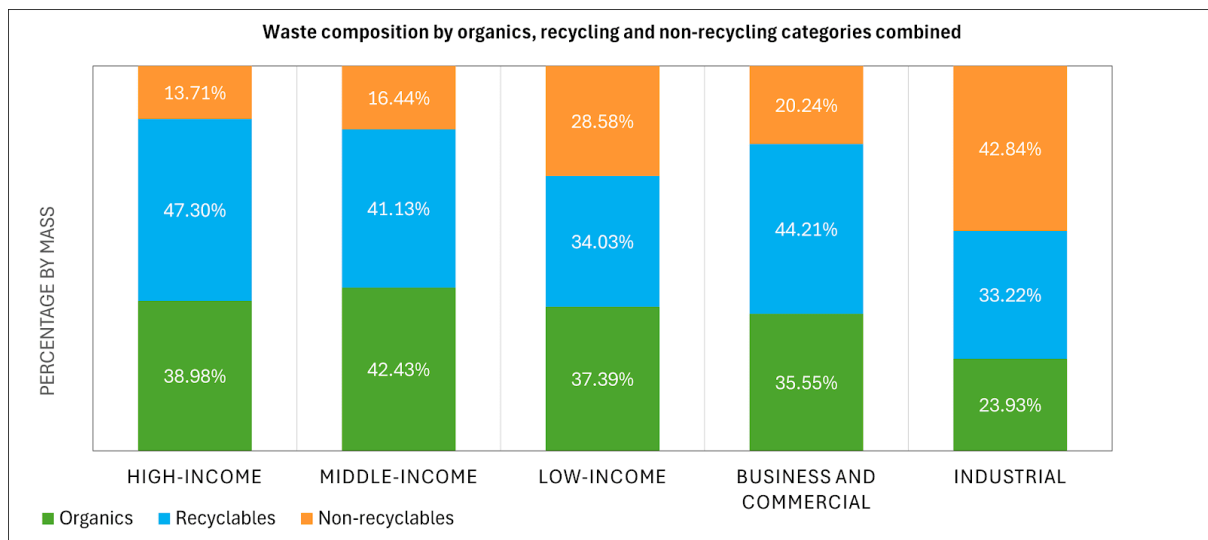


Image 1: General Waste Streams by Generator Categories.

Other findings from the study that are relevant to the prospective works are as highlighted below.

- Public awareness on source segregation is required to leverage on the 38% organic waste stream from the total waste generated. The other general streams are 42% recyclables and 20% non-recyclables. Effective segregation at source is required to recover valuable organic material.
- The study recommends a phased approach to divert organic waste from source and landfills to reduce GHGs; starting with recovery and then treatment with an initial focus on the low hanging fruit options.

eThekwini's immediate vision in this context is to transition the business from 'waste management' to 'resource management'. As a result, onus has to be placed on changing the perception of waste being an alternative valuable resource.

eThekwini needs to reduce, reuse and recycle more. The production of visual communication materials should be designed to build on the Waste Management Directorate vision of seeing waste as a valuable resource to reduce the waste pressure increasing as the City grows.

The expectation is that the materials produced will inform actors in the waste value chain to appropriately handle waste in a bid to divert organic waste from landfill; reduce greenhouse gas emissions and improve the waste business as a utility service provider.

2.4 The Project

2.4.1. Introduction

The Waste Management Directorate plays a vital role in maintaining the cleanliness of the city through its operations at landfill sites and garden refuse sites. However, there is currently a lack of uniform branding, informative signage, and visual identity across these facilities and vehicles. This limits visibility, reduces public understanding of waste services and fails to reinforce the City's environmental messaging. The City thus seeks to standardise and enhance the visual identity of Waste Management Directorate operations to create an engaging, informative, and environmentally aligned brand presence across all waste management touchpoints.

2.4.2. Purpose

Following consultations with eThekwini City officials, C40 is seeking a service provider to design, produce, and install branded signage, vehicle decals, and awareness materials for the Waste Management Directorate. The objectives are as follows:

- Improve public awareness and engagement.
- Promote responsible waste behaviour.
- Reinforce the City's environmental image.
- Increase visibility of the Waste Management Directorate services and sustainability efforts.

2.4.3 Description

The service provider is required to produce and deploy visual communication materials as highlighted below. Refer to the availed [samples and descriptions](#) for your proposal planning. Content, design and specifications will be confirmed to the successful service provider.

- Street signage: By-laws relevant to waste handling.
- Landfill and Garden Sites signage: Types of waste accepted, rules and educational signage for residents and waste operators.
- Truck and Bakkie Decals/branding: High-quality branded decals.
- Awareness Materials: Brochures for use in public education and stakeholder engagement.

The target audience includes:

- General public and municipal service users of the waste management assets.
- Garden waste and landfill site users.
- Informal waste collectors and contractors.
- Waste Management Directorate staff and depot personnel.
- Broader community, schools, and local businesses.

The expected outcomes include:

- Consistent, professional signage and branding across all Waste Management Directorate facilities.
- Improved public understanding of waste site rules, waste separation, and safe use.
- Visible promotion of Waste Management Directorate's environmental mandate across the city.
- Strengthened public association with Waste Management Directorate messages.
- Increased recognition of municipal waste infrastructure and services.

The City commits to:

- Assess all streets, landfill and garden sites for signage needs to determine project areas.
- Provide guidance on content, design and specifications required for the communication materials.

2.4.3.1 Inception (Deliverable 1)

A project inception is to be conducted with the City and C40 culminating in the following:

- Inception Meeting to strategize on execution of this project (deliverable 1.1).
- Work Planning (deliverable 1.2) to consult widely in development of the inception report.
- Submission of the Inception Report (deliverable 1.3) that contains a detailed project plan outlining overall approach, process, Key Performance Indicators (KPI's), outcomes, deliverables, methodology, resources to be deployed, timeframes, budget as well as the road map outlining the process of developing the communication materials and deploying them appropriately.

2.4.3.2 Production and Deployment of Communication Materials (Deliverable 2)

The consulting entity is required to produce and deploy communication materials aligning with the City's brand. All content and designs developed by the service provider must be approved by the City, ensuring that the visual identity of eThekweni Municipality is adhered to. In consultation with the City, the service provider will:

- Produce mock-up visual communication materials for each of the street signage, garden site signage, landfill signage, truck decal, bakkie decal, separation at source brochure, illegal dumping brochure and waste management disposal brochure. On written approval of the samples, proceed to produce and deploy the materials as required.
- Produce and deploy street signage: By-laws relevant to waste handling with the following details:
 - 16 By-Laws signboards:
 - Size: 2450mm x 1250mm
 - Material: Outdoor signage board (Chromadek/Aluminium with UV print)
- Produce and deploy garden sites and landfill signage: Types of waste accepted, rules and educational information for residents and waste operators with the following details:
 - 16 garden sites:
 - Size: 2450mm x 1250mm
 - Material: Outdoor signage board (Chromadek/Aluminium with UV print)
 - 4 Landfill sites:
 - Size: 2450mm x 1250mm
 - Material: Heavy-duty outdoor signage (Chromadek/Aluminium + protective laminate)
- Produce and deploy truck and bakkie branding: High-quality branded decals.
 - 47 Refuse truck decals:
 - Size: 4035mm x 1200mm
 - Placement: Both sides (side panel branding, high-resolution vinyl wrap)
 - Material: High-performance cast vinyl with UV protection
 - 15 Bakkie decals:
 - Size: 4.5m x 850mm (vehicle side branding)
 - Material: Vehicle-grade vinyl, cut and applied.
- Produce awareness materials: Brochures for use in public education and stakeholder engagement with the following details.
 - 2,000 Separation at source units
 - 3,000 Illegal dumping units
 - 2,000 Waste management disposal units
 - Typical full-colour.
 - A5 or A4 double-sided.
 - Decent quality

Submit a report with all communication materials produced and deployed with photographic evidence including 'before-and-after' images where applicable.

2.4.3.3 Project Completion (Deliverable 3)

- Project close-out report (deliverable 3.1) that captures the entire process from inception to completion including the challenges and recommendations to the City.
- The Report should be professionally well designed with a consistent visual identity. It should include a presentation, and a comprehensive report on the activities and outcomes of the tasks completed. Technical reports are to be submitted in PowerPoint, word format, pdf and other associated files.
- Project close-out meeting (deliverable 3.2) with the C40 and City project team.

2.4.4 Project Monitoring and Evaluation

- Fortnight progress meetings with the project team including the Service Provider, the City and C40.
- Submission of reports for the project deliverables.

3. Proposal Guidelines

This Request for Proposal represents the requirements for an open and competitive process. Proposals will be accepted until **5:00pm SAST [October] [21], 2025**. Any proposals received after this date and time will not be accepted. All proposals should include clear timetables, how you will work with C40, clear costs and detail on experience in this area.

The proposal should give C40 evaluators all the information they need to assess your bid. Please clearly indicate where applicable:

- How your quote is responsive to the Evaluation Criteria;
- The assumptions you are making about the project;
- Risks you have identified and appropriate mitigation measures;
- Information about your fee;
- Proposed timeline of implementation;
- Any additional support that you need to make the project a success, including any inputs you will need from third parties or C40 staff;
- Proposed working partnership with C40, including (as applicable) project governance and management, key personnel, key roles and responsibilities, and escalation procedure for issues;
- Provide project experience listing with traceable references **on similar works undertaken**– note this will use as part of the quality eligibility screening.

You must include adequate information about how your costs were calculated to enable evaluation of cost reasonableness.

Bidders are encouraged to provide additional information relevant to the project. You may include the items as highlighted below.

- Resumes of proposed key personnel in the standard [C40 CV Template](#) ;
- Information about the organisation's commitment to equity, diversity and inclusion and ethical alignment with C40;
- Company history;
- Executive background;
- Information on company size;
- Organisational charts;
- Motivation about collaborating with C40 and supporting the delivery of the Strategy development;
- Description of Corporate Social Responsibility (CSR) or internal guidelines that show the commitment to a healthy and inclusive working environment.

3.1 Supplier Diversity

C40 is committed to supplier diversity and inclusive procurement through promoting equity, diversity and inclusivity in our supplier base. We believe that by procuring a diverse range of suppliers, we get a wider range of experiences and thoughts from suppliers and thus are best able to deliver to the whole range of our diverse cities and the contexts that they operate within.

We strongly encourage suppliers (individuals and corporations) that are diverse in terms of size, age, nationality, gender identity, sexual orientation, majority owned and controlled by a minority group, physical or mental ability, ethnicity and perspective to put forward a proposal to work with us.

Feel welcome to refer to [C40's Equity, Diversity and Inclusion Statement](#) as supplier diversity and inclusive procurement is one element of applying equity, diversity and inclusion to help the world limit global heating to 1.5°C and build healthy, equitable and resilient communities.

3.2 Contract

Please note this is a contract for professional services and not a grant opportunity. Organisations unable to accept contracts for professional services should not submit bids. The work will be completed on the [C40 Standard Services Contract](#).

These terms and conditions are accepted as drafted by the majority of our suppliers and we reserve the right to penalise your bid on the basis of non-acceptance of terms. If you do wish to include any requested amendments with your quote, please do not mark up the document in tracked changes but provide [a separate negotiation document](#) for review setting out clearly your rationale for the change.

If C40 are unable to execute a contract with the winner of this competitive

process, we reserve the right to award the contract to the second highest Potential Supplier.

3.2.1. Subcontracting

If the organisation submitting a proposal needs to subcontract any work to meet the requirements of the proposal, this must be clearly stated. All costs included in the proposal must be all-inclusive of any outsourced or contracted work. Any proposals which call for outsourcing or contracting work must include a name and description of the organisations being contracted.

4. RfP and Project Timeline

RfP Timeline:

<i>Task</i>	<i>Due Date</i>
Request for Proposals sent out	[Sep] [30], 2025
Questions submitted to C4O	[Oct] [7], 2025
C4O responds to questions	[Oct] [14], 2025
Deadline for receiving Offers	[Oct] [21], 2025
Clarification of Offers	[Oct] [22], 2025 - [Oct] [23], 2025
Evaluation of Proposals	[Oct] [24], 2025 - [Oct] [31], 2025
Presentation on Proposal	[Nov] [3], 2025
Selection decision made	[Nov] [4], 2025
All Potential Suppliers notified of outcome	[Nov] [5], 2025

Project Timeline

<i>Task</i>	<i>Due Date</i>
The project initiation meeting (deliverable 1.1) must be completed by	[Nov][12], 2025
Draft Inception Report (deliverable 1.3) must be submitted by	[Nov][19], 2025

<i>Task</i>	<i>Due Date</i>
Commenting on the draft Inception Report (deliverable 1.3) must be completed by	[Nov][26], 2025
Project planning phase (deliverable 1.2) must be completed by	[Nov][27], 2025
Final Inception Report (deliverable 1.3) must be submitted by	[Nov][28], 2025
Production and deployment of visual communication materials (deliverable 2) must be completed by	[Dec] [19], 2025
Draft Communication Production and Deployment Report (deliverable 2) must be submitted by	[Jan] [6], 2026
Commenting on the draft Communication Production and Deployment Report (deliverable 2), must be completed by	[Jan] [14], 2026
Final Communication Production and Deployment Report (deliverable 2) must be submitted by	[Jan] [19], 2026
Draft Final Report (deliverable 3.1) must be submitted by	[Jan] [21], 2026
Commenting on the draft Final Report (deliverable 3.1) must be completed by	[Jan] [29], 2026
Final Report (deliverable 3.1) must be submitted by	[Feb] [3], 2026
Project Close-out meeting (deliverable 3.2) must be completed by	[Feb] [5], 2026

Please note that these dates are to be used as a guide and are subject to change.

5. Proposal Evaluation Criteria

Evaluation criteria	Percentage
<ul style="list-style-type: none"> Technical expertise and experience of the bidder across relevant key areas: including integrated solid waste management; visual communication design, production and deployment; capacity building; project management and climate change as well as familiarity with the local environment in South Africa, especially eThekweni. 	40 %

Evaluation criteria	Percentage
<ul style="list-style-type: none"> Demonstrated past and existing similar works to this project. 	
Robustness of the project delivery proposal: The project delivery approach proposed, including project management approachability to deliver quality outputs on time.	30%
Value for money: <ul style="list-style-type: none"> Economy: Assessment of the cost efficiency and budget consciousness of the quote - Consideration of whether the quote costs align with the expected outcomes and deliverables. Efficiency: Examination of proposed project management approach, resource allocation, and timelines. Effectiveness: Assessment of appropriateness and viability of chosen methods and tools to achieve the objectives. 	15 %
Equity and ethical alignment considerations: The successful candidate should demonstrate commitment to being ethical, equitable, diverse and inclusive. This should be depicted not only in the team member constitution but also in the manner of executing past works.	10 %
Alignment with C40's goals on Green House Gas emissions reductions.: Commitment to contribute towards the 1.5 degrees Paris Agreement goal; Demonstrated in the core business of the entity; Institutionalised principles; Evidence of aligned past projects; Proposed aligned approach.	5%

6. Project Budget

All proposals must include proposed costs to complete the tasks described in the project scope, including all VAT and taxes. Costs should be stated as one-time or non-recurring costs or monthly recurring costs. Pricing should be listed for each item. All costs incurred in connection with the submission of this RfP are non-refundable by C40.

All equipment that needs to be procured and budgeted for the implementation of the project will be transferred to the City at no additional cost post project completion. The consultant's equipment shall remain in their property and custody if their cost is not budgeted to the project.

The consulting entity should provide the necessary workforce required to undertake this project. This consulting project team will work in close collaboration with the City officials assigned to the initiative.

6.1 Payment Terms

The total project cost should not exceed **USD 30,000**. The table below highlights the basis of payments.

Component	Payment
After finalising the contract from both parties & satisfactory submission of Inception Report.	30%
Satisfactory submission of the production and deployment of the communication materials report.	30%
Satisfactory submission of the Final Report, presentation and Project Closure meeting.	40%

7. C40 Policies

C40 expects third parties to be able to abide by these C40 policies

- Non-Staff Code of Conduct Policy [here](#) .
- Equity, Diversity and Inclusion Policy [here](#) .

8. Submissions

Each Potential Supplier must submit 1 copy of their proposal to the email address below by **[October] [21] 2025 at 5:00pm SAST**:

Patricia K'Omudho; Technical Advisor: pkomudho@c40.org

Copy email below on all communications regarding this RfP.
Phumelele Makhanya; Regional Advisor; pmakhanya@c40.org

Anonymised responses to questions will be provided [here](#) when the Question and Answer (Q&A) period closes.

Based on the submissions received, C40 reserves the right to promote the establishment of consortium relationships or request potential suppliers refine their submission after receipt.

Disclaimer

C40 will not accept any liability or be responsible for any costs incurred by Potential Suppliers in preparing a response for this RfP. Responses submitted will be accessible by all C40 staff and external evaluators (if any).

Neither the issue of the RfP, nor any of the information presented in it, should be regarded as a commitment or representation on the part of C40 (or any of its



partners) to enter into a contractual arrangement. Nothing in this RfP should be interpreted as a commitment by C40 to award a contract to a Potential Supplier as a result of this procurement, nor to accept the lowest price or any tender.