

## WATER CRISIS COMMUNICATIONS SERVICES

Dear Prospective Client

Thank you for your interest in our services.

We are of the opinion that times of crisis need more communication, not less. It needs clear, validated and timeous data going to the right audiences in a format, language and style which is accessible to each type of audience.

Our local and national government is a great example of what not to do. Let us not make the same mistake.

EBS Advisory, the leading Sustainability Communications firm, based in Cape Town, in partnership with Grant Thornton's Tourism division, is offering 3 affordable tools to help you communicate your responses to Day Zero:

- Light rinse: suitable for B&B's, Guesthouses, Restaurants, etc. -- only R7,500 (ex VAT)
- Economy Cycle: designed for a Small Hotel, Factory, service providers such as Cleaning Services, Laundromats, Produce Suppliers and Attraction Sites -- R25,000 (ex VAT).
- Deep Dive: Essential for Larger Corporates, Wine Farms, Large Hotels, Events Venues – contact us for a quote.

### How it works:

1. You contact us and let us know which option you would prefer. Please call 010 – 880 0064 or email [info@ebsadvisory.com](mailto:info@ebsadvisory.com).
2. We confirm by email what info what need and the date of our call (Light Rinse) or site visit (Economy or Deep Dive). At this stage, we will also submit an invoice for Light Rinse or deposit (50%) for Economy and Deep Dive.
3. Upon receipt of payment and info requested, we will conduct our call or site visit, do our analysis and issue you with a report and tools as per the below.
4. Issue of final invoice & follow up call to 1) discuss with you any questions, 2) coach management in your responses and 3) provide guidance on next steps.

### What you can expect:

1. Friendly, helpful and prompt responses;
2. Practical tools to help you retain your market share and reputation;
3. A call-centre number for any questions, and
4. No surprise invoices or additional expenses.



Living off the earth's interest | not its capital

Pine Place Office Suites  
8 Dalmeny Road  
Pine Park, Randburg  
Johannesburg  
2194  
South Africa

P.O. Box 862  
Parklands  
2121  
South Africa  
Tel: +27 10 880 0064  
Fax: +27 (0) 86 500 9081

[www.ebsadvisory.com](http://www.ebsadvisory.com)  
[info@ebsadvisory.com](mailto:info@ebsadvisory.com)

**Group CEO:** James Brice  
**Directors:** Raylene Watson |  
Kate Sharum | Danelle Fourie

What do the options buy me?

	<b>Light Rinse</b>	<b>Economy Cycle</b>	<b>Deep Dive</b>
	e.g. Guesthouse, Restaurant	e.g. Small hotel, factory, cleaning contractor	e.g. Corporate, Wine farm, events facility
<b>Cost (excl VAT)</b>	R7,500	R25,000	R75,000+
<b>Data input</b>	Client data, not validated	Validated by EBS	Generated by EBS
<b>Report Outputs</b>			
Basic Water Use Model	✓	✓	✓
Performance Review, Benchmarking, target setting, Advertising and Marketing Options	✓	✓	✓
Compliance status: Water Wise rating, compliance with permits & regulations	✓	✓	✓
Best practices guidance for health and hygiene	✓	✓	✓
Mapping (basic & advanced)		✓	✓
Stakeholder & Customer Analysis		✓	✓
Site Visit, Management Interviews		✓	✓
Sustainability Assessment of Water Supplies & Effluent Disposal		✓	✓
Technical Data Validation			✓
Market Risk Assessment			✓
Supply Chain Risk Assessment			✓
Public Health Insurance Review, medical services review			✓
Social impact assessment: i.e. the trade off between jobs and water			✓
Contract review (force majeure, indemnities for public liability)			✓
Action plan (e.g. Reduction Strategy) & Cost benefit analysis			✓
<b>Communications Outputs</b>			
Day Zero news feed for 1 month, Climate Change data predictions	✓	✓	✓
Customer brief, Website content, Water Inspector Brief	✓	✓	✓
Memo's to Staff, community, unions		✓	✓
Investor & Lender briefings, press release			✓
On-going support, call centre, social media feed, new feed, PR and comms response	On-going Retainer (R2 – 15k pm additional cost, minimum 6 months contract)		

We look forward to the opportunity to assist you keep your clients, your staff and your reputation.

Please call 010 – 880 0064 or email [info@ebsadvisory.com](mailto:info@ebsadvisory.com) and we will call you back to discuss your needs.

James Brice, Group CEO