

Request for Proposals (RFP)

The provision of Content Creation and Curation, Digital Marketing Services for the Innovation Bridge Portal to the CSIR

RFP No. 1054/02/12/2022

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|-----------------------------|--|--|
| Date of Issue | 16 November 2022 | |
| Compulsory briefing session | Date | 23 November 2022 at 11h00am |
| | Venue | Ms Teams |
| | Link | Ms Teams link on page 7 |
| Closing Date | 02 December 2022 | |
| Place | tender@csir.co.za | |
| Enquiries | Strategic Procurement Unit | E-mail: tender@csir.co.za |
| CSIR business hours | 08h00 – 16h30 | |
| Category | Professional Services | |

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SCORING RATING

SECTION A – TECHNICAL INFORMATION

1 INTRODUCTION

The Council for Scientific and Industrial Research (CSIR) is one of the leading scientific research and technology development organisations in Africa. In partnership with national and international research and technology institutions, CSIR undertakes directed and multidisciplinary research and technology innovation that contributes to the improvement of the quality of life of South Africans. The CSIR's main site is in Pretoria while it is represented in other provinces of South Africa through regional offices.

2 BACKGROUND

The Innovation Bridge Digital Community seeks to be a not-for-profit open innovation platform that brings ecosystem stakeholders together for the benefit of innovators/researchers and underserved early-stage entrepreneurs. It seeks to promote collaboration amongst public and private ecosystem stakeholders, to become that “one-stop-shop” repository of information, opportunity, and network connection to help ideation, startup and scale-up entrepreneurs and innovators/researchers along their journey. The digital community wishes to create a pathway for all African entrepreneurs and innovators to effectively realise their vision, with an initial focus on the five SACU Countries (Namibia, Botswana, eSwatini, Lesotho and South Africa).

The four pertinent ecosystem pillars for the Portal Community include:

- 1) entrepreneur community,
- 2) innovator community;
- 3) public and private investor community, and
- 4) public and private ecosystem support / business support provider community.

The focus is on:

- Establishing a sub-regional public-private digital ecosystem for innovation and entrepreneurship collaboration, knowledge and resource sharing and matchmaking amongst and between the ecosystem actors in South Africa, Botswana, Namibia, eSwatini and Lesotho.
- Building a pipeline of commercially viable innovations and early growth entrepreneurs focusing on inclusivity and diversity

- Mobilizing public and private funding resources for early-stage investing (pre-seed/seed)
- Helping to inform entrepreneurship friendly policy reforms required through diagnostics, consultations, ecosystem initiatives and policy dialogue

The Innovation Bridge Portal can be accessed via www.innovationbridge.info. The Portal has an established Facebook, Twitter and LinkedIn accounts. Google analytics statistics available upon request. It is the expectation that the selected vendor will help manage the successful engagement of the community through of our social media platforms.

3 INVITATION FOR PROPOSAL

The Innovation Bridge project, is seeking to appoint a company with the necessary expertise to create and curate content. The Innovation Bridge Portal allows registered users to submit content to be published on the platform. The role of the content curator is to assist in curating content, ensure that the external content submission requests have no spelling or grammar mistakes, but also importantly is presented in such a way that it is understandable and meaningful to the audience it is intended for. The typical curator person needs to have excellent English writing skills, but also a good understanding and experience in the entrepreneur/innovation space. This person will also be required to interact with users in person, via e-mail or phone as required.

Continuous creation of fresh content is key to the success of the Innovation Bridge Portal and therefore needs constant attention from a person/resource that has a wide view of all the marketing activities, user content entering the Portal, ecosystem initiatives happening in the 5 countries, etc. New insights, articles, interviews and success stories need to be created and, a constant search and upload of relevant opportunities and events are also necessary. Prepare and submit quarterly reports on trends, feedback from users, suggestions going forward, and content creation planning etc. As indicated in section 2, the Innovation Bridge Portal has established social media accounts and these need to be managed constantly by the curator working together with the Project Team. Therefore, the curator must have knowledge and experience in executing digital marketing activities i.e. social media campaigns.

Responsibilities/Requirements

A. Content Curation and Creation

Take responsibility for all content curation and creation activities in alignment with the brand strategy and marketing plan.

- The deliverables and timelines are as follows:
 - First Quarterly Report
 - Second Quarterly Report
 - Third Quarterly Report
 - Fourth Quarterly Report

B. Term

The above-mentioned services are required for a period of 12 months and looking to appoint the vendor and agree on quarterly milestones as soon as possible

C. Pricing

Pricing should be provided on an hourly rate per type of resource and per deliverable.

4 PROPOSAL SPECIFICATION

All proposals are to be submitted in a format specified in this enquiry. However, tenderers are welcome to submit additional/alternative proposals over and above the originally specified format. Proposals suggesting a partnership/collaboration between organisations are acceptable if the combined effort intends to make use of complementary services to offer a comprehensive service.

5 FUNCTIONAL EVALUATION CRITERIA

5.1 Proposals with functionality / technical points of less than the pre-determined minimum overall percentage of 70% and less than 50% on any of the individual criteria will be eliminated from further evaluation. Refer to **Annexure A** for the scoring sheet that will be used to evaluate proposals received.

| EVALUATION CRITERIA | |
|---|---------------|
| Criteria | Weight |
| Knowledge (appropriate qualification) and experience (track record of work) in website curation and content creation. | 25 |
| Knowledge and experience in the technology innovation, Startups/SME ecosystem of SACU | 25 |
| Knowledge and experience in executing digital marketing activities i.e social media campaigns | 20 |
| Quality portfolio/track record of similar work | 15 |
| Client testimonials of similar work done | 15 |

6 ELIMINATION CRITERIA

Proposals will be eliminated under the following conditions:

- Submission after the deadline;
- Proposals submitted at incorrect location or email address;
- Bidders that are listed on the NT database of restricted suppliers will not be considered.
- Bidders that are registered on the NT Register of Tender Defaulters will not be considered.
- Bidders that do not submit a fully completed and signed SBD 1 (*Annexure B*) and SBD 4 (*Annexure C*).

7 NATIONAL TREASURY CENTRAL SUPPLIER DATABASE (CSD) REGISTRATION

Before any negotiations will start with the winning bidder it will be required from the winning bidder to:

- be registered on National Treasury's Central Supplier Database (CSD). Registrations can be completed online at: www.csd.gov.za;
- provide the CSIR of their CSD registration number; and
- provide a valid copy of their B-BBEE certificate issued by an accredited verification agency and bearing a SANAS logo; or
 - Valid sworn affidavits made on DTIC designed templates; or
 - DTIC issued affidavit; or
 - CIPC issued B-BBEE certificate. If no certificate can be provided, no points will be scored during the evaluation process. (RSA suppliers only)

SECTION B – TERMS AND CONDITIONS

8 VENUE FOR PROPOSAL SUBMISSION

All proposals must be submitted to tender@csir.co.za The title and the RFP number must be clearly stipulated on the subject.

Mail size is 25MB, send multiple emails when exceeded. Submissions on cloud platforms will not be accepted.

9 TENDER PROGRAMME

The tender program, as currently envisaged, incorporates the following key dates:

- Issue of tender documents: 16 November 2022
- Compulsory briefing session 23 November 2020 @ 11h00am via
MS Teams link: https://teams.microsoft.com/l/meetup-join/19%3ameeting_MWJiOTkzNDgtZDhiMS00NTM2LWlyNzktNjA0OWFINWM5YWY0%40thread.v2/0?context=%7b%22Tid%22%3a%22fd3c5d5-ddb2-4ed3-9803-f89675928df4%22%2c%22Oid%22%3a%22f18e6ffd-88a6-4cc3-94d4-53009099a8c7%22%7d
- Last date for submission of queries: 28 November 2022
- Closing / submission Date: 02 December 2022

10 SUBMISSION OF PROPOSALS

10.1 All proposals are to be submitted electronically to **tender@csir.co.za** . No late proposals will be accepted.

PART 1: Technical Proposal: RFP No.: 1054/02/12/2022

PART 2: Pricing Proposal, B-BBEE and other Mandatory Documentation:

RFP No.: 1054/02/12/2022

10.2 Proposals submitted by companies must be signed by a person or persons duly authorised.

10.3 The CSIR will award the contract to qualified tenderer(s)' whose proposal is determined to be the most advantageous to the CSIR, taking into consideration the technical (functional) solution, price and B-BBEE.

10.4 Proposals submitted must be in the PDF file formats:

11 DEADLINE FOR SUBMISSION

Proposals shall be submitted at the email address mentioned above no later than the closing date of 02 December 2022 during CSIR's business hours. The CSIR business hours are between 08h00 and 16h30.

Where a proposal is not received by the CSIR by the due date and stipulated place, it will be regarded as a late tender. Late tenders will not be considered.

12 AWARDING OF TENDERS

12.1 Awarding of tenders will be published on the National Treasury e-tender portal or the CSIR's tender website. No regret letters will be sent out.

13 EVALUATION PROCESS

13.1 Evaluation of proposals

All proposals will be evaluated by an evaluation team for functionality, price and B-BBEE. Based on the results of the evaluation process and upon successful negotiations, the CSIR will approve the awarding of the contract to successful tenderers.

A two-phase evaluation process will be followed.

- The first phase includes evaluation of **elimination** and **functionality criteria**.
- The second phase includes the evaluation of **price** and **B-BBEE** status.

Pricing Proposals will only be considered after functionality phase has been adjudicated and accepted. Only proposals that achieved the specified minimum qualification scores for functionality will be evaluated further using the preference points system.

13.2 Preference points system

The 80/20 preference point system will be used where 80 points will be dedicated to price and 20 points to B-BBEE status.

14 PRICING PROPOSAL

14.1 Pricing proposal must be cross-referenced to the sections in the Technical Proposal.

Any options offered must be clearly labelled. Separate pricing must be provided for each option offered to ensure that pricing comparisons are clear and unambiguous.

14.2 Price needs to be provided in South African Rand (excl. VAT), with details on price elements that are subject to escalation and exchange rate fluctuations clearly indicated.

14.3 Price should include additional cost elements such as freight, insurance until acceptance, duty where applicable.

14.4 Only firm prices* will be accepted during the tender validity period. Non-firm prices** (including prices subject to rates of exchange variations) will not be considered.

**Firm price is the price that is only subject to adjustments in accordance with the actual increase or decrease resulting from the change, imposition, or abolition of customs or excise duty and any other duty, levy, or tax which, in terms of a law or regulation is binding on the contractor and demonstrably has an influence on the price of any supplies, or the rendering costs of any service, for the execution of the contract;*

***Non-firm price is all prices other than "firm" prices.*

14.5 Payment will be according to the CSIR Payment Terms and Conditions.

15 VALIDITY PERIOD OF PROPOSAL

Each **proposal** shall be valid for a period of three (3) months calculated from the closing date.

16 APPOINTMENT OF SERVICE PROVIDER

- 16.1 The contract will be awarded to the tenderer who scores the highest total number of points during the evaluation process, except where the law permits otherwise.
- 16.2 Appointment as a successful service provider shall be subject to the parties agreeing to mutually acceptable contractual terms and conditions. In the event of the parties failing to reach such agreement CSIR reserves the right to appoint an alternative supplier.
- 16.3 Awarding of contracts will be announced on the National Treasury website and no regret letters will be sent to unsuccessful bidders.

17 ENQUIRIES AND CONTACT WITH THE CSIR

Any enquiry regarding this RFP shall be submitted in writing to CSIR at tender@csir.co.za with **“RFP No 1054/02/12/2022 - The provision of Content Creation and Curation, Digital Marketing Services for the Innovation Bridge Portal to the CSIR ”** as the subject.

Any other contact with CSIR personnel involved in this tender is not permitted during the RFP process other than as required through existing service arrangements or as requested by the CSIR as part of the RFP process.

18 MEDIUM OF COMMUNICATION

All documentation submitted in response to this RFP must be in English.

19 COST OF PROPOSAL

Tenderers are expected to fully acquaint themselves with the conditions, requirements and specifications of this RFP before submitting proposals. Each tenderer assumes all risks for resource commitment and expenses, direct or indirect, of proposal preparation and participation throughout the RFP process. The CSIR is not responsible directly or indirectly for any costs incurred by tenderers.

20 CORRECTNESS OF RESPONSES

20.1 The tenderer must confirm satisfaction regarding the correctness and validity of their proposal and that all prices and rates quoted cover all the work/items specified in the RFP. The prices and rates quoted must cover all obligations under any resulting contract.

20.2 The tenderer accepts that any mistakes regarding prices and calculations will be at their own risk.

21 VERIFICATION OF DOCUMENTS

22.1 Tenderers should check the numbers of the pages to satisfy themselves that none are missing or duplicated. No liability will be accepted by the CSIR in regard to anything arising from the fact that pages are missing or duplicated.

22.2 One electronic copy (email only) of each proposal (Technical and Financial) must be submitted.

22.3 Pricing schedule and B-BBEE credentials should be submitted with the proposal, but as a separate document and no such information should be available in the technical proposal.

22 SUB-CONTRACTING

22.1 A tenderer will not be awarded points for B-BBEE status level if it is indicated in the tender documents that such a tenderer intends sub-contracting more than **25%** of the value of the contract to any other enterprise that does not qualify for at least the points that such a tenderer qualifies for, unless the intended sub-contractor is an exempted micro enterprise that has the capability and ability to execute the sub-contract.

22.2 A tenderer awarded a contract may not sub-contract more than **25%** of the value of the contract to any other enterprise that does not have an equal or higher B-BBEE status level than the person concerned, unless the contract is sub-contracted to an exempted micro enterprise that has the capability and ability to execute the sub-contract.

23 ENGAGEMENT OF CONSULTANTS

The consultants will only be remunerated at the rates:

- 23.1 Determined in the "Guideline for fees", issued by the South African Institute of Chartered Accountants (SAICA); or
- 23.2 Set out in the "Guide on Hourly Fee Rates for Consultants", by the Department of Public Service and Administration (DPSA); or
- 23.3 Prescribed by the body - regulating the profession of the consultant.

24 TRAVEL EXPENSES

24.1 All travel expenses for the CSIR's account, be it directly via the CSIR's travel agent or indirectly via re-imbursements, must be in line with the CSIR's travel policy. The following will apply:

- 24.1.1 Only economy class tickets will be used.
- 24.1.2 A maximum of R1400 per night for accommodation, dinner, breakfast and parking will be allowed.
- 24.1.3 No car rentals of more than a Group B will be accommodated.

25 ADDITIONAL TERMS AND CONDITIONS

25.1 A tenderer shall not assume that information and/or documents supplied to CSIR, at any time prior to this request, are still available to CSIR, and shall consequently not make any reference to such information document in its response to this request.

25.2 Copies of any affiliations, memberships and/or accreditations that support your submission must be included in the tender.

25.3 In case of proposal from a joint venture, the following must be submitted together with the proposal:

- Joint venture Agreement including split of work signed by both parties;
- The valid copy of the B-BBEE certificate of the joint venture;
- The Tax Compliance Status of each joint venture member;
- Proof of ownership/shareholder certificates/copies; and

- Company registration certificates.

25.4 An omission to disclose material information, a factual inaccuracy, and/or a misrepresentation of fact may result in the disqualification of a tender, or cancellation of any subsequent contract.

25.5 Failure to comply with any of the terms and conditions as set out in this document will invalidate the Proposal.

26 CSIR RESERVES THE RIGHT TO

26.1 Extend the closing date;

26.2 Verify any information contained in a proposal;

26.3 Request documentary proof regarding any tendering issue;

26.4 Give preference to locally manufactured goods;

26.5 Appoint one or more service providers, separately or jointly (whether or not they submitted a joint proposal);

26.6 Award this RFP as a whole or in part;

26.7 Cancel or withdraw this RFP as a whole or in part.

27 DISCLAIMER

This RFP is a request for proposals only and not an offer document. Answers to this RFP must not be construed as acceptance of an offer or imply the existence of a contract between the parties. By submission of its proposal, tenderers shall be deemed to have satisfied themselves with and to have accepted all Terms & Conditions of this RFP. The CSIR makes no representation, warranty, assurance, guarantee or endorsements to tenderer concerning the RFP, whether with regard to its accuracy, completeness or otherwise and the CSIR shall have no liability towards the tenderer or any other party in connection therewith.

DECLARATION BY TENDERER

Only tenderers who completed the declaration below will be considered for evaluation.

RFP No: 1054/02/12/2022

I hereby undertake to render services described in the attached tendering documents to CSIR in accordance with the requirements and task directives / proposal specifications stipulated in RFP No 1054/02/12/2022 at the price/s quoted. My offer/s remains binding upon me and open for acceptance by the CSIR during the validity period indicated and calculated from the closing date of the proposal.

I confirm that I am satisfied with regards to the correctness and validity of my proposal; that the price(s) and rate(s) quoted cover all the services specified in the proposal documents; that the price(s) and rate(s) cover all my obligations and I accept that any mistakes regarding price(s) and rate(s) and calculations will be at my own risk.

I accept full responsibility for the proper execution and fulfilment of all obligations and conditions devolving on me under this proposal as the principal liable for the due fulfilment of this proposal.

I declare that I have no participation in any collusive practices with any tenderer or any other person regarding this or any other proposal.

I accept that the CSIR may take appropriate actions, deemed necessary, should there be a conflict of interest or if this declaration proves to be false.

I confirm that I am duly authorised to sign this proposal.

NAME (PRINT)

CAPACITY

SIGNATURE

NAME OF FIRM

DATE

WITNESSES

1

2

DATE:

30 ANNEXURE A

| CRITERIA DESCRIPTION | | SCORING RATING | | | | |
|---|--------|-------------------------|--|--|--|--|
| | % | 0 | 5 | 7 | 8 | 10 |
| | Weight | No response | Average | Good | Very good | Excellent |
| Content Curation | | | | | | |
| Knowledge (appropriate qualification) and experience (track record of work) in website curation and content creation. | 25 | No information provided | 1 year experience (Proof provided) | 2-3 years' experience (Proof provided) | 4-5 years' experience (proof provided) | More than 5 years' experience with (proof provided) |
| Knowledge and experience in the technology innovation, Startups/SME ecosystem of SACU | 25 | No information provided | 1 year experience (Proof provided) | 2- 3 years' experience (Proof provided) | 4-5 years experience (Proof provided) | More than 5 years' Experience (proof provided) |
| Knowledge and experience in executing digital marketing activities i.e social media campaigns | 20 | No information provided | 1-year experience (Proof provided) | 2-3-years' experience (Proof provided) | 4-5-years' experience (Proof provided) | More than 5 years' experience (proof provided) |
| Quality portfolio/track record of similar work | 15 | No information provided | Portfolio includes evidence of 1 website or portal curated + content created | Portfolio includes evidence of 2 websites or portals curated + content created | Portfolio includes evidence of 3 websites or portals curated + content created | Portfolio includes evidence of 4 or more excellent, high-profile websites or portals curated + content created |
| Client testimonials of similar work done | 15 | No information provided | 1 verifiable testimonial | 2 – 3 verifiable testimonials | 4 – 5 verifiable testimonials | More than 5 verifiable testimonials from reputable, high volume and high profile websites or Portals |