



## Request for proposals (RFP)

**The provision of Media Monitoring and Analysis services to CSIR for a Period of two (2) Years, on an "as and when required" basis.**

**RFP No. 937/02/02/2021**

Date of issue	Tuesday, 19 January 2021
Closing Date and Time	Tuesday, 02 February 2021 at 16:30 – Late bids will not be considered
Submission of responses	<b>All responses must be submitted to:</b> <a href="mailto:tender@csir.co.za">tender@csir.co.za</a> <b>Submissions cannot be submitted to any other address, as this will lead to elimination</b>
Contact details	Submission of enquiries: All enquiries must be submitted to <a href="mailto:tender@csir.co.za">tender@csir.co.za</a> .
CSIR Business Hours	08:00 – 16:30

## TABLE OF CONTENTS

<b>SECTION A – TECHNICAL INFORMATION</b>	<b>3</b>
<b>1 INTRODUCTION</b>	<b>3</b>
<b>2 BACKGROUND</b>	<b>3</b>
<b>3 INVITATION FOR PROPOSAL</b>	<b>3</b>
<b>4 PROPOSAL SPECIFICATION</b>	<b>3</b>
<b>5 FUNCTIONAL EVALUATION CRITERIA</b>	<b>4</b>
<b>6 ELIMINATION CRITERIA</b>	<b>5</b>
<b>7 NATIONAL TREASURY CENTRAL SUPPLIER DATABASE REGISTRATION</b>	<b>5</b>
<b>8 PROCEDURE FOR SUBMISSION OF PROPOSALS</b>	<b>5</b>
<b>9 TENDER PROGRAMME</b>	<b>6</b>
<b>10 SUBMISSION OF PROPOSALS</b>	<b>6</b>
<b>11 DEADLINE FOR SUBMISSION</b>	<b>6</b>
<b>12 AWARDING OF TENDERS</b>	<b>7</b>
<b>13 EVALUATION PROCESS</b>	<b>7</b>
<b>14 PRICING PROPOSAL</b>	<b>7</b>
<b>15 VALIDITY PERIOD OF PROPOSAL</b>	<b>8</b>
<b>16 APPOINTMENT OF SERVICE PROVIDER</b>	<b>8</b>
<b>17 ENQUIRIES AND CONTACT WITH THE CSIR</b>	<b>8</b>
<b>18 MEDIUM OF COMMUNICATION</b>	<b>9</b>
<b>19 COST OF PROPOSAL</b>	<b>9</b>
<b>20 CORRECTNESS OF RESPONSES</b>	<b>9</b>
<b>21 VERIFICATION OF DOCUMENTS</b>	<b>9</b>
<b>22 SUB-CONTRACTING</b>	<b>9</b>
<b>23 ENGAGEMENT OF CONSULTANTS</b>	<b>10</b>
<b>24 TRAVEL EXPENSES</b>	<b>10</b>
<b>25 ADDITIONAL TERMS AND CONDITIONS</b>	<b>10</b>
<b>26 CSIR RESERVES THE RIGHT TO</b>	<b>11</b>
<b>27 DISCLAIMER</b>	<b>11</b>
<b>PRICING STRUCTURE</b>	<b>12</b>
<b>DECLARATION BY TENDERER</b>	<b>13</b>
<b>28 ANNEXURE A: SCORING SHEET</b>	<b>14</b>
<b>29 ANNEXURE A – SBD1 SARS FORM</b>	<b>15</b>
<b>(TO BE COMPLETED BY SUPPLIER AND SUBMITTED WITH TENDER)</b>	<b>15</b>

## **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**

As a state-owned entity, the CSIR operates in the public domain and interacts with a number of stakeholders, media being one of them. As a result, the CSIR is constantly under media scrutiny and its scientists are featured on different media platforms profiling their research or achievements.

The aim of the CSIR's media strategy is to favourably position itself in the media industry as a leader in science, technology and innovation. It is about profiling the company in a way that will raise awareness about its brand as well as protect and enhance its image (reputation management). In order to efficiently do that, the CSIR needs to know and understand what stories are being written or broadcasted about it even on social media platforms. These stories need to be analysed in order to understand which media or journalist is writing about the CSIR and how that impacts the company. It is for these reasons that the CSIR is looking for a service provider to provide media monitoring and analysis services for a period of two years.

### **3 INVITATION FOR PROPOSAL**

Proposals are hereby invited for the provision of Media Monitoring and Analysis services to the CSIR.

### **4 PROPOSAL SPECIFICATION**

All proposals are to be submitted in a format specified (refer to Section A) (if applicable). However, tenderers are welcome to submit additional / proposals over and above the originally specified requirements.

Service providers are required to submit proposals to conduct broadcast, print, online, digital and social media monitoring for the CSIR. The proposal should state the method in which the service provider will monitor the media and deliver the clips to the CSIR covering:

- Print media monitoring (including community and regional publications),
- Broadcast media monitoring (including community and regional radio and television stations),
- Online/internet monitoring,
- Social media monitoring,
- Ability to do media monitoring on all media platforms in other African countries,
- Clear and accurate monthly, quarterly and annual coverage analyses (including social media),
- Daily e-mail alerts
- Website portal,
- Clip and article downloads,
- Ability to do back search or access archived material (indicated how far back one can search)
- Ability to comply with all keywords provided

## 5 FUNCTIONAL EVALUATION CRITERIA

The evaluation of the functional / technical detail of the proposal will be based on the below criteria.

	EVALUATION ELEMENT	WEIGHTED SCORE
1	<b>Media monitoring:</b> Clearly defined and detailed plan of doing media and social media monitoring	20
2	<b>Media Analysis:</b> A clear outline of what the analysis will cover	20
3	<b>Alerts:</b> A description of how monitoring alerts will be sent and which system(s) will be utilised.	20
4	<b>Website portal:</b> The service provider must be able to provide examples of website portals they have previously managed.	20
5	<b>Experience:</b> The service provider's ability to manage media monitoring projects will be measured by examples of where such work was completed	20

- 5.1 Proposals with functionality / technical points of less than the pre-determined minimum overall percentage of 80% and less than 50% on any of the individual criteria will be eliminated from further evaluation.
- 5.2 Refer to Annexure A for the scoring sheet that will be used to evaluate functionality.

## 6 ELIMINATION CRITERIA

Proposals will be eliminated under the following conditions:

- Submission after the deadline; and
- Proposals submitted at incorrect location. (Proposals to be submitted electronically to [tender@csir.co.za](mailto:tender@csir.co.za)).

## 7 NATIONAL TREASURY CENTRAL SUPPLIER DATABASE 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](http://www.csd.gov.za);
- provide the CSIR of their CSD registration number; and
- provide the CSIR with a certified copy of their 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 PROCEDURE FOR SUBMISSION OF PROPOSALS

- 8.1 All proposals must be submitted electronically to [tender@csir.co.za](mailto:tender@csir.co.za).
- 8.2 Respondents must use the RFP number as the subject reference number when submitting their bids.
- 8.3 The e-mail and file sizes should not exceed a total of 25MB per e-mail.
- 8.4 The naming/labeling syntax of files or documents must be short and simple (e.g., Product Catalogues).
- 8.5 All documents submitted electronically via e-mail must be clear and visible.
- 8.6 All proposals, documents, and late submissions after the due date will not be evaluated.

**NB: NO HARD COPIES OR PHYSICAL SUBMISSIONS WILL BE ACCEPTED**

## 9 TENDER PROGRAMME

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

- Issue of tender documents: 19 January 2021
- Closing / submission Date: 02 February 2021

## 10 SUBMISSION OF PROPOSALS

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

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

10.3 All emailed proposal submissions are to be clearly subject-referenced with the RFP number.

10.4 All emailed proposal submissions are to be clearly subject-referenced with the RFP number.

Proposals must consist of two parts, each of which must be sent in two separate emails with the following subject:

**PART 1:** Technical Proposal: RFP No.: 937/02/02/2021

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

RFP No.: 937/02/02/2021

10.5 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.

10.6 Proposals submitted must be in any of the following file formats:

- PDF
- PPT and PPTX
- XLS and XLSX (Excel) - **Only where required**

## 11 DEADLINE FOR SUBMISSION

Proposals shall be submitted at the **email address** mentioned above no later than the closing date of **Tuesday, 02 February 2021** 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**, local production and content.
- 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.

14.6 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.

## **15 VALIDITY PERIOD OF PROPOSAL**

Each **proposal** shall be valid for a minimum 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 937/02/02/2021– The provision of Media Monitoring and Analyses services 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**

21.1 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

21.2 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.

21.3 If a courier service company is being used for delivery of the proposal document, the RFP description must be endorsed on the delivery note/courier packaging to ensure that documents are delivered to the tender box, by the stipulated due date.

## **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-imburements, 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 R1300 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 original or certified copy of the B-BBEE certificate of the joint venture;
- The Tax Clearance Certificate 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.

## PRICING STRUCTURE

Description	Overall Total Excl Vat
<p>Service providers are required to submit proposals to conduct broadcast, print, online, digital and social media monitoring for the CSIR. The proposal should state the method in which the service provider will monitor the media and deliver the clips to the CSIR covering:</p> <ul style="list-style-type: none"> <li>• Print media monitoring (including community and regional publications),</li> <li>• Broadcast media monitoring (including community and regional radio and television stations),</li> <li>• Online/internet monitoring,</li> <li>• Social media monitoring,</li> <li>• Ability to do media monitoring on all media platforms in other African countries,</li> <li>• Clear and accurate monthly, quarterly and annual coverage analyses (including social media),</li> <li>• Daily e-mail alerts</li> <li>• Website portal,</li> <li>• Clip and article downloads,</li> <li>• Ability to do back search or access archived material (indicated how far back one can search)</li> <li>• Ability to comply with all keywords provided</li> </ul>	
<b>Sub Total (Excl Vat)</b>	<b>R</b>
<b>Total 15% Vat</b>	<b>R</b>
<b>Total (Incl Vat)</b>	<b>R</b>

## DECLARATION BY TENDERER

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

**RFP No: 937/02/02/2021**

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..... 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 .....

<b>WITNESSES</b>	
1	.....
2	.....
DATE: .....	

## 28 ANNEXURE A: SCORING SHEET

Competence	Criterion	Key Aspects of Criterion	Points
<b>Media monitoring</b> [20%]	Clearly defined and detailed plan of doing media and social media monitoring	Detailed and well-articulated proposal which describes the approach that the bidder will use to implement this project. The proposal must be clear, practical, and structured. It must also be in line with the scope of work.	10
		The media monitoring proposal is not well articulated and does not cover adequate details of how the project will be implemented.	5
		The media monitoring proposal is non-existent/unclear/unstructured or not in sync with the scope of work.	0
<b>Media analysis</b> [20%]	A clear outline of what the analysis will cover	The media analysis proposal is very clear, offers a good solution and addresses all of the project's construction and refurbishment requirements. The implementation plan is in sync with the project's scope and timelines.	10
		Proposal and implementation plan have been articulated but does not address all areas adequately. The level of details covered is inadequate.	5
		The proposal and implementation plan lacks specifications and the proposed timelines are not in line with the project's deadlines.	0
<b>Alerts</b> [20%]	A description of how monitoring alerts will be sent and which system(s) will be utilised.	The description of how alerts will be sent is clear and realistic. It has enough details to understand how it should be implemented	10
		The description lacks some information and it is not clear on how alerts will be sent.	5
		Unclear description at all	0
<b>Website portal</b> [20%]	The service provider must be able to provide examples of website portals they have previously managed.	3 examples of website portals and how they operate.	10
		2 examples of website portals and how they operate	5
		1 example of projects with similar size and budget.	0
<b>Experience</b> [20%]	The service provider's ability to manage media monitoring projects will be measured by examples of where such work was completed.	List of 4 previously managed projects with contactable references	10
		List of 2 previously managed projects with contactable references	5
		List of less than 2 previously managed projects with contactable references	0

**29 ANNEXURE A – SBD1 SARS Form**  
**(To be completed by supplier and submitted with tender)**