

## Request for Proposals (RFP)

**The provision of Brand Strategy, Website Design and Marketing services for the Innovation Bridge Portal to the CSIR**

**RFP No.1062/15/12/2022**

Date of Issue	01 December 2022	
Closing Date and Time	15 December 2022 at 16:30	
Briefing Session date and Time via MS Teams	12 December 2022 @ 11:00 Link : <a href="#">Click here to join the meeting</a>	
Submissions	<a href="mailto:tender@csir.co.za">tender@csir.co.za</a>	
Enquiries	Strategic Procurement Unit	E-mail : <a href="mailto:tender@csir.co.za">tender@csir.co.za</a>
CSIR business hours	08h00 – 16h30	
Category	Professional Services	

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## **SECTION A – TECHNICAL INFORMATION**

### **1 INTRODUCTION**

The Innovation Bridge Portal seeks to be a not-for-profit open innovation platform that brings ecosystem stakeholders together for the benefit of innovators and 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, start-up and scale-up entrepreneurs and innovators along their journey.

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 public-private digital ecosystem for innovation and entrepreneurship collaboration, knowledge and resource sharing and matchmaking amongst and between the ecosystem actors in South Africa.
- Accelerating the journey of an entrepreneur by providing relevant information that guides the entrepreneur along their tricky journey
- 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](http://www.innovationbridge.info).

The Portal, via a strategic partnership with the Department of Small Business Development, will be enhanced in order to provide an improved support offering to entrepreneurs and, will become the national platform for SMMEs.

### **2 INVITATION FOR PROPOSAL**

The CSIR, as part of the Innovation Bridge Portal project, is seeking to appoint a service provider with the necessary expertise to develop a new brand (incl name change), brand strategy and corporate identity for the Portal. This includes the designs needed for the front end of the Portal/system. The service provider also needs to develop the necessary marketing collateral and messaging for launching the combined Department of Science and Innovation and Department of Small Business Development Portal in March/April of 2023.

## **Responsibilities/Requirements**

### **A. Deliverables**

#### **1. Branding Strategy**

Provision of at least two brand options.

Draft brand strategy incl but not limited to: new name, new logo, brand messaging and all corporate identity items necessary - due within 3 weeks of appointment

Final brand strategy, with corporate identity pack – due within 5 weeks of appointment

#### **2. Front end designs for the portal**

Incorporate the new brand and design max 10 new pages - due within 6 weeks of appointment.

#### **3. Marketing campaign for the launch of the combined portal**

Create marketing collateral (social media graphics and content etc.) and design a campaign to inform the public of the newly launched combined portal - due within 10 weeks of appointment.

### **B. Term**

The above-mentioned services are required for a period of 5 months.

### **C. Pricing**

Pricing should be provided on the cost per deliverable.

## **3 PROPOSAL SPECIFICATION & REQUIRED DOCUMENTATION**

Bidders are to submit responses in the following format prescribed below. Failure to adhere to this may result in disqualification and the tender may be deemed as non-responsive. Proposals suggesting a partnership/collaboration between organisations are acceptable if the combined effort intends to make use of complementary services in order to offer a comprehensive service.

### 3.1 Technical Proposal

The following must be submitted as part of the **technical** proposal:

- Cover letter
- Company Profile indicating the company's age, resources, and capability.
- Experience in terms of providing Brand Strategy, Website Design and Marketing services. Please provide a list of contactable references and projects done that should include– e.g., Project description, Name of client, telephone number, email address, Location, Year, Contract value, Name of Project Manager, Status (completed / in progress).
- Reference testimonial letters for previously completed projects between 2011 and 2022 from previous clients.
- Portfolio of evidence or case studies of previous successful projects delivered.
- Provide proposed methodology and approach in delivering the required services as outlined in the RFP

### 3.2 Financial Proposal:

The following must be submitted as part of the **financial** proposal:

- Cover letter
- Proposed cost/ commercial offer on official company letterhead.
- The pricing must be firm and inclusive of all costs and disbursements required to render the required services to the CSIR.
- Bidders to indicate cost breakdown per project stage including any applicable discounts.
- A detailed cost breakdown of the proposed cost in line with scope of work and deliverables.
- Provide a valid copy of a B-BBEE certificate or valid sworn affidavit (RSA suppliers only).

## **4 FUNCTIONAL EVALUATION CRITERIA**

- 4.1 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.
- 4.2 Refer to Annexure A for the scoring sheet that will be used to evaluate proposals received.

## **5 ELIMINATION CRITERIA**

Proposals will be eliminated under the following conditions:

- Submission after the deadline;
- Proposals submitted at an 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 and SBD 4.

## **6 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](http://www.csd.gov.za);
- provide the CSIR of their CSD registration number; and
- provide the CSIR with a valid (SANAS approved) copy of their B-BBEE certificate or sworn affidavit. If no certificate or affidavit can be provided, no points will be scored during the evaluation process. (RSA suppliers only)

## SECTION B – TERMS AND CONDITIONS

### 7 VENUE FOR PROPOSAL SUBMISSION

All proposals must be submitted to [tender@csir.co.za](mailto: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.

### 8 TENDER PROGRAMME

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

- Issue of tender documents: 01 December 2022
- Briefing session date and MS Teams link 12 December 2022  
[Click here to join the meeting](#) 11:00am
- Last date for submission of queries: 13 December 2022
- Closing / submission Date: 15 December 2022

### 9 SUBMISSION OF PROPOSALS

9.1 All proposals are to be submitted electronically to [tender@csir.co.za](mailto:tender@csir.co.za) No late proposals will be accepted.

**PART 1:** Technical Proposal: RFP No.1062/15/12/2022

**PART 2:** Pricing Proposal, RFP No.1062/15/12/2022

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

9.3 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.

9.4 Proposals submitted must be in the PDF file formats:

### 10 DEADLINE FOR SUBMISSION

Proposals shall be submitted at the email address mentioned above no later than the closing date of **Thursday ,15 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.

## 11 AWARDING OF TENDERS

11.1 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.

## 12 EVALUATION PROCESS

### 12.1 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.

### 12.2 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.

## 13 PRICING PROPOSAL

13.1 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.

13.2 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.

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

13.4 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.*

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

#### **14 VALIDITY PERIOD OF PROPOSAL**

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

#### **15 APPOINTMENT OF SERVICE PROVIDER**

15.1 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.

15.2 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.

15.3 Awarding of contracts will be announced on the National Treasury website and no regret letters will be sent to unsuccessful bidders.

#### **16 ENQUIRIES AND CONTACT WITH THE CSIR**

Any enquiry regarding this RFP shall be submitted in writing to CSIR at [tender@csir.co.za](mailto:tender@csir.co.za) with RFP No.1062/15/12/2022-**The provision of branding and corporate identity services for the Innovation Bridge Portal**" 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.

## **17 MEDIUM OF COMMUNICATION**

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

## **18 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.

## **19 CORRECTNESS OF RESPONSES**

19.1 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.

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

## **20 VERIFICATION OF DOCUMENTS**

20.1 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 regarding anything arising from the fact that pages are missing or duplicated.

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

20.3 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.

## **21 SUB-CONTRACTING**

- 21.1 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.
- 21.2 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.

## **22 ENGAGEMENT OF CONSULTANTS**

The consultants will only be remunerated at the rates:

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

## **23 TRAVEL EXPENSES**

- 23.1 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:
- 23.1.1 Only economy class tickets will be used.
- 23.1.2 A maximum of R1400 per night for accommodation, dinner, breakfast and parking will be allowed.
- 23.1.3 No car rentals of more than a Group B will be accommodated.

## **24 ADDITIONAL TERMS AND CONDITIONS**

- 24.1 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.
- 24.2 Copies of any affiliations, memberships and/or accreditations that support your submission must be included in the tender.
- 24.3 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.
- 24.4 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.
- 24.5 Failure to comply with any of the terms and conditions as set out in this document will invalidate the Proposal.

## **25 CSIR RESERVES THE RIGHT TO**

- 25.1 Extend the closing date;
- 25.2 Verify any information contained in a proposal;
- 25.3 Request documentary proof regarding any tendering issue;
- 25.4 Give preference to locally manufactured goods;
- 25.5 Appoint one or more service providers, separately or jointly (whether or not they submitted a joint proposal);
- 25.6 Award this RFP as a whole or in part;
- 25.7 Cancel or withdraw this RFP as a whole or in part.

## **26 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.1062/15/12/2022**

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.1062/15/12/2022** 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 : FUNCTIONAL EVALUATION SCORING SHEET

CRITERIA DESCRIPTION	%	0	5	7	8	10
	Weight	No response	Average	Good	Very good	Excellent
	Knowledge (appropriate qualification) and experience (track record of work) in creating brand strategy.	25	No information provided	1 year experience (Proof provided)	3 years' experience (Proof provided)	5 years' experience (Proof provided)
Knowledge and experience in design for digital platforms	25	No information provided	1 year (Proof provided)	3 years experience (Proof provided)	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)	3-years' experience (Proof provided)	5-years' experience (Proof provided)	More than 5 years' experience (Proof provided)
Quality portfolio/track record of similar work	15	No information provided	Portfolio of 1 brand strategy, 1 social media campaign and 1 website design done	Portfolio of 2 brand strategies, 2 social media campaign and 2 website design done	Not applicable	Portfolio of 3 brand strategies (1 of which must be high profile), 3 social media campaigns and 3 website design done
Client testimonials	15	No information provided/unverifiable testimonials	1 verifiable testimonial	2 verifiable testimonials	Not applicable	3 verifiable testimonials