



**EXPRESSION OF INTEREST – ONLINE
BRAND REPUTATION MANAGEMENT
SOLUTION**

Date of Publication: Monday 12th of December 2022

Closing Date: Friday 3rd of February 2023 at 0900hrs (SAST).

1. Background

Botswana Institute for Technology Research and Innovation (BITRI), established in 2012, conducts needs-based research and development that are national priorities. The technologies should, as much as possible, maximize the use of local materials and ensure efficiency and affordability.

BITRI has two thematic research areas, namely: Natural Resources and Materials, and Technologies; and each of these two thematic areas has three divisions, making a total of six research divisions.

Divisions in Natural Resources and Materials are:

Nanomaterials

The division has the main areas as listed below:

Filtration: This focuses on developing filtration materials that can be used in water purification and protective clothing in the mining and health industries.

Diagnostics: This research focus seeks to develop point-of-care diagnostics kits for animal and human health.

Mineral Beneficiation: This involves developing beneficiation technologies that add value to coal and base metals; in environmentally friendly ways.

Building Materials Science

The division focuses on developing innovative building materials from natural raw materials and industrial by-products or waste. Focus areas include:

- Developing technologies for re-cycling building materials
- Identifying new and/or innovative uses of conventional building materials as well as testing such materials for fitness-for-purpose

Climate Change

This division focuses on risks climate change pose to the economy of Botswana. Such climate risks include droughts, extreme weather events, increasing temperatures, vector borne disease out-break and changes in water availability.

Divisions in Technologies are:

Information Systems Technologies

The division focuses on research and development to provide technology solutions and next-generation products in seven priority areas: Health, Education, Tourism, Agriculture, Transportation, Security & Forensics, Entertainment and Culture. Focus areas are:

- Software Systems Development and Integration
- Software Systems Analysis, Testing and Validation
- Artificial Intelligence, Data Analytics, Prediction and Visualization
- Research & Development of Next Generation Information Systems and Technologies

- Open Data and Information Security
- ICT and Infrastructure Consultancy Services

Electronics and Communications Systems

The division focuses on research and development in two main areas:

- **Consumer Electronics:** Spanning from smart lighting systems, multimedia gadgets/systems to control electronic systems
- **Smart Systems:** Development of wireless communication systems

Energy

The division focuses its research in two areas: Renewable Energy and Non-renewable Energy.

Renewable Energy:

- Solar Thermal
- Photovoltaic
- Biomass

Non-renewable Energy:

- Coal
- Energy Audits and Management

2. EOI Specifications

BITRI seeks the services of a reputable company to provide a comprehensive media, online and social networks brand and reputation management solution. The solution/software should be able to track content on mainstream media platforms such as television, radio and print as well as online on various websites, social media platforms, forums, video platforms and blogs. Content monitored should include but not limited to audio clips, video, images, text, and pictures.

The service provider would periodically submit reports and recommend plan of action based on the reports.

The solution shall be able to provide media monitoring, analysis and evaluation on all mainstream media across the globe.

The solution shall provide:

- Monitoring of media and brand mentions from Botswana and across all relevant countries and territories
- Search Engine Optimisation, and Online Monitoring with unlimited tracked keywords to monitor direct and organic mentions as well as indirect mentions of BITRI and associated brands
- Social media monitoring, management, and engagement on major social networks (please specify the most relevant 20 networks)
- Online media monitoring on major global news sources, radio transcripts, local and regional journals, trade and science, technology and research journals, applications, and blogs across the globe
- Enable media relations as in offering press release and editorial pitches platforms, monitoring performance of each release and pitch, compiling media database by topic, publications, locations and circulation figures.
- Search on bloggers and journalists and their profiles writing about BITRI products, thematic areas and topics.
- Recognise major international languages and characters, translation of such into English, assigning tone, quality of exposure, identify geographic location of user (country and town/city), language, demographics, influence, credibility of author/ source, number of unique authors, influencers, share of voice, share of conversation, sentiment, and plan of action. Please specify at least fifteen most relevant of these languages
- Activates newsfeeds to relevant stakeholders and subscribers
- Provide RSS feeds for primary, secondary, and tertiary stakeholders
- Real time monitoring of posts and campaigns
- Creation of, responses, and sharing of mentions
- Monitor brand perceptions and brand one a monthly, quarterly, and annual bases
- Monitor market trends and recommend plan of action

- Sending of alerts when source with high credibility mentions the BITRI brand. These include professionals, brand advocates and ambassadors and specific communities
- Compare conversation about the BITRI and that of competitors
- Track historical discussions
- Customised dashboard of reports with drill-down capability. The service provider shall clearly state the format of specific reports and their frequencies as well as the cost factor. As an indication, the costs for daily, weekly, fortnightly, monthly, quarterly and annual reports should be clearly computed and stated

3. Proof of Ownership or Licence of Software

All service providers shall submit with their proposal documented proof of ownership or licence stipulating duration of licence of software solution proposed. Failure to fulfil this requirement will render your submission ineligible for evaluation.

4. Costing

The service provider shall provide an itemised quotation detailing every cost, including call outs, support and training if necessary. The preferred mode of payment should also be specified.

5. Compliance

Quotations should be accompanied by the documentation (or similar) as follows:

Valid and duly certified tax clearance certificate or exemption in the case of foreign companies (compulsory requirement)

You should also submit a company registration certificate, with related documents e.g. registration of business name if you have not submitted the same in the past.

4. Evaluation

BITRI Shall use the Quality Based Selection (QBS) evaluation method to assess submissions.

#	Evaluation Criteria	Score (%)	Breakdown ((%)
1	Citizen Ownership	20	20 - Wholly Citizen owned 10 - Majority Citizen owned 5 - Minority Citizen owned

			0 – 100% Foreign owned, with no citizen ownership
	Proof of Ownership of ORM solution and/or Proof of Licensing from the owner of ORM solution	20	<p>20 - Proof of Ownership of ORM solution</p> <p>10 - Proof of Licensing from the owner of ORM solution</p> <p>0 – No Proof of Ownership of ORM solution and/or Licensing from the owner of ORM solution</p>
2	Experience of Company in Online Reputation Management technologies and solutions	30	<p>[30 points] =/> 5yrs. experience in providing Online Reputation Management technologies and solutions</p> <p>[20 points] =/>3 to <5 yrs. experience in providing Online Reputation Management technologies and solutions</p> <p>[10 points] =/>1 to <3 years' experience in providing Online Reputation Management technologies and solutions</p>

			[5 points] < 1-year experience in providing Online Reputation Management technologies and solutions
	References from clients the bidder has satisfactorily provided ORM solutions to	10	[10 points] =/>3 reference letters [5 points] 1 to 2 reference letters [0 points] No reference letter
5	Curriculum Vitae of Key Personnel	20	[20 points] – relevant educational and professional qualifications and experience in ORM account management and related services [10 points] – relevant qualifications but lack experience in ORM account management and related services, or experience in ORM account management and related services, but no relevant education and professional qualifications 0 – no relevant educational and

			professional qualifications and experience in ORM account management and related services
	TOTAL	100%	

A minimum of 70% score is required for a company to be considered for inclusion in the list.

6. Timelines

The service provider shall submit a comprehensive project plan detailing conception, implementation, and support scenarios for the project.

7. Closing Date

The Closing Date and Time for the EOI is **Friday 3rd of February 2023 at 0900hrs (SAST)**.

8. Validity of EOI

The EOI should be valid for 90 Days from Closing Date.

9. Enquiries

Enquiries regarding this EOI should be communicated by email to the BITRI Procurement unit at procurement@bitri.co.bw

10. Submission of Quotations

EOIs are to be sent via email procurement@bitri.co.bw, hand-delivered or couriered on or before the Closing Date at the physical address below:

Botswana Institute for Technology Research and Innovation
Plot 50654, Machel Drive, Maranyane House, Fairgrounds
Gaborone
Botswana

The EOI should reach the above address not later than **Friday 3rd of February 2023 at 0900hrs (SAST)**.

Submission received after the above deadline will not be considered.

Expression of Interest from companies failing to provide the required information will be disregarded. Invitation to bid and any subsequent purchase order will be issued in

accordance with procurement rules and procedures of Botswana Government. This Expression of Interest does not entail any commitment on the part of BITRI.

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