



COPYRIGHT SOCIETY OF BOTSWANA (COSBOTS)

REQUEST FOR QUOTATION

CSB/SMCM 2020/08/24

**PROVISION OF SERVICES - SOCIAL MEDIA CONTENT
MANAGEMENT**

Issued by:

COPYRIGHT SOCIETY OF BOTSWANA (COSBOTS)

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List of Abbreviations

The following table shows the important acronyms, abbreviations and definitions used in this document.

Abbreviation	Description
CIPA	Companies and Intellectual Property Authority
COSBOTS	Copyright Society of Botswana
RFQ	Request For Quotation
PID	Project Initiation Document

Table 1: List of Abbreviations

1. Document Overview

1.1. Purpose

Copyright Society of Botswana is a company limited by guarantee mandated by the Copyright and Neighbouring Rights Act CAP 68:02 to license users, collect and distribute royalties. The company is in need of a service provider to manage its social media content and is accepting proposals in response to this Request For Quotation (RFQ) in order to find a qualified resource to provide the service. COSBOTS requires the services of reputable Service Providers with a proven track record to assist in managing the content on its social media platforms to increase the overall public awareness and brand equity of COSBOTS through consistently creating and publishing valuable content to help establish authentic connections with our target audience.

1.2. Audience and Working Language

The intended audience of this document are qualified companies and individuals who have the skills and understanding of social media management and are able to offer unique services that speak to effective lead generation strategies on social media platforms for purposes of growing corporate brand equity for their clients. The proposal and all documents shall be written in English.

1.3. Liability for Errors

All efforts have been made to ensure an accurate representation of information contained in this request and related documents. It shall be the bidder's responsibility to seek clarification should the need arise.

1.4. Confidentiality

1.4.1. Confidentiality information of COSBOTS

All information provided by or obtained from the Copyright Society of Botswana in any form in connection with this RFQ either before or after the issuance of this RFQ:

- a) is the sole property of COSBOTS and must be treated as confidential;
- b) is not to be used for any purpose other than replying to this RFQ and the performance of any subsequent contract for the deliverables;
- c) must not be disclosed without prior written authorization from COSBOTS; and
- d) must be returned by the proponent to COSBOTS immediately upon the request of COSBOTS.

1.4.2. Confidential Information of Proponent

A proponent should identify any information in its proposal, or any accompanying documentation supplied in confidence for which confidentiality is to be maintained by COSBOTS. The confidentiality of such information will be maintained by COSBOTS,

except as otherwise required by order of a court or tribunal. Proponents are advised that their proposals will, as necessary, be disclosed, on a confidential basis, to advisers retained by COSBOTS to advise or assist with the RFQ process, including the evaluation of proposals. If a proponent has any questions about the collection and use of personal information pursuant to this RFQ, questions are to be submitted to the RFQ Contact.

2. Project Overview

2.1. Background

The Copyright Society of Botswana (COSBOTS) was established in Botswana and became fully operational in November 2011. It is mandated by the Copyright and Neighbouring Rights Act – CAP 68:02 of 2006, to monitor the usage of Copyright works - licence and collect royalties from users of copyright protected works, and to distribute the royalties to copyright owners. COSBOTS administers the rights of musical works, sound recordings, literary, visual arts, audio-visual, dramatic & theatrical works and other forms of artistic works exploited by users for commercial purposes.

2.2. COSBOTS Objectives

- Grow collection to benefit the owners of Copyright works.
- Improve operational efficiency.
- Implement Corporate Governance best practices in the running of the affairs of the company.
- Continuously make use of innovative solutions to deliver service.
- Ensure the company maintains brand equity and its reputation as a good corporate citizen.

2.3. Services Offered

- Administration of the rights of Copyright protected works.
- Monitor usage of Copyrighted works - license for the usage.
- Collect royalties.
- Distribute royalties to right holders.

2.4. COSBOTS Strategy

- **Purpose:** COSBOTS exists to among others: negotiate and grant licenses in written agreements with users, the collection and distribution of royalties to rightsholders of copyright works.
- **Vision:** To be the best collective management organization in the world.
- **Mission:** We empower creativity.

2.5. Core Values

- **Results Driven:** We will be customer focused, always working from the mind-set of helping clients win.
- **Botho & Integrity:** Humility, sound moral & ethical principles. Honesty and trust are central to integrity. Provision of service with courtesy, politeness, respect and consideration.
- **Transparency & Accountability:** Openness and responsibility in our dealings and transactions with customers and stakeholders.

- **Teamwork:** Working collaboratively as a group in order to achieve goals.

3. Scope of Work

3.1. Terms of Reference

- a) Develop and implement cost effective communications and digital marketing campaigns that provide accurate and timely information to relevant stakeholders about the society's initiatives, services and programmes which would involve the provision of quality and engaging content that helped us reach our target customers online
- b) Social media content management with a focus on replying to members queries and posting original content to help build a positive image of COSBOTS in their minds
- c) Provide support, guidance and expertise to society's decision makers to ensure their key messages are communicated clearly and helps COSBOTS experience significant results in lead generation and conversion of licensing users of copyright works.

3.2. Expected Deliverables

3.2.1. Communications and Media Outreach Strategy

- 3.2.1.1 Support the development and delivery of COSBOTS online communications strategy for internal and external communications and outreach. This include but is not limited to providing;
 - ongoing content support to drive engagement.
 - support for the development of new communications products
 - development and implementation of online campaigns and their strategies
- 3.2.1.2 Communication in real time with followers of the COSBOTS, members and stakeholders social media accounts
- 3.2.1.3 Design a social media strategic plan that incorporates crisis communication in the event of unforeseen occurrences and builds on the strategic priorities of COSBOTS.
- 3.2.1.4 Conceptualize and develop social media and promotional strategy and suggest tools to execute the same.
- 3.2.1.5 Strengthen profile of COSBOTS
- 3.2.1.6 Create a strong voice with influencers to endorse the work undertaken by COSBOTS.

3.2.2. Social media

- 3.2.2.1. Conduct a social media audit on COSBOTS existing status and provide clear guidelines for developing successful social media engagement strategies.
- 3.2.2.2. Increase user and member engagement and usage of social media platforms with the goal of increasing membership registrations, followership, and increase in the licensing of events.
- 3.2.2.3. Monthly data analysis measuring users engagement and behavior
Creation of relevant blog spot and forums wherein the participation of targeted audience can be invoked.
- 3.2.2.4. Give all COSBOTS Social Media Platforms a new look every week by putting up new creative boards in line with overall theme/strategy approved by Management, for the period of engagement.
- 3.2.2.5. Weekly informative and promotional updates (at least three updates on Facebook, and Twitter, one on other platforms) in the form of relevant text, photos, audio, interactive content, news, organize online surveys, quizzes, contests and others on all the social media platforms in consultation with management.
- 3.2.2.6. Publicize all cultural events on all the social media platforms.
- 3.2.2.7. Create relevant tagging & linkages of content on the all platforms.

3.2.3. Query Management, Media Tracking and Reporting

- 3.2.3.1. All the queries received on the all platforms must be replied to and addressed within 24 working hours in consultation with COSBOTS management.
- 3.2.3.2. Moderation of the all platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- 3.2.3.3. Use a good industry standard monitoring tools for analyzing comments / remarks about COSBOTS in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.

3.2.4. Online Amplification and Social Media Campaigns

- 3.2.4.1. Providing amplification of Digital Marketing Communication and Messaging through planning and execution of a Digital Marketing

activity across both Paid Media and Non-Paid media avenues on Digital and Mobile campaigns.

3.2.4.2. Conceptualize, design and execute digital campaigns and innovative strategies on the basis of overall COSBOTS's social media plan.

3.2.5. Creative designing and packaging:

3.2.5.1. Creative content generation, recreate or convert the content and repackage the available content. The content may be of various forms such as graphics, cartoons, smart art, animations, story board etc.

3.2.5.2. Packaging of the content (videos and photographs) into suitable formats (video packages and others).

3.2.5.3. Uploading of repackaged and creative content on various social media platforms such as Twitter, Facebook, and YouTube etc.

3.2.5.4. Above is to be done without any infringement of Intellectual Property Rights (IPR).

3.2.6. Making the uploaded content viral / virility of content

3.2.6.1 Proponent would be responsible consistently creating and publishing valuable content that is able to go viral on the internet and other social media sites and help COSBOTS establish authentic connections with its target audience. The social media content should also help COSBOTS reach new audiences that are most likely to be interested in its products or services.

3.3. Eligibility Criteria

The following states the criteria for tenders:

- Original Certified Copy of Valid Tax Clearance Certificate (by issuing authority) or valid exemption thereof.
- Declaration by individual experts, Owners, Partners/Shareholders and /or Directors (signed by a Commissioner of Oath) or other registration documents listing the Directors and current shareholders of the Company and certified copies of share certificates of the company / entity. All copies shall be certified by a commissioner of Oaths.
- Experience with projects of similar scope
- Three (3) written relevant references from clients.
- Curriculum vitae of social media expert, key personnel, certified copies of Identity (National Identity Documents (Omang) for citizens and passport for non-citizens).
- Two (2) years' experience or more in Social Media network management and must have completed at least two projects of the nature required by COSBOTS
- Duly Executed Certificate of Authority of Signatory.

- Should have a local office in Gaborone

3.3.1. Additional Requirements

The applicants should demonstrate ability to:

- Communicate in a variety of social media and experience in digital marketing, communications campaigns, social media strategy, social media analytics and multimedia content creation (visual, digital and video).
- Write clearly and persuasively
- Be creative, effectively combine words and images

4. Tender Information

4.1. Enquiries and Contact Details

4.1 All enquiries or other requests with regards to this document by potential vendors must be made in writing by e-mail to tenders@cosbots.co.bw or must be addressed to:

Lethogonolo Makwinja
Head of Reprography Licensing
Copyright Society of Botswana
Plot 93, Unit 1
Gaborone International Commerce Park
Tel: +267 392 8055

4.2 Enquiries and questions will be accepted until seven (7) working days before tender response closing date. Questions received after this period will not be accepted.

4.2. Submission date and time

Unless otherwise posted, all responses to this RFQ must be submitted electronically to tenders@cosbots.co.bw no later than **Tuesday, 25th September 2020 at 1600 hours**.

4.3. Stage 1: Eligibility and Compliance

The following qualifying criteria shall be met by all bidders in submission of the Technical Bid in order to be compliant. Below is a list of compliance documents to be submitted with the Bid. Bidders must provide the following;

CRITERIA	YES	NO	COMMENTS
Form of Response- See Appendix A			
Statement Of Commitment – See Appendix B			
Certified copy of the Value Added Tax (VAT) Registration			
Certified copy of a valid Tax Clearance certificate or proof of paying of paying tax by individuals			
Certificate of Incorporation (where applicable)			
Three (3) written relevant references from clients			
Company Profile			
Two (2) years' experience or more in Social Media network management and must have completed at least two projects			

Curriculum vitae of social media expert, key personnel, certified copies of Identity (National Identity Documents (Omang) for citizens and passport for non-citizens).			
Form 2 (list of directors and shareholders of the company and their nationality) certified by CIPA) (where applicable)			

Table 1: Eligibility and Compliance

4.3.1. Stage 2: Technical Proposal

Technical proposals shall be evaluated using the following criteria with associated points allocation.

AREA	CRITERIA	POINTS
Organisation	Past relevant experience	15
	Skills and availability of proposed project team members	
	Expert knowledge	
Methodology	Approach, methodology and strategy	25
	Team structure and roles	
	Quality and completeness of submission	
Functionality and Services	Solution fit to the functional and technical requirements of COSBOTS	30
	Infrastructure and technology solution	
	Additional information, specialised knowledge and options	
	Support services of the solution	
Presentation	Is the presentation clear and is the sequence of activities and the planning logical, realistic and promise efficient implementation of the project	10
Site Visits	Demonstrate that the client processes meets requirements as set out in this RFQ, as shown confirmed by the site visit.	10
TOTAL		90

Table 2: Technical/ Functional Evaluation Criteria

4.3.2. Stage 3: Financial Proposal

After the evaluation of the technical proposal is complete, COSBOTS will notify all vendors whose proposals did not meet the minimum qualifying mark or who were considered non-responsive to the requirements.

The Evaluation Committee will determine whether the vendors meet the financial criteria specified below. If not, the vendor may be disqualified.

	CRITERIA	POINTS
	Adherence to prescribed format	2
	Clear indication of price	3
	Cost of each stage to be clearly stipulated and quoted in BWP	3
	Tax and disbursements	2
TOTAL		10

Table 3: Financial Evaluation Criteria

The tender will be awarded to the vendor who achieves the overall highest score subject to successful contract negotiations. If contract negotiations fail, the next preferred vendor will be engaged for contract negotiations.

4.4. Offer Obligation

The contents of the proposal and any clarification/negotiation thereto submitted by the successful vendors(s) shall become part of the contractual obligation and incorporated by reference into the ensuing contract.

COSBOTS is not obliged to accept any offer or RFQ and may cancel this RFQ at any time.

5. Response Format

The suppliers shall submit their proposals in accordance with the response format specified below. Failure to do so may result in the disqualification of the bid. It should also be attached as part of the returnable documents of the tender.

SECTION A: TECHNICAL/ FUNCTIONAL PROPOSAL		
SCHEDULE 1		Included & Signed?
Forms and Supporting Documents	Response form (<i>Appendix A</i>)	
	Statement of commitment and compliance (<i>Appendix B</i>)	
	Original tax certificate (<i>where applicable</i>)	
	Valid business licence (<i>where applicable</i>)	
	Declaration form (<i>where applicable</i>)	
SCHEDULE 2		
Management Summary This section should not be more than three (3) pages.	Approach and methodology summary	
	Solution summary	
	Technical summary	
	Skills strategy summary	
SCHEDULE 3		
Proposed Solution	Scope, approach and methodology	
	Benefits of proposed solution	
	Delivery strategy and milestones	
	Key lessons learned from past experience	
	Constraints, assumptions and dependencies	
SCHEDULE 4		
Training	Skills and knowledge transfer approach	
	Training approach	
SCHEDULE 5		
Project Management	Project structure	
	Project reporting	
	Project plan	
	Quality management approach	
SCHEDULE 6		
Project Deliverables	Summary document on best practice with examples and recommendations/ options on the key areas outlined.	

	technical solution deliverables	
	Any other deliverables	
SCHEDULE 7		
Vendors Requirements	Environment requirements for the commencement of work.	
SCHEDULE 8		
Credentials and Expertise – Statement of Capability This should be detailed for each sub-contractor where appropriate.	Company profile.	
	Credentials (experience) on similar engagements (including description and references of the mentioned credentials).	
	Curriculum Vitae of personnel with relevant experience (who are going to be assigned to the project).	
SCHEDULE 9		
Appendices	Company brochures.	
	Any documents that the supplier may wish to add as appendices.	
SECTION B: COMMERCIAL/ FINANCIAL PROPOSAL		
SCHEDULE 10		
Detailed proposed solution pricing per deliverable.		
The supplier must indicate total fees chargeable for the full implementation of the solution. The price must be fixed for the duration of the contract and must include all taxes and disbursements.		

Table 4: Format of Responses

6. Additional Tender Terms and Conditions

6.1. Malpractice

Responses from prospective vendors will be rejected if the supplier is found to have engaged in any of the following practices:

- a) Having agreed with any other person that the other person will refrain from submitting a response.
- b) Having directly, or indirectly canvassed any officer or representative of COSBOTS for acceptance of their proposal.
- c) Having directly or indirectly accepted any information from the evaluation team regarding the project.
- d) Having adjusted the price offered by, or in accordance with, any other person.
- e) Having committed an offence under the Corruption and Economic Crime Act (1994) and amendments in connection with the award of a tender.
- f) Having offered, directly or indirectly, valuable consideration (as defined in S.23 of the Corruption and Economic Crime Act, 1994 and amendments) to any officer or representative of the COSBOTS, for acceptance of their proposal.

6.2. Assignment and Transfer

The successful bidder shall not assign and/or transfer the contract or any part thereof to any other party.

6.3. Amendments and Additions

COSBOTS reserves the right to amend this document up to ten (10) working days from the closing date but undertakes to notify, within reason, every interested vendor thereof. Such notifications will be sent by email to the registered suppliers.

6.4. Disclaimer

Issuance of the RFQ and receipt of proposals does not commit COSBOTS to award a contract. COSBOTS reserves the right to accept or reject any or all proposals received in response to this RFQ, to negotiate with more than one Contractor concurrently, or to cancel all or part of this RFQ.

Appendix A – Response Form

Company Name/ Individual:	
Company Registration Number/individual Identity Number:	
Country of Registration/ Country of Origination:	
Physical Address:	
Postal Address:	
Telephone Number:	
Fax Number:	
Email & URL:	
Contact Address in Botswana (if any):	
Designated Authorised Representative for this Project:	Name: Position: Qualifications: Tel: Fax: Email:
Referees:	1. 2. 3.
Signed: Supplier's Authorised Representative	

Appendix B – Sample Statement of Commitment and Compliance

All suppliers are to also submit, on a company letterhead, the following Statement:
 _____ complies and commits itself to the conditions of the tender as specified in Tender “**PROVISION OF SERVICES - SOCIAL MEDIA CONTENT MANAGEMENT.**”, *the supplier commits to be administratively compliant for this tender.* And for the “Financial Requirements and Commercial Terms”.

Name _____ **Date** _____
 (Name, Last Name)

Position _____ **Signature** _____

Name (Witness) _____ **Date** _____
 (Name, Last Name)

Position _____ **Signature** _____