



Request for Proposal For

The Development of a Crisis/Emergency Communication Strategy

Procurement No: SC/RP/NAMDIA/1-2022

C/O Sam Nujoma Drive & Dr Kwame Nkrumah Avenue, Windhoek

+2646183331111 procurement@namdia.com 27 April 2022

Request for Proposal

LETTER OF INVITATION

Dear Sir/Madam

Subject: The Development of a Crisis/Emergency Communication Strategy

1. You are hereby invited to submit technical and financial proposals for consultancy services required for crisis management for the Namib Desert Diamonds (PTY) Ltd (NAMDIA) which could form the basis for future negotiations and ultimately, a contract between you and the NAMDIA.
2. The Government of the Republic of Namibia requires that bidders/suppliers/contractors participating in the procurement in Namibia observe the highest standard of ethics during the procurement process and execution of contracts. Consultants are advised to consult the website of the Procurement Policy Office: **www.mof.gov.na/procurement-policy-unit** to acquaint themselves with the legislations related to public procurement in the Republic of Namibia.
- 3. The objective of this assignment is to:**

The objective of this assignment is to develop a crisis communication/emergency strategy that would act as NAMDIA's blueprint in times of crisis. The strategy will provide NAMDIA with the necessary tools to respond promptly, communicate effectively, mitigate misperceptions and prevent the acceleration of an emergency or crisis.

4. Eligibility

(a) A consultant that is under a declaration of ineligibility by the Government of Namibia in accordance with applicable laws at the date of the deadline for bid submission and thereafter shall be disqualified.

(b) Proposals from consultants appearing on the ineligibility lists of African Development Bank, Asian Development Bank, European Bank for Reconstruction and Development, Inter-American Development Bank Group and World Bank Group shall be rejected.

(c) Consultants or agency should submit a statement on past and present declaration of ineligibility, if any, by any local/international agency or any termination of contract for unsuccessful completion of assignment, giving adequate details to enable a fair assessment.

(d) The Agency or Consultant must submit the following as listed below;

- ❖ A completed and signed bid securing declaration (see annexure 3)
- ❖ A completed and signed form from the Ministry of Labor and Industrial Relations and Employment Creation (see annexure 4)

(e) The agency should:

- ❖ Demonstrate prior experience in developing a crisis/emergency communication strategy (including minimum 3 references);
- ❖ Having work done in the industry will be an added advantage for
- ❖ Have knowledge on risk analysis, corporate communication and crisis management.

5. Submission of Proposals

The proposals from the shortlisted consultants shall be submitted in two separate envelopes, namely **Technical** and **Financial proposal**. The proposals must be deposited into the bid box on or before: **27th May 2022, at 11H00 at C/O Sam Nujoma Drive & Dr Kwame Nkrumah Avenue, Windhoek +26461833311111. Proposals should not be forwarded by electronic mail.**

6. Any request for clarification should be forwarded in writing to the Namib Desert Diamonds (PTY) Ltd at procurement@namdia.com , **Ms. Maritza Julius**. Requests for clarifications should be received 7 days prior to the deadline set for submission of proposals.

7. Deciding Award of Contract

Qualification and experience of the consultants shall be considered as the paramount requirement. The proposals will be evaluated on the basis of a maximum of 70 marks for Technical Proposals and 30 marks for Financial proposals. Proposals from consultants should score at least 50 marks for the Technical Proposals to be retained for further consideration.

Only those consultants scoring a total of 70 marks on the overall assessment shall be considered for the assignment. Negotiations will start with the Consultant scoring the highest marks and if negotiation is not successful, negotiation will start with the next best ranked Consultant and so on until an agreement is reached. Should you be contacted for negotiations, you must be

prepared to furnish the detailed cost break-down and other clarifications to the proposals submitted by you, as may be required to adjudge the reasonableness of your price proposals.

8. Rights a Public Entity

- ❖ Please note that the Namib Desert Diamonds (PTY) Ltd is not bound to select any of the consultants submitting proposals.
- ❖ Please note that the cost of preparing a proposal and of negotiating a contract including visits to Namibia, if any, is not reimbursable as a direct cost of the assignment.

9. Duration of Assignment

It is estimated that the minimum duration of the assignment shall be for a period of 30 days. You should base your financial proposal on these figures, giving an indication of man-months considered necessary by you to undertake the assignment. The rate proposed in your submission will be applied in case the duration of the assignment is to be extended.

10. Validity of Proposal

You are requested to hold your proposal valid for 60 days from the deadline for submission of proposals during which period you will maintain without change, your proposed price. The Namib Desert Diamonds (PTY) Ltd will make its best efforts to finalize the agreement within this period.

11. Commencement date of Assignment

Assuming that the contract can be satisfactorily concluded in 14 days, you will be expected to take up/commence with the assignment in 7 days' time.

12. Tax Liability

Please note that the remuneration which you receive from this contract will be subject to normal tax liability in Namibia; but the Namib Desert Diamonds (PTY) Ltd shall pay directly or reimburse the taxes, duties, fees, levies and their impositions in Namibia related to:

- (a) payments to the Consultant in connection with carrying out this assignment;

13. Insurance

The Consultant shall meet the cost of any insurance and/or medical examination or treatment required by him/her in the course of performing the services.

14. Conformation of Invitation to submit proposal

We should appreciate if you would inform us by email:

- (a) your acknowledgment of the receipt of this Letter of Invitation within 3 days; and
- (b) further indicate whether or not you will be submitting the proposal.

15. The Namib Desert Diamonds (PTY) Ltd would like to thank you for considering this invitation for submission of proposals.

Yours faithfully,

Ms. Maritza Julius

PROCUREMENT MANAGEMENT UNIT

TERMS OF REFERENCE

Part 1. Background

NAMDIA was established and licensed by the Ministry of Mines and Energy in 2016 as a rough diamond trader with business operations focused on the purchase of rough diamonds, marketing and sale of these diamonds to the international diamond industry. (www.namdia.com).

Part 2. Scope and Applicability

NAMDIA wishes to recruit a Communication Agency to develop a crisis/emergency communications strategy. Working closely with NAMDIA, the agency will be expected to:

- ❖ Analyze the NAMDIA communications strategy and materials to identify areas of synergy with a crisis/emergency communication strategy;
- ❖ Analyze existing communications procedures and processes, and consult with the NAMDIA communications team to identify gaps and weaknesses in terms of crisis/emergency communications to be addressed;
- ❖ Develop a crisis/emergency communication strategy including best practices in the diamond industry, adapted to regional and international context;
- ❖ Provide training on the implementation of the crisis/emergency communication strategy with Executive Management and Staff.

Part 3. Competencies and Qualifications of Consultant

3.1 The agency or consultant should:

a. Have a Master Degree in Communication, Public Relations or similar qualification with minimum 5 years' experience;

Part 4. Contract duration and Fees

4.1 The services above are to be carried out over a period of approximately two months and must be completed from the date of signing the Service Level Agreement (SLA) in-line with the Public Procurement Act.

4.2 Payment

The successful consultant will be paid after the completion of project within 30 days.

Part 5. Deliverables

5.1 The agency will be expected to submit the following deliverables to high quality, according to the format and deadline set out below.

Deliverable 1:

Methodology of the assignment. Produce a document that describes the methodological approach of the assignment, key deadlines of the deliverables, and expected results.

Format: PowerPoint Presentation

Level of effort: 5 days

Deliverable 2:

Based on the communications strategy and existing practices, produce a document that determines the NAMDIA's actual strengths, weaknesses, opportunities, and threats (SWOT Analysis) in dealing with crisis situations, and propose recommendations based on these findings.

Format: Microsoft Word

Level of effort: 15 days

Deliverable 3:

A crisis/emergency communication strategy. Based on best practices in the field of institutional communications, produce a document that includes but not limited to crisis communication guidance, tools and procedures to be implemented.

Format: Microsoft Word

Level of effort: 30 days

Deliverable 4:

Training and implementation of the crisis/emergency communication strategy with Executive Management and Staff.

Format: Microsoft Word & PowerPoint Presentation.

Level of effort: 5 days. Deadline:

SUPPLEMENTARY INFORMATION FOR CONSULTANTS

1. Proposals

1.1 Proposals should include the following information:

(a) Technical Proposals

- (i) Curriculum Vitae of Consultant (Form F-2).
- (ii) An outline of recent experience on assignments/ projects of similar nature executed during the last five years (Form F-3).
- (iii) Any comments or suggestions of the Consultant on the Terms of Reference (TOR).
- (iv) A description of the manner in which the Consultant would plan to execute the work.
- (v) The Consultant's comments, if any, on the data, services and facilities to be provided by the Public body indicated in the Terms of Reference (TOR).

(b) Financial Proposals

- (i) The financial proposals should be given in the form of summary of Contract estimate (Form F- 4)
- (ii) The proposals shall be submitted in one original.

2. Contract Negotiations

2.1 The aim of the negotiations is to reach an agreement on all points with the Consultant and initial a draft contract by the conclusion of negotiations.

Negotiations commence with a discussion of Consultant's proposal, the proposed work plan, and any suggestions you may have made to improve the Terms of Reference. Agreement will then be reached on the final Terms of Reference and the bar chart, which will indicate periods in 2 weeks and reporting schedule.

2.2 Once these matters have been agreed, financial negotiations will take place and will begin with a discussion of your proposed payment schedule.

BID SUBMISSION FORM

To: The Namib Desert Diamonds (PTY) Ltd
Private Bag 91600
Klein Windhoek

The Development of a Crisis/Emergency Communication Strategy

I/We _____herewith enclose Technical and Financial Proposals for selection as Consultant for the Namib Desert Diamonds (PTY) Ltd.

I/we undertake that, in competing for (and, if the award is made to me/us, in executing) the above contract, I/we will observe the highest level of ethical conduct.

Yours faithfully

Signature: _____

Full name: _____

Address: _____

FORMAT OF CURRICULUM VITAE (CV) FOR CONSULTANT

Name of Consultant: _____

Profession: _____

Date of Birth: _____

Nationality: _____

Membership in Professional bodies: _____

Key Qualifications:

[Give an outline of experience and training most pertinent to tasks on assignment. Describe degree of responsibility held on relevant previous assignments and give dates and locations. Use about half a page.]

Education:

[Summarize college/university and other specialized education, giving names of institutions, dates attended, and degrees obtained. Use about one quarter of a page.]

Employment Record:

[Starting with present position, list in reverse order every employment held. List all positions held since graduation, giving dates, names of employing organizations, titles of positions held, and locations of assignments. For experience in last ten years, also give types of activities performed and employers' references, where appropriate. Use about two pages.]

Languages:

[For each language indicate proficiency: excellent, good, fair, or poor; in speaking, reading, and writing]

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, these data correctly describe me, my qualifications, and experience.

Date: Day/Month/Year _____

Signature of Consultant _____

Full name of Consultant: _____

**ASSIGNMENTS OF SIMILAR NATURE SUCCESSFULLY COMPLETED
DURING LAST 5 YEARS**

1. Outline of recent experience on assignments of similar nature:

Sl.No	Name of assignment	Name of Project	Owner or Sponsoring agency	Cost of Project	Date of Commencement	Date of Completion	Was assignment satisfactorily completed

Note: Please attach certificates from the employer by way of documentary proof. (Issued by the Officer of rank not below that of Divisional Manager or equivalent.

Cost Estimate of Services

Remuneration:

Consultant Name	Monthly Rate	Working Months	Total Cost
_____	_____	_____	_____
		Total Estimate:	_____

BID SECURING DECLARATION
(Section 45 of Act)
(Regulation 37(1)(b) and 37(5))

Date:[Day/month/year].....

Procurement Ref No.:

To:[insert complete name of Public Entity and address].....

I/We* understand that in terms of section 45 of the Act a public entity must include in the bidding document the requirement for a declaration as an alternative form of bid security.

I/We* accept that under section 45 of the Act, I/we* may be suspended or disqualified in the event of

- (a) a modification or withdrawal of a bid after the deadline for submission of bids during the period of validity;**
- (b) refusal by a bidder to accept a correction of an error appearing on the face of a bid;**
- (c) failure to sign a procurement contract in accordance with the terms and conditions set forth in the bidding document, should I/We* be successful bidder; or**
- (d) failure to provide security for the performance of the procurement contract if required to do so by the bidding document.**

I/We* understand this bid securing declaration ceases to be valid if I am/We are* not the successful Bidder

Signed:
[insert signature of person whose name and capacity are shown]

Capacity of:
[indicate legal capacity of person(s) signing the Bid Securing Declaration]

Name:
[insert complete name of person signing the Bid Securing Declaration]

Duly authorized to sign the bid for and on behalf of: [insert complete name of Bidder]

Dated on _____ day of _____, _____
[insert date of signing]

Corporate Seal (where appropriate)
[Note*: In case of a joint venture, the bid securing declaration must be in the name of all partners to the joint venture that submits the bid.]



Republic Of Namibia

Ministry of Labour, Industrial Relations and Employment Creation

Written undertaking in terms of section 138 of the Labour Act, 2015 and section 50(2)(D) of the Public Procurement Act, 2015

1. EMPLOYERS DETAILS

Company Trade Name:.....

Registration Number :.....

Vat Number:

Industry/Sector:

Place of Business:.....

Physical Address:.....

Tell No.:.....

Fax No.:.....

Email Address:.....

Postal Address:.....

Full name of Owner/Accounting Officer:.....

.....

Email Address:.....

2. PROCUREMENT DETAILS

Procurement Reference No.:.....

Procurement Description:

.....

.....

Anticipated Contract Duration:

Location where work will be done, good/services will be delivered:

.....

3. UNDERTAKING

I[insert full name], owner/representative

of[insert full name of company]

hereby undertake in writing that my company will at all relevant times comply fully with the relevant provisions of the Labour Act and the Terms and Conditions of Collective Agreements as applicable.

I am fully aware that failure to abide to such shall lead to the action as stipulated in section 138 of the labour Act, 2007, which include but not limited to the cancellation of the contract/licence/grant/permit or concession.

Signature:

Date:

Seal:.....

Please take note:

- 1. A labour inspector may conduct unannounced inspections to assess the level of compliance*
- 2. This undertaking must be displayed at the workplace where it will be readily accessible and visible by the employees rendering service(s) in relations to the goods and services being procured under this contract.*