



**TO WHOM IT MAY CONCERN**

**REQUEST FOR PROPOSAL (RFP)**

**MEDIA MONITORING AND REPORTING SERVICES**

**CLOSING DATE: THURSDAY, 18 JUNE 2026 AT 12:00**

**RFP: BON NUMBER. 13/2026**

YOU ARE INVITED TO SUBMIT PROPOSALS TO PROVIDE MEDIA MONITORING AND REPORTING SERVICES AS INDICATED IN THIS REQUEST FOR PROPOSAL. THE TERMS AND CONDITIONS ATTACHED ARE APPLICABLE.

**ANY INFORMATION CONTAINED HEREIN DOES NOT CONSTITUTE AN EXPRESSED OR IMPLIED CONTRACT OR OFFER. THE BANK MAY CANCEL THIS PROCESS AT ITS SOLE DISCRETION.**

THE REQUEST FOR PROPOSAL MUST BE SEALED IN AN ENVELOPE CLEARLY MARKED **"MEDIA MONITORING AND REPORTING SERVICES"**.

THE TENDER MUST BE HAND DELIVERED TO:

**BANK OF NAMBIA  
71 ROBERT MUGABE AVENUE  
WINDHOEK**

**YOURS FAITHFULLY**

A handwritten signature in black ink, appearing to read "David Kambinda", written over a horizontal line.

**David Kambinda  
DEPUTY DIRECTOR: PROCUREMENT & FACILITIES MANAGEMENT**

**BANK OF NAMIBIA**

**GRAPHIC DESIGN SERVICES FOR THE BANK OF NAMIBIA**

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**TENDER FORM**

BANK OF NAMIBIA  
Deputy Director: Procurement and Facilities Management  
P. O. Box 2882  
71 Robert Mugabe Avenue  
Windhoek  
NAMIBIA

Dear Sir,

**RE: REQUEST FOR MEDIA MONITORING AND REPORTING SERVICES**

Having examined the Tenderer Registration Form, Tender Conditions, General Conditions of Contract and Scope, Specifications and Operations Requirements, herewith I/we offer to undertake media monitoring and reporting services for the Bank of Namibia for the total sum of:

N\$ \_\_\_\_\_  
(AMOUNT IN NUMBERS, VAT INCLUSIVE)

\_\_\_\_\_  
(AMOUNT IN WORDS VAT INCLUSIVE)

or such other amount as may be determined in accordance with a contract with the Bank of Namibia.

I/we have ensured that I/we have initialed each page of this Tender.

I/we acknowledge the Tenderer Registration Form, Tender Conditions, General Conditions of Contract and Scope, Specifications and Operations Requirements and that I/we am/are fully acquainted and in agreement with the contents thereof as evidenced by the signature hereunder.

Signed on behalf of the Tenderer at \_\_\_\_\_ on the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_.

\_\_\_\_\_  
Full Name of Signatory

\_\_\_\_\_  
Signature

Capacity of Signatory \_\_\_\_\_

**B. TENDERER REGISTRATION FORM**

**Registered Name of the Tendering Entity:**

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**Trading name of the Tendering Entity:**

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**Company/Close Corporation Registration Number:**

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**Date of Registration:**

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**VAT Registration Number:**

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**Social Security Number:**

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**Namibian Income Tax Number:**

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**Telephone Number:**

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**Fax Number:**

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**E-mail Address:**

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**Name of Contact Person:**

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**Physical Address of the Tendering Entity:**

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**Postal Address:**

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**Tenderer's Stamp:**

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**Preferential form of receiving communications (Please ✓ the relevant box)**

Telephone	
Postal	
Fax	
Email	

**Type of Entity (Please ✓ the relevant box)**

Public Company Ltd	
Private Company (Pty) Ltd	
Close Corporation (CC)	
Sole Proprietorship	
Partnership	
Other	

**Small Medium Enterprise Status (Please ✓ the relevant box)**

Very Small	
Small	
Medium	
Large	

**Area of Business (Please ✓ the relevant box)**

Manufacturing	
Supplier of Services	
Other (please specify)	
Supplier of products	
Import	

**SHAREHOLDING/OWNERSHIP INFORMATION**

List of all persons who are shareholders/owners of the Tendering Entity.  
The shareholding information below must add up to 100%

Name & Surname	ID Number	Citizenship	% of Ownership	Race	Female or Male

**People with disability** (Please ✓ the relevant box)

Yes	
No	

**Do the aforementioned people also fulfill an Executive Management function in the Tendering Entity?**  
If yes, please complete the table below:

Name & Surname	ID Number	Citizenship	% of Ownership	Race	Female or Male

**NATIONAL PRESENCE**

Please provide details of places in Namibia where the Tendering Entity is operating.

Town	Region	Contact Person	Telephone

**REFERENCES OF PREVIOUS CLIENTS**

Company/Entity Name	Contact Person	Value of Contract	Description of Work

**BANKING DETAILS**

Bank Account Name: \_\_\_\_\_

Name of Bank: \_\_\_\_\_

Branch Code & Name: \_\_\_\_\_

Account Number: \_\_\_\_\_

Type of Account: \_\_\_\_\_

*(Certified as correct by Banking Institution)*

Name and Surname: \_\_\_\_\_

Signature: \_\_\_\_\_

Designation: \_\_\_\_\_

Tel No: \_\_\_\_\_

Fax No: \_\_\_\_\_

**DATE STAMP OF BANKING INSTITUTION**

**DECLARATION OF INTERESTS**

All Tenderers are required to declare any interest that they or their employees may have in Bank of Namibia, or that any Bank of Namibia employee may have in the Tenderer. To that effect the following must be duly stated by the authorized signatory:

1. Are you or any person associated with your Bid, employees of Bank of Namibia?

Yes

No

If yes, provide particulars:

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2. Does the Tenderer, or any person associated with this Tender, have any relationship (family, friend, otherwise) with any person employed in Bank of Namibia who may be involved with the evaluation and adjudication of this Tender:

Yes

No

If yes, provide particulars:

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**CERTIFICATION OF CORRECTNESS OF INFORMATION SUPPLIED IN THIS TENDER**

I/We warrant that the information contained in this Tender is correct and complete, and I/We are fully authorized to furnish the information contained in this Tender on behalf of the Tenderer.

Signed on behalf of the Tenderer at \_\_\_\_\_ on the \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

\_\_\_\_\_  
Full Name of Signatory

\_\_\_\_\_  
Signature

Capacity of Signatory \_\_\_\_\_

*If any changes to the information supplied on this Form occurs, the Tenderer is required to inform the Tender Secretariat within fourteen (14) business days. As outdated or inaccurate information may lead to the disqualification of a Tender.*

**OFFICIAL USE:**

**Recommendation by Department concerned after the vetting of the Tenderer:**

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\_\_\_\_\_  
Signature: Senior Administrative Assistant

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature: Director

\_\_\_\_\_  
Date

**Procurement and Facilities Management Division:**

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Full Name

\_\_\_\_\_  
Signature: Procurement Representative

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature: Deputy Director of Procurement  
& Facilities Management

\_\_\_\_\_  
Date

## **C. TENDER CONDITIONS**

### **1. GENERAL**

- 1.1 The information contained in this Tender document, as well as the information provided to Tenderers whether verbally or in documentary form by or on behalf of the Bank of Namibia ("Bank"), is provided to the Tenderers on the terms and conditions set out in this Tender document and all such other terms and conditions as the Bank may determine.
- 1.2 This Tender document is not a recommendation, contract, an offer or the like and is therefore, only an invitation by the Bank to the interested Tenderers for the submission of their Bids. Consequently, no contractual obligations will arise or is deemed to arise from this Tender process until a formal contract is executed by the duly authorized signatory of the Bank and the Tenderer.

### **2. UNCERTAINTIES**

- 2.1 Should any doubt or uncertainty exist as to the meaning and interpretation of anything contained in this Tender document, same must be submitted in writing to the Tender Secretariat to have it explained, rectified or cleared before the Tender is submitted.
- 2.2 The Tenderer is required to check the number of pages to ensure that they are numbered consecutively, and should any be found to be missing, blank or indecipherable, the Tender Secretariat must be notified immediately in order to have the page replaced.
- 2.3 All enquiries related to this Tender must be directed to the Tender Secretariat.

### **3. ACCEPTANCE OF TENDER**

- 3.1 Any Bid submitted that does not comply in all respects with the requirements stated in this Tender document or is incomplete or inaccurate may be considered invalid and as such, disqualified, at the Bank's sole discretion.
- 3.2 The lowest Bid will not necessarily be accepted.
- 3.3 The Bank may at its discretion, accept a Bid in whole or in part.
- 3.4 The Bank reserves the right to select solely on the information received in the Bid or to negotiate further with one or more Tenderers.
- 3.5 Any Bid that is qualified by the Tenderer's own conditions may be disqualified, at the Bank's sole discretion.
- 3.6 The cost for purchasing this Tender document is non-refundable.

- 3.7 Any decision taken by the Bank regarding this Tender will be final. An unsuccessful Tenderer may within three (3) business days from the date the Bank issued such decision, in writing, request for reasons for such decision.

#### **4. TENDER OPENINGS**

Tenderers who submitted a Bid herein, but could not attend the opening, may be provided with a copy of the proceedings upon written request, provided such request is made and received by the Bank within three (3) days after the closing of the submission of the Tender.

#### **5. CONFIDENTIALITY**

5.1 The Bank recognizes the right of Tenderers to confidentiality in all Tenders. As such all Bids received will, unless otherwise agreed or where disclosure has been stipulated as a condition of this Tender document, be treated with confidentiality.

5.2 Information obtained in the process of examination, and relating to the clarification and evaluation of Tenders, as well as recommendations concerning awards will not be communicated to the public and will remain confidential at all times with the exception to instances where the governing laws prescribe otherwise.

5.3 No part of this Tender document may be duplicated in any manner or by any processes whatsoever without the prior written consent of the Bank. The Tenderer to whom this Tender document is issued to or made available to for tendering purposes, will be held responsible for any contravention of this clause.

#### **6. INTERFERENCE WITH TENDERS**

The Bank reserves the right to disqualify any Tenderer in the event of the Tenderer having interfered with the Tender procedure in any way.

#### **7. CONFLICT OF INTEREST**

7.1 If at any time the Tenderer identifies an actual, potential or perceived conflict of interest, the Tenderer must immediately notify the Bank in writing.

7.2 The Bank reserves the right to exclude the Tender submitted by such Tenderer from further consideration, or to withdraw or cancel any award made to the Tenderer with immediate effect unless the Tenderer is able to resolve such conflict to the Bank's satisfaction.

#### **8. SUBMISSION OF DOCUMENTS**

8.1 The Bid must be submitted on the enclosed form and must not be qualified by the Tenderer's own conditions as to do so will lead to the Bid being disqualified.

8.2 Additional information called by either party for must be typewritten or electronically produced.

8.3 Should a Tenderer provide any misleading information or misrepresentations and/or fail to meet the conditions for the supply of the services as stipulated in this Tender document, such Tenderer's bid shall be automatically disqualified.

## **9. TENDER PRICES**

All Tender prices quoted must be in Namibia Dollar inclusive of VAT. Where prices are quoted in a currency other than Namibia Dollar, the bilateral exchange rate applicable at the time of submission of the Bid, should also be reflected.

## **10. TERMS FOR ADVANCE PAYMENT**

Any advance payments requested by Tenderers in their submitted Tender documents should be well motivated for the Bank's consideration.

## **11. TENDER VALIDITY PERIOD**

Bids submitted must be valid for a period of three (3) calendar months from the closing date of the submission of Tenders and must remain binding and be capable of acceptance by the Bank at any time up to the expiration of the said three (3) calendar month period and will thereafter if not accepted by the Bank, automatically expire.

## **12. CLARIFICATIONS AFTER CLOSE OF TENDER**

12.1 Matters listed as disqualifying factors in this Tender document will not be clarified after a Tender has closed. Non-eligible Bids will therefore be disqualified on this basis. However, clarifications will be allowed as part of the responses to issues which would not impact the price or scope of the Tender.

12.2 Clarification on any other matters requiring additional information from the Tenderers after the closing date will be communicated to the Tenderers via the Tender Secretariat.

## **13. AWARDING OF TENDERS**

The Successful Tenderer will be given a period of seven (7) business days to accept or reject the award in writing to the Tender Secretariat. Failure to respond will constitute an automatic rejection of the award.

The Bank will not be required to render payment to any Tenderer or be liable for any financial obligations to any Tenderer until a written contract has been executed between the Bank and the Successful Tenderer. Payment will then be made in terms of such written contract.

## 14. COST OF TENDERING

The cost of Tendering will be the sole responsibility of the Tenderer and the Bank will not be held liable for any losses or expenses incurred by any Tenderer in the preparation of its Tender, including but not limited to the transport of samples or any other costs incurred.

## 15. DOCUMENTS TO BE SUBMITTED WITH TENDER

15.1 With each Tender, interested Tenderers will be required to submit the following information in addition to the information related to the technical and price information – all copies must be certified:

### 15.1.1 Mandatory documents:

***NB: Mandatory documents as listed in (a,b,f,g,h & j) shall also apply to foreign service providers.***

- a) Entity's Legal Registration or incorporation Documents.
- b) Audited Financial Statements – Not older than two (2) years for companies, and six (6) months' bank statements for Small and Medium-sized Enterprises (SME's).
- c) Social Security Commission Good Standing Certificate – Not older than thirty (30) days (or relevant social contribution body in foreign jurisdictions).
- d) Good Standing Certificate from Inland Revenue (or relevant tax authority in other jurisdictions) – Not older than thirty (30) days.
- e) Value Added Tax Certificate (proof of registration for Value Added Tax from relevant authorities if not Namibian entity).
- f) Public and/or Professional Liability Insurance, where applicable.
- g) 'SME' Certificate, Compulsory for all entities that are SMEs (any similar document which suggests the size of the entity from relevant foreign authorities).
- h) Resolution on Entity's letterhead authorizing signatory to sign on behalf of the Entity.
- i) Namibia Preferential Procurement Corporation Certificate (Previously Disadvantaged Namibian Status) – The percentage and status of equity participation/ownership by previously disadvantaged people in the Entity.
- j) Ownership and Management structure – Copy of Identification Documents of all shareholders.
- k) Number of and further information about the suppliers' patents and Office of such registration.
- l) Particular's design concepts developed over the past 12 months. This may include annual reports, newsletters, publications, etc.

### 15.1.2 **The submission of the following documents may increase the ranking of a Tender:**

- a) After sales service information.
- b) Female Equity Representation – The percentage and status of equity participation/ownership by women in the Entity.
- c) Entity's Profile – Demonstration of the Entity's strengths and references from other clients.

**16. SUBMISSION OF TENDERS**

16.1 Unless indicated otherwise by the Bank, no Tenders may be transmitted by electronic means, as to do so will disqualify the Tender.

16.2 Tenders must be hand delivered in a sealed envelope which must be clearly marked:

**BANK OF NAMIBIA:**

**“MEDIA MONITORING AND REPORTING SERVICES”**

Tenders will be lodged with the Bank at the following address:

***Bank of Namibia  
71 Robert Mugabe Avenue, Windhoek***

## **D. GENERAL CONDITIONS OF CONTRACT**

**Clauses in the proposed Contract between the Bank and the Tenderer may include, but are not limited to, the below and can change as directed by the Bank.**

### **1. NATURE OF CONTRACT**

Media Monitoring and Reporting services for the Bank of Namibia.

### **2. VARIATION IN SCOPE**

The scope of the contract and services to be rendered may be altered, subject to obtaining the prior written consent of both the Bank and the Tenderer (collectively the "Parties").

### **3. INSURANCE**

3.1 Where applicable, the Tenderer will obtain adequate and sufficient insurance coverage/group insurance for all its employees deployed at the Bank's premises, against any accidents or for any unanticipated event such as, death/injury/ disablement at work and the like and will furnish a copy of the same to the Bank.

3.2 The insurance policy must be valid for the full duration of the contract period between the Parties.

### **4. PRICING**

4.1 Prices of the services rendered under the contract must include VAT, where applicable.

### **5. SERVICE DELIVERY DATE**

Commencement of the services may be on date of signature of the contract.

### **6. PENALTY FOR LATE DELIVERY**

6.1 Should the Tenderer default in rendering the services required within the time stated in clauses 5 and 7, the Tenderer will be liable to pay a penalty.

6.2 The Parties will negotiate and determine the value of the penalties for which the Tenderer is liable to pay.

6.3 Any penalty that may be imposed will be offset against any monies due to the Tenderer provided that monies are still due. In the event of such monies being insufficient to cover the amount of the penalties, or in the event of final payment already having been made, the Tenderer will within seven (7) days' written notice to such effect pay to the Bank the amount of such penalties due or balance of such penalties.

### **7. EXTENSION OF DELIVERY TIME**

7.1 No extension of the services will be considered except where the Bank requires of the services to be extended and enters into negotiations for same with the Tenderer. In such cases new dates for commencement or duration of contract will be established, subject to obtaining the prior written consent of both Parties.

7.2 The Bank may however, at its sole discretion extend the period referred to in clause 5.

## **8. LIABILITY FOR DAMAGE**

The Tenderer will be held liable for any damage caused to the Bank's premises or property due the fault or negligence of a person employed or engaged by the Tenderer to render the services or any other person for which the Tenderer is responsible.

## **9. PAYMENT**

- 9.1 The Bank may in its sole discretion consider the payment of a deposit or advance payment.
- 9.2 All payments will be made within thirty (30) business days of receipt of a detailed invoice, subject to the services being rendered in accordance with the agreed upon specifications and requirements.
- 9.3 Any monies due to the Bank by the Tenderer in respect of any penalties imposed in terms of clause 6 or in respect of any damage caused by the Tenderer in terms of clause 8, may be offset against any monies due by the Bank to the Tenderer.
- 9.4 The Bank unless so directed by a court of law to the contrary will not make any payment to any other party on behalf of the Tenderer.

## **10. CONFLICT OF INTEREST**

- 10.1** The Tenderer warrants that at the time of submitting their Tender, no conflict of interest exists, or is likely to arise, which would affect the performance of its obligations under any contract entered between the Bank and the Tenderer.
- 10.2** The Tenderer must exercise its responsibility in the best interests of the Bank and will not engage in any activities that would conflict with the contract.
- 10.3** If the Tenderer becomes aware of any actual or potential conflict of interest, the Tenderer must immediately notify the Bank in writing of (i) any such actual or potential conflict of interest and (ii) the processes it intends to implement to resolve any such actual or potential conflict of interest, to the Bank's satisfaction.
- 10.4** In the event of a conflict of interest being identified, the Bank may, in its sole discretion, suspend the services, terminate the contract or take any other actions that the Bank considers as appropriate in the circumstances. In the event of the Bank deciding to terminate this contract, such termination shall be effective immediately or such period as the Bank may determine and no rights, other than payment for work done and not compensated yet, shall flow to the Tenderer.

## **11. BREACH OF CONTRACT**

- 11.1** In the event of a Party (hereinafter referred to as the Defaulting Party) committing a breach of any of the provisions of the contract, the other Party will have the right to call upon the Defaulting Party in writing to remedy such breach.
- 11.2** In the event of the Defaulting Party failing to remedy such breach within a period of 14 (fourteen) days after receipt of such notice then the other Party will have the right, without prejudice to any

other rights to which such Party may be entitled to in law or under the contract at its option, either to cancel the contract and claim damages, or to claim specific performance of all the Defaulting Party's obligations, together with damages if any, whether or not such obligations have fallen due for performance.

## **12. CANCELLATION**

- 12.1** If the Tenderer's estate is sequestrated as an insolvent, or if, being a company, it is placed under involuntary liquidation, the Bank may, without prejudice to any other rights, by written notice cancel the contract.
- 12.2** Notwithstanding the aforementioned, either party may cancel the contract, subject to providing 3 (three) calendar months' prior written notice of cancellation. Such cancellation will not prejudice the other party to any rights which have already accrued to such Party under the contract.

## **13. ARBITRATION**

- 13.1** Should any dispute arise between the Parties as to the meaning or interpretation of any provision of the contract or as to the carrying into effect of any provision or as to the quantification or determination of any amount or thing required to be quantified or determined in terms of or pursuant to the contract, such dispute will be referred to arbitration.
- 13.2** Each party to the contract will be entitled to require by written notice to the other Party, that such dispute be submitted to arbitration in terms of this clause 13.
- 13.3** Subject to the provisions of this clause 13, the arbitration will be held at Windhoek and in terms of the provisions of the *Arbitration Act, 1965* of the Republic of Namibia or any statutory modification or re-enactment thereof for the time being in force.
- 13.4** The dispute will be referred to an independent arbitrator agreed upon by both Parties hereto. In the event of the Parties being unable to agree on the appointment of an arbitrator, the President of the Law Society of Namibia will be requested to select the arbitrator.
- 13.5** Where action is taken in terms of this clause 13, such action will not relieve either Party from any liability for the due and timeous performance of such Party's obligations in terms of the contract.
- 13.6** The arbitrator will be entitled to make such award, including an award for specific performance, an interdict, damages or a penalty or otherwise as he/she in his/her sole discretion deems fit and appropriate and may deal as he/she may deem fit with the question of costs on an attorney client scale and his own fees.
- 13.7** The arbitration will be held as soon as possible after it is demanded with a view to its being completed within thirty (30) days after it has been so demanded.
- 13.8** Any award made by the arbitrator will be final and binding on the Parties and may be made an order of the High Court of Namibia.

## **14. DOMICILLIUM CITANDI ET EXECUTANDI**

- 14.1** The Parties hereby choose *domicillium citandi et executandi* for all purposes under the contract as follows:

14.1.1 Bank of Namibia at: 71 Robert Mugabe Avenue, Windhoek, Namibia

14.1.2 The Tenderer at: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**14.2** Any Party will be entitled, by notice to the other, to change its domicillium to elsewhere in Namibia provided that the change will become effective only 14 (fourteen) days after service of the notice in question.

**15. NOTICES**

**15.1** Any notice required to be given by either Party to the other will either be delivered at the *domicillium citandi et executandi* selected in terms of clause 14, hereof or will be given by prepaid registered mail letter addressed:

**15.2** To: The Governor  
Bank of Namibia  
P O BOX 2882  
Windhoek  
NAMIBIA

**15.3** To the Tenderer: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**15.4** Any notice given by either Party to the other will be considered delivered unless the contrary is proven:

15.4.1 If hand delivered to the *domicillium citandi et executandi* of such party, be deemed to have been received upon such delivery.

15.4.2 If posted by registered mail be deemed to have been received 4 (four) business days after delivery of such letter to the Post Office for posting.

**16. CESSION**

The Tenderer will not cede or assign any of its rights or obligations acquired or undertaken by it in terms of the contract.

**17. VARIATION**

**17.1** No alterations, cancellations, variations of or additions to the contract will be of any force and effect unless reduced to writing and signed by both Parties to the contract.

**17.2** No indulgence, leniency or extension of time which the Bank may grant or show towards the Tenderer, will in any way prejudice or preclude the Bank from exercising any of its rights in the future.

**18. GOVERNING LAW**

The contract will be governed by the Laws of the Republic of Namibia.

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## **E. SCOPE, SPECIFICATIONS AND REQUIREMENTS**

### **1. Background**

Effective communication, stakeholder engagement, and reputation management are central to the Bank of Namibia's mandate. The media landscape has evolved significantly, with news dissemination, public sentiment, and stakeholder engagement increasingly driven by digital and social media platforms, often preceding traditional media coverage.

Integrated media intelligence solutions must combine traditional media monitoring with real-time social media listening, sentiment analysis, and digital engagement tracking. These capabilities are essential for identifying emerging issues, monitoring reputational risk, and supporting evidence-based communication strategies.

Accordingly, the Bank seeks to appoint a qualified and experienced service provider to deliver comprehensive media monitoring and reporting services across all platforms for a period of three (3) years, commencing **1 July 2026 – 30 June 2029**.

### **2. Project Scope**

The appointed service provider will be required to provide an integrated media monitoring solution, covering:

- Print media (newspapers, magazines, publications)
- Broadcast media (radio and television)
- Online media (news websites, blogs, forums)
- Social media platforms (including but not limited to X, Facebook, Instagram, YouTube, TikTok, LinkedIn)

#### **The scope must include:**

- Continuous tracking of mentions of the Bank, its leadership, policies, and initiatives
- Monitoring of financial sector developments, including commercial banks, regulators, and payment system participants.
- Monitor and report on emerging issues, trends, and latest developments relating to other central banks, on a high-level basis and without requiring extensive research.
- Access to a live digital dashboard for monitoring trends, sentiment, and engagement in real time
- Identification of key influencers, authors, and platforms driving conversations
- Provision of real-time alerts for high-risk, sensitive, or negative coverage
- Provision of advanced analytics including narrative and thematic mapping, topic clustering, and enhanced sentiment analysis to identify underlying drivers, emerging storylines, and shifts in public perception.

All monitoring must include comprehensive clipping services, with direct links to online content and social media posts, and coverage across websites, social platforms, and digital news outlets.

|

### 3. PROJECT DELIVERABLES

#### 3.1 Daily Reports

- Daily media clippings across print, broadcast, online, and social media
- Hyperlinks to digital and social media content
- Real-time alerts for critical or high-impact coverage

#### 3.2 Weekly Reports

- Consolidated overview of weekly coverage
- Key themes, narratives, and trending topics
- Identification of influencers and high-impact content
- Preliminary sentiment overview

#### 3.3 Monthly Reports

- Comprehensive analytical report including:
  - Tonality (sentiment) analysis:
    - Positive
    - Neutral
    - Negative
  - Detailed focus on negative coverage, including:
    - Drivers of negative sentiment
    - Key platforms and authors
    - Spread and engagement levels
- Share of voice analysis across the financial sector
- Audience reach and engagement metrics
- Spokesperson and brand visibility analysis
- Actionable recommendations to:
  - Mitigate reputational risks
  - Strengthen positive sentiment
  - Improve communication strategies
- At least three (3) ad hoc reports annually upon request

#### 3.4 Annual Reports

- Consolidated annual media analysis
- Identification of long-term trends and shifts in sentiment
- Comparative analysis across reporting periods
- Tonality analysis (positive, neutral and negative)
- Strategic recommendations for communication and reputation management

### 4. SKILLS, COMPETENCIES, EDUCATION, AND EXPERIENCES

#### The service provider must demonstrate:

- Proven experience in media monitoring and media intelligence services
- Experience working with financial institutions, regulators, or public sector entities

- Strong capability in:
  - Social media listening and analytics
  - Sentiment (tonality) analysis
  - Data interpretation and reporting
- Access to advanced media monitoring tools/platforms capable of:
  - Real-time tracking
  - Dashboard reporting
  - Engagement and reach analysis
- Qualified personnel with relevant backgrounds in:
  - Communications
  - Media studies
  - Data analytics or related fields
- Strong reporting and analytical writing skills
- Ability to deliver outputs within strict timelines and under pressure

## 5. Budget

Provide a detailed cost breakdown, including:

- Monthly and annual costs
- Cost of dashboard access and monitoring tools
- Any once-off costs (onboarding, setup, training)
- Costs for additional or ad hoc reporting

All pricing must be quoted in Namibia Dollars (NAD), VAT inclusive.

### Requirements for submission

- Interested service providers must submit:
  - Company profile outlining experience and capabilities
  - Proof of similar media monitoring services, particularly within the financial services sector
  - At least two (2) client references, including contact details
  - Sample reports demonstrated:
    - Media monitoring outputs
    - Sentiment/tonality analysis
    - Analytical depth and reporting quality
    - Description of tools, platforms, and methodologies used
  - Demonstration of ability to monitor:
    - Traditional media
    - Online platforms
    - Social media channels
  - Proposed project approach and methodology