

## Request for Proposals: NBI Website Management, Hosting and Development Service Provider

### 1. Introduction

The National Business Initiative (NBI) is a voluntary group of leading national and multinational companies working together towards sustainable growth and development in South Africa through partnerships, practical programmes and policy engagement. Since its establishment in 1995, the NBI has supported the collective role of business in advancing economic growth, social development and environmental sustainability. The organisation serves as a trusted convener between business, government and society, translating complex sustainability challenges into practical, collaborative action.

**The NBI website is a critical strategic asset and the organisation's primary digital platform for communicating its work, showcasing impact and engaging members, partners, media and the broader public.**

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### 2. Request

The NBI is seeking to strengthen and modernise its digital presence to better reflect the scale and growth of its programmes, partnerships and thought leadership.

**The website plays a central role in:**

- Showcasing NBI programmes and impact
- Supporting events and stakeholder engagement
- Hosting thought leadership and publications
- Strengthening brand visibility and credibility
- Supporting media and member communications
- Improving discoverability through search and digital channels

The NBI therefore seeks to appoint a highly capable and responsive service provider to take over the ongoing management, hosting, maintenance and development of the NBI website.

**This appointment is time-sensitive and strategically important, and the NBI is prioritising the selection of a service provider with the right capabilities, capacity and team to support the organisation reliably and under tight deadlines.**

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### 3. Scope of Work

We require a long-term website service provider to support the NBI across the following core areas:

#### 1. Website Hosting and Technical Management

The appointed service provider will assume responsibility for the hosting and technical management of the NBI website, ensuring a secure, stable and high-performing platform.

#### Key requirements include:

- Secure, reliable website hosting and uptime monitoring
- Ongoing technical maintenance and updates
- Website performance optimisation
- Security monitoring, backups and recovery protocols
- Plugin and theme updates and management
- Troubleshooting and rapid technical support when required

**The NBI requires a proactive partner who can ensure the website remains stable, secure and fully functional at all times.**

#### Data Protection and Compliance

The service provider must ensure that hosting and data handling practices comply with applicable data protection legislation, including the Protection of Personal Information Act (POPIA). This includes secure handling of website data, user submissions and analytics information.

#### 2. Website Maintenance and Content Updates

The NBI website is a dynamic platform that requires regular updates and coordination with the Communications team. We require:

- Ongoing website maintenance and support
- Uploading and updating content, including articles, reports, events and programme pages
- Close coordination with the NBI Communications team for content updates
- Ability to implement urgent changes within tight timelines
- Monthly reporting on maintenance and updates

**The service provider must demonstrate the ability to work efficiently and collaboratively within a fast-paced communications environment.**

#### 3. Design and Development of New Pages

The NBI regularly launches new initiatives, events, reports and campaigns that require new website sections and pages. We require:

- Design and development of new website pages and sections
- Implementation of best-practice UX and UI design
- Strong alignment with the NBI brand identity
- Mobile responsiveness and accessibility compliance
- Ability to develop landing pages for campaigns and events
- Experience working with content-heavy, stakeholder-focused organisations will be advantageous.

#### **4. Complete Rehaul of the Home Page**

A key priority for 2026 is the complete redesign and redevelopment of the NBI home page. The objective is to:

- Modernise the visual design and layout
- Improve user navigation and content discoverability
- Better showcase NBI impact and priority programmes
- Strengthen calls-to-action and engagement pathways
- Align with the organisation's evolving communications strategy

**This component of the project is a high-priority deliverable.**

#### **5. Search Engine Optimisation (SEO)**

The service provider will support ongoing SEO improvements to strengthen the NBI's online visibility. This includes:

- On-page SEO optimisation
- Technical SEO improvements
- Keyword and metadata optimisation
- SEO guidance for new content
- Performance tracking and recommendations

#### **6. Website Analytics and Tracking**

The service provider will:

- Ensure Google Analytics (or equivalent) is correctly configured and maintained.
- Support conversion tracking for forms, events and key calls-to-action.
- Provide high-level monthly insights on website performance and user behaviour.

#### **7. Google Ad Grant Setup and Management**

The NBI intends to establish a Google Ad Grant as part of strengthening its digital visibility and reach.

**The appointed service provider must therefore demonstrate:**

- Experience supporting non-profit organisations with Google Ad Grants.
- Ability to support the application, setup and ongoing management of the Google Ad Grant account.
- Experience developing and optimising Google Ads campaigns that drive traffic to content, events and programme pages.
- Ability to provide performance monitoring, reporting and optimisation recommendations.

**The service provider should either be a certified Google Partner or demonstrate equivalent experience managing Google Ad Grant accounts.**

#### **8. Imagery and Visual Content Sourcing**

The provider will support visual content requirements by:

- Sourcing appropriate imagery using platforms such as Shutterstock or similar
- Optimising images for website performance

## 9. WordPress Expertise

The NBI website is built on WordPress. The service provider must demonstrate:

- Advanced WordPress development expertise
- Experience managing WordPress hosting environments
- Experience working with complex, content-driven websites

## 10. Service Expectations and Working Approach

The NBI requires a service provider who:

- Can work under tight deadlines when required
- Is responsive and proactive in communication
- Can collaborate closely with the NBI Communications team
- Has sufficient team capacity to support ongoing work
- Can provide strategic input and technical guidance
- Can operate as a long-term, trusted digital partner

### Ownership and Access

All website assets, accounts and intellectual property created during the contract period will remain the property of the NBI, including:

- Hosting accounts
- Domain and DNS access
- CMS and plugin licences
- Google Analytics and Google Ads accounts
- All design and development work

**The service provider must ensure that the NBI retains full administrative access at all times.**

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## 4. Project Planning and Onboarding

The appointed service provider will be expected to operate as a proactive, responsive and collaborative digital partner to the NBI Communications team. The provider must demonstrate a clear and structured project management approach that enables delivery within tight timelines while supporting ongoing collaboration.

- Develop and submit a detailed onboarding and transition plan within the first **two (2) weeks of appointment**.
- Provide a clear project roadmap covering:
  - Website hosting takeover and technical transition
  - Home page redesign timeline and milestones
  - Immediate priority actions
  - Communication and escalation procedures

## 2. Dedicated Account Management

- Provide a dedicated primary point of contact responsible for account and project coordination.

- Ensure reliable availability and responsiveness during working hours.
- Demonstrate the ability to respond to urgent requests and time-sensitive updates.

### 3. Collaboration and Communication

- Work closely with the NBI Communications team on an ongoing basis.
- Participate in regular check-in meetings (frequency to be agreed; typically monthly or fortnightly depending on project activity).
- Maintain clear communication on timelines, progress, risks and dependencies.

### 4. Timeline and Milestone Management

- Provide detailed timelines and milestones for all development work.
- Proactively flag risks or delays and propose mitigation strategies.
- Demonstrate the capacity to meet accelerated deadlines, particularly for high-priority deliverables such as the home page redevelopment.

### 5. Reporting and Performance Tracking

- Provide structured monthly reports covering:
  - Website performance and uptime
  - Maintenance and technical updates
  - SEO progress and insights
  - Development work completed
  - Recommended improvements and next steps

### 6. Continuous Improvement and Strategic Guidance

- Provide proactive recommendations to improve website performance, user experience and digital engagement.
- Act as a long-term partner supporting the ongoing evolution of the NBI's digital presence.

## 5. Schedule of Deliverables

The appointed service provider will be responsible for the delivery of the following core deliverables as part of the ongoing website management, hosting and development service.

### 1. Website Hosting Takeover and Technical Transition

- Full migration and assumption of hosting, security and technical management of the NBI website.
- Completion of technical onboarding, access transfer, backup verification and performance checks.
- Delivery of a transition plan within the first two (2) weeks of appointment.
- Robust website security management, including proactive vulnerability monitoring and threat prevention
- Implementation and management of **regular automated website backups**, including:
  - Daily backups of website files and databases
  - Secure off-site backup storage
  - Tested recovery and disaster-recovery procedures
- Ability to rapidly restore the website in the event of downtime, data loss or security incidents
- Ongoing technical maintenance and updates
- Plugin and theme updates and management

- Troubleshooting and rapid technical support when required

**The NBI requires a proactive partner who can ensure the website remains secure, protected and fully recoverable at all times**

## **2. Urgent Redesign and Redevelopment of the NBI Home Page**

The redesign and redevelopment of the NBI home page is a **priority deliverable**.

**The new home page must be fully designed, developed, tested and launched within one (1) month of the service provider taking over the website.**

Deliverables include:

- UX and UI design concepts and approval process
- Development, testing and quality assurance
- Mobile optimisation and accessibility compliance
- Improved navigation and user journeys
- Strengthened calls-to-action and engagement pathways
- Launch and post-launch performance review

**This accelerated timeline is critical, and bidders must demonstrate the capacity and resources to meet this requirement.**

## **3. Ongoing Website Maintenance and Content Support**

- Monthly website maintenance and technical updates.
- Uploading and updating content (articles, publications, programme pages, events and campaigns).
- Ability to implement urgent updates within agreed turnaround times.
- Monthly maintenance and activity reporting.

## **4. Design and Development of New Pages and Campaign Landing Pages**

- Ongoing design and development of new pages as required by NBI programmes, events and campaigns.
- Creation of campaign and event landing pages aligned with best-practice UX/UI and the NBI brand.
- Provision of estimated turnaround times and development workflows.

## **5. Search Engine Optimisation (SEO) and Performance Monitoring**

- Ongoing technical and on-page SEO optimisation.
- Keyword and metadata optimisation for new and existing content.
- Quarterly SEO performance reporting and recommendations.
- Continuous improvement of website discoverability and search ranking.

## **7. Imagery and Visual Content Support**

- Sourcing of appropriate imagery via Shutterstock or similar platforms when required.
- Image optimisation for performance and accessibility.

## **8. Reporting and Project Coordination**

- Fortnightly progress updates during major development projects.
- Monthly reporting on website performance, maintenance, SEO progress and development work completed.
- Ongoing collaboration with the NBI Communications team.

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## 6. Timeframes

- **RFP Release Date:** Friday, 20 February 2026
  - **Deadline for Questions:** Friday, 27 February 2026
  - **Proposal Submission Deadline:** Friday, 06 March 2026 at 17:00pm (SAST)
  - **Proposal Presentation:** Week of 16 March 2026
  - **Service Provider Appointment:** Monday, 30 March 2026
  - **Commencement:** Wednesday, 1 April 2026
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## 7. Proposal Requirements

**Please provide a submission including the following:**

- Company overview and relevant experience
- Proposed approach to delivering the scope of work
- Details of your team and capacity
- Relevant examples (or links) of similar website work
- Hosting and maintenance approach
- SEO capabilities and approach
- Hourly rates and pricing structure

**Detailed quotation with line items for:**

- Hosting
- Maintenance
- Home page redesign
- Page development
- SEO support
- Ad hoc support hours

**Please also include:**

- At least 2–3 relevant case studies or examples
- Client references (optional but encouraged)
- Your BBBEE certificate or exemption
- Your company registration letter
- A valid tax clearance certificate

**We do not expect lengthy proposals and would be happy with:**

- A short PowerPoint proposal (PDF or original), or
- A concise Word document (maximum 3–4 pages)

Bidding companies will be assessed using an evaluation grid that is weighted towards technical expertise and experience but includes elements of B-BBEE and cost. As the NBI is a non-profit organisation, cost is an important factor. Please consider the NBI's status as a registered NPO in your pricing.

The proposals will be evaluated separately by a selection team and then discussed. A final recommendation will be made by the appropriate NBI party whose decision is final.

Shortlisted service providers will be invited to present their proposals in person to the NBI Adjudication Committee at the NBI offices in Johannesburg. The purpose of the presentation will be to:

- Provide an opportunity for service providers to present their proposed approach and team
- Allow the Adjudication Committee to ask questions and seek clarity where required
- Ensure alignment on expectations, timelines and ways of working

Service providers should ensure that the appropriate technical and account management representatives are available to attend the presentation. Further details regarding presentation dates and logistics will be shared with shortlisted bidders.

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## 8. Submission Deadline

Please submit your proposal to: **Nabeelah Khan** ([NabeelahK@nbi.org.za](mailto:NabeelahK@nbi.org.za)) and **Justine Alston** ([JustineA@nbi.org.za](mailto:JustineA@nbi.org.za)) by no later than **Friday, 06 March 2026, 17:00pm (SAST)**.

Please place the title “**NBI Website Management, Hosting and Development Service Provider**” in the subject line of your email submission.

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## 9. Exclusions

The exclusion process involves evaluating whether the applicant has committed any offences that would lead them to be excluded from the procurement process. The following could form the basis for exclusion:

- Blacklisting
  - Bankruptcy and Insolvency
  - Non-Declaration of a conflict of interest
  - Distortion of competition
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## 10. Contract Award Criteria

Only the highest scoring applicant will be invited by the assessment panel to enter contract negotiations. Being invited to participate in contract negotiation does not obligate the NBI to enter into any agreement, contract or representation, but only to negotiate exclusively to arrive at an agreement. Negotiations will be based on a draft contract prepared by the NBI.

The selected applicant will be expected to sign the Declaration of Conflict-of-Interest statement found in **Annex 2** below.

## Annexes

### Annex 1: Terms and Conditions

This appendix provides the Terms and Conditions which will govern your submission of a proposal to the NBI. You are required to read this annexure carefully together with the Request for Proposal (RfP) before submitting a proposal. By submitting a proposal, you accept these Terms and Conditions, and you agree to abide by them. If you do not agree to these Terms and Conditions, please do not submit a proposal.

#### 1) Submitting a proposal

- a) By submitting a proposal, you confirm that:
  - i) you have legal capacity to submit a proposal in response to this RfP and are acting lawfully, ethically and in good faith in your dealings with the NBI.
  - ii) you have sufficient time, skills, experiences, and resources to carry out the services to the highest professional standards expected of a competent supplier of services identical or similar and can obtain all necessary rights, licences, consents, waivers, approvals, permissions, permits, certificates, and insurances necessary to provide the services to the NBI.
  - iii) all information contained in your proposal is true, accurate and not misleading; and
  - iv) the NBI may share your proposal with any third party as the NBI, in its absolute discretion deems necessary for the purpose of evaluation.

#### 2) Conflict of Interest

- a) You must declare any actual or potential conflict of interest with the NBI (including the NBI's Board, or employees) and describe the nature in full. The NBI reserves the right to determine the appropriate course of action.
- b) If at any time during the RfP process you discover an actual or potential conflict of interest, you must inform the NBI promptly. The NBI reserves the right to determine the appropriate course of action.

#### 3) Compliance

- a) The NBI reserves the right to reject or disqualify your proposal, without any incurrence of costs or damages, where:
  - i) you fail to comply with the requirements of this RfP (including but not limited to this RfP document), your proposal is incomplete, or you are guilty of a serious misrepresentation in supplying information in response to this RfP.
  - ii) your proposal is received after the deadline set out in this RfP. The NBI will not consider any requests for an extension of the time or date fixed for the submission of responses.
  - iii) there is a change in your identity, control, financial standing or any other factor impacting on the selection and/or evaluation of your proposal.
  - iv) you are or become insolvent or have a petition issued against you.
  - v) you do not have the economic and financial standing and/ or the technical and professional ability to carry out the services.
  - vi) you are suspected either directly or indirectly of behaving in a collusive, canvassing, or anticompetitive manner or you offer or accept an inducement or reward to gain a commercial, contractual, regulatory, or personal advantage; and/or
  - vii) you (or if you are a commercial entity, a director or person who has the power of control or power to make representations or decisions on your behalf) have committed any offence relating to conspiracy, corruption, bribery, fraud, money laundering or any other criminal offence related to your course of business or profession, or in the NBI's opinion

have acted in such a manner that is at odds with internationally accepted ethical standards.

- b) The NBI reserves the right in its absolute discretion, without any incurrence of costs or damages, to:
  - i) refuse any proposal submitted.
  - ii) extend the time or date for fixed submission. In such circumstances the NBI will endeavour to notify all bidders of any change.
  - iii) amend any aspect of this RfP (including but not limited to the scope of work and the timeline) or cease the process at any time.
  - iv) negotiate the award of additional services which are a repetition of the services advertised in this RfP to the successful applicant.
  - v) limit the number of proposals invited to participate in any follow-up activity or to dispense with any follow-up altogether.
  - vi) require that you clarify your proposal in writing and/ or provide additional information and/or adequate references to the NBI's satisfaction. A failure to respond adequately may result in you not being selected.

#### **4) Bidder's Responsibilities**

- a) You shall be responsible for all your own costs, expenses and losses which may be incurred in relation to the preparation of your proposal, provision of additional information, or attendance at interviews or similar.
- b) You shall, always, treat the contents of the NBI's documentation as confidential, as well as any information regarding the NBI imparted to you by any other means, and only disclose such information as may be necessary for the preparation of a compliant response. At the NBI's request you shall return or destroy all documents, other materials, working papers relating to this RfP and all copies thereof including all electronic copies. When completed you shall confirm such to the NBI in writing.
- c) You shall not before the date and time specified within the RfP documentation disclose to any person the amount of your proposal except where the disclosure in confidence is necessary to obtain insurance premiums or guarantees required as part of any proposal to the NBI.
- d) Any contract entered because of this RfP will be based on the draft contract submitted by the NBI. No third-party general Terms and Conditions will apply.

#### **5) Intellectual Property**

- a) All intellectual property rights in this RfP and all materials provided by the NBI or any third party acting on its behalf shall remain the property of the NBI.
- b) Any intellectual property arising out of the provision of the services shall belong absolutely and exclusively to the NBI.

#### **6) Warnings/Disclaimers**

- a) Nothing contained in this RfP, or any other communication made in respect of it between the NBI or its representatives and any party will constitute an agreement, contract, or representation between the NBI and any other party. For the avoidance of doubt, receipt by you of this RfP does not imply the existence of a contract or commitment by or with the NBI for any purpose.
- b) The information contained in this RfP does not purport to contain all the information which you may require. While the NBI has taken all reasonable steps to ensure, as at the date of this RfP that the facts contained in it are true and accurate in all material respects, the NBI does

not make any representation or warranty as to the accuracy or completeness or otherwise of this RfP.

- c) The NBI accepts no liability to you whatsoever and however arising and whether resulting from the use of this RfP, or any omissions from or deficiencies in it.

#### **7) Waiver**

Failure or neglect by the NBI to enforce at any time any of the provisions of these Terms and Conditions shall not be construed nor shall it be deemed to be, a waiver of our respective rights hereunder, nor in any way affect the validity of the whole or any part of this agreement, nor prejudice our respective rights to take subsequent action.

#### **8) Jurisdiction**

This RfP shall be solely governed by and interpreted in accordance with the laws of the Republic of South Africa and subject to the exclusive jurisdiction of the South African courts.

## Annex 2: Declaration of Conflict of Interest

I, \_\_\_\_\_ [Name of Team Leader] declare that [I do] or [do not] have (strike out whichever does not apply) a potential or actual conflict of interest which may prevent me or any member of my organisation from working with the NBI.

\_\_\_\_\_  
Signature

Date (DD/MM/YYYY): \_\_\_\_\_

***If you have declared a conflict of interest, please describe in full the nature of this conflict.***