Re: Invitation to participate in the tender *Management of the Innovation Ecosystem Map*

Expression of Interest to manage the Innovation Ecosystem map

Expressions of Interest (EoI) are being sought from applicants interested in acting as service providers in the management of the innovate.co.tz innovation ecosystem map.

HDIF initiated a process in 2016 to run a study of the Tanzanian innovation ecosystem and to document the ecosystem players on an online map platform (http://innovate.co.tz). The goal of the mapping was to increase HDIF and innovation stakeholder's understanding of the key players and actors in the innovation ecosystem, with the aim of improving connections and collaboration between players to help inform future programming, and to understand the landscape and gaps in the innovation sector.

The Tanzanian Ecosystem is constantly changing, and the reasoning behind an online map is to have a live, evolving document where entities can themselves update their correct information.
In its current form, the map has the basic information in on most (but not all) of the relevant government organisations, universities, hubs, incubators etc., but in most categories the information is very much incomplete.

COSTECH and the Ministry of Education, Science and Technology, is very supportive of the Map and wants to know the number of innovators and hubs in the country to support the growth of the Innovation Ecosystem. There will need to be an arrangement or design to ensure COSTECH can access some of this data.

An internal analysis was carried out of the mapping exercise and the report made the following recommendations:

1) **Administration of the map**: The map should have an admin/hosting organisation (or several) committed to creating awareness about the map, and organising activities aimed at getting more relevant organisations mapped and ensuring the innovators and other stakeholders know how to use it. Another possibility would be creating Ambassador / Community Leader User roles for individuals.

2) **Creating community ownership**: Learning from initiatives by the World Bank and Humanitarian Open Street Map, a concerted effort needs to be taken to ensure that transference and community buy in happens. Both examples mentioned "mapping parties" (as championed by http://maptime.io/) that brought together stakeholders not only to update the maps and promote the platforms but also to create real world working groups that continued to update the maps. Hubs and labs in the community could be useful partners.

3) **Reviewing the map technology:** The current map platform has limited functionality, which in turn limits the possible uses, data sharing and revenue models. A decision should be made on an optimal map platform, and the data should be migrated to a more suitable platform. The decision can be done jointly with the selected admin organisation(s).

HDIF is now looking for an organization, or a network of organisations, to take the map to the next stage.

HDIF expects the interested organisations to propose how they would organize the administration of the map, and what methods they would use to further populate the map and to market it to the entire ecosystem. Examples of possible activities are listed below. The proposers do not need to commit to all of these, nor should they be limited by these activities. The proposers are encouraged to explain their own vision of how the map should be taken forward.

Examples of possible activities:
- Creating social media presence for the map and marketing it online
- Creating tutorials on how to add entries to the map

- Hosting Facebook live (etc.) sessions to advertise and for people to ask questions
- Publishing infographics etc. on the map data
- Basic admin – checking new entries, making sure they are ok and relevant, contacting the people who are posting if necessary, etc
- Creating a blog linked to map, updated weekly with innovation ecosystem news and events, new map entry introductions, little interviews, etc.
- Activating hubs, training them over the phone/email/Whatsapp on how to use the map, how to organise mapping parties etc. Encouraging them to map their own networks, local stakeholders etc in exchange for better visibility
- Organising mapping parties, potentially with partners
- Create 1st version of sustainable business model and plan (some of this could be part of the proposal)
- Analyse map platforms and propose the best option for sustainability
- Possibly change the map platform and import existing data there
- Drive the chosen business model (for example actively sell advertising space for events, jobs etc)
- Research, recruit and train local champions/nodes from secondary cities

HDIF is looking at a two-year contract with selected partner(s), with a maximum budget of 10,000 Great British Pounds per year. The payments will be linked to milestones which will be agreed on at contracting. The proposals may suggest suitable milestones.

After the two years HDIF will no longer support the map, and during the two years it is expected that guardianship/ownership/business model for the map will be operational.

The Expression of Interest can be submitted through an online form which can be found here: https://goo.gl/forms/b8mxWZLHHZlTXRl22 as per the deadline in the table below. Late entries will not be considered. We strongly encourage interested applicants to submit their replies early on to avoid any last-minute connectivity challenges.

Dates for Expression of Interest to manage the Innovation Ecosystem map. All time are local to Tanzania.	
Publication of the call for EOI	31st July 2018
Last date and time for questions	9am 13 August 2018
Clarifications published on the website by	5pm 18 August 2018
Submission of the form for Expression of Interest	9am 27 August 2018

No other information is needed at this stage. Hard copy entries send in by mail will not be accepted.

Any questions or clarifications on the Expression of Interest process should be submitted on time, abiding by the deadlines in the table below.

To qualify, the organisation must be a registered entity in Tanzania. Consortiums are also acceptable, in which case the lead organisation must be registered in Tanzania. The EoI submissions will be scored by an HDIF internal committee.

The scoring criteria consists of:
- Geographical coverage of organisation/consortium max 5 points
- Motivation and relevancy of organisation/consortium max 5 points
- Proposed approach max 5 points
- Sustainability plan max 5 points

After scoring takes place, the organisations which submitted an Expression of Interest will be informed by email whether they made the shortlist. The shortlisted organisations will be invited to bid and will receive the necessary information for bidding by email.

The prospective Suppliers will bear all their own costs including any attendance at bid openings or interview panels at any point in the process. The procurement process does not obligate HDIF to enter into any procurement contract.

HDIF abides by the General Data Protection Regulation and will not share your data with a third party.

We look forward to receiving your submission.

Yours sincerely

David McGinty,
HDIF, Team Leader