TENDER NO.: KWS/BDM/EOI/146 /2025-2026

TENDER NAME:
REQUEST FOR EXPRESSION OF INTEREST (EOI) FOR PROVISION OF VIRTUAL SAFARI BROADCASTING AND DIGITAL CONTENT PRODUCTION AND MONETIZED VIRTUAL TOURISM SOLUTIONS

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ELIGIBILITY: OPEN TO ALL

SUBMISSION DATE: 12TH MAY, 2026

CLOSING DATE: 19TH MAY, 2026

CLOSING TIME: **1 1 0 0 H R S**

KENYA WILDLIFE SERVICE,
P.O.BOX 40241 – 00100,
NAIROBI.
www.kws.go.ke; hps@kws.go.ke

NAME OF THE PROCURING ENTITY: KENYA WILDLIFE SERVICE

ASSIGNMENT OR CONTRACT TITLE: **PROVISION OF VIRTUAL SAFARI BROADCASTING AND DIGITAL CONTENT PRODUCTION AND MONETIZED VIRTUAL TOURISM SOLUTIONS**

REFERENCE NO: KWS/BDM/EOI/146/2025-2026

1.0 The Kenya Wildlife Service (KWS) seeks to engage eligible, qualified and experienced local and international firms to partner in the development and implementation of virtual safari broadcasting, digital storytelling, and revenue-generating virtual tourism platforms across selected national parks and protected areas.

2.0 KWS proposes the Kenya Parks Virtual Tourism Project, a strategic initiative designed to leverage immersive technologies such live-streaming, and 360-degree video to showcase Kenya's national parks, wildlife, landscapes, and cultural heritage to global audiences. The goal purpose of the initiative is positioned not only as a digital transformation effort but also as a conservation education tool. By providing immersive virtual safari and adventure experiences, producing engaging conservation content, and expanding digital outreach, KWS aims to promote year-round tourism, increase global engagement with Kenya's parks, and unlock the economic potential of under-visited protected areas.

Specifically, the Kenya Parks Virtual Tourism Project will enable KWS to:

- Expand global reach to new and emerging audiences
- Promote year-round tourism across all parks, reserves and sanctuaries
- Enhance conservation education and public awareness
- Strengthen destination marketing and brand visibility
- Support equitable distribution of tourism benefits across parks
- Advance the strategic goal of expanding Kenya's wildlife economy through technology-driven innovation
- Unlock value from underutilized conservation assets

3.0 Expression of Interest (EOI)

KWS therefore invites Expressions of Interest (EOI) from eligible, qualified and experienced local and international firms to partner in the development and implementation of virtual safari broadcasting, digital storytelling, and revenue-generating virtual tourism platforms across selected national parks and protected areas. To expand coverage and promote visitation to a wider range of KWS destinations, eleven (11) Parks have been identified for the initial phase of virtual tourism

development:

- Nairobi National Park,
- Tsavo East National Park,
- Tsavo West National Park,
- Meru National Park,
- Lake Nakuru National Park,
- Ruma National Park,
- Aberdare National Park,
- Mount Elgon National Park,
- Amboseli National Park,
- Lake Elementaita Sanctuary, and
- Sibiloi National Park

3.1 Strategic Objectives

The key objectives of this initiative include: -

- Educational virtual safari packages
- Corporate and institutional virtual safari offerings
- Sponsored virtual content
- Advertising and brand placement
- Licensing of digital wildlife content

3.1 Global Destination Marketing

- Promote Kenya's national parks and reserves globally
- Position Kenya Parks as a year-round safari destination
- Showcase wildlife diversity, adventure, landscapes, culture and marine ecosystems
- Support promotion of lesser-known and visited national parks and reserves
- Attract tourism investment and partnership
- Educational virtual safari packages
- Corporate and institutional virtual safari offerings
- Sponsored virtual content
- Advertising and brand placement

3.2 Conservation Awareness and Education

- Nature a culture of ownership and protection of wildlife and its habitats
- Generate conservation education content
- Promote human-wildlife coexistence
- Develop kids and youth-focused conservation content
- Support public engagement and awareness

3.3 Tourism Growth and Visitor Conversion

- Increase tourism visitation by 10%
- Promote travel to KWS-managed parks especially the lesser known destinations
- Support off-peak and green season tourism

3.4 Digital Transformation

- Introduce advanced digital tourism solutions
- Expand KWS digital footprint
- Enhance visitor experience innovation
- Integrate data analytics, AI, and audience insights for optimization

4.0 Scope of Work

The selected firm(s) shall provide end-to-end integrated solutions covering live broadcasting, digital content production and promotion.

4.1 Virtual Safari Broadcasting

Provide infrastructure and services to support:

- Live daily wildlife broadcasts
- Seasonal wildlife event coverage
- Interactive viewer experiences
- Multi-location broadcasting capability
- Remote filming and transmission systems

4.3 Production of Digital Wildlife Content

Develop high-quality content including:

- Live wildlife experiences
- Recorded wildlife documentaries with narration and interpretation by qualified guides, rangers and wardens, and conservation experts in at least ..languages that include…..
- Seasonal tourism campaigns
- Green season promotion
- Cultural and community storytelling
- Conservation success stories

Content formats may include:

- Live-stream content
- Short-form digital content
- Long-form documentary-style content
- Social media-ready material

4.4 Destination Marketing Integration
Support global marketing initiatives through:

- Multi-platform digital distribution
- Global broadcasting channels
- Social media campaigns
- Influencer and digital audience engagement
- Strategic branding integration

4.5 Tourism Sales Integration
The selected firm shall demonstrate ability to:

- Convert virtual audiences into physical visitors
- Integrate with travel booking platform and donation portals i.e eCitizen KWSPay platform
- Promote safari packages and bundled parks
- Support parks demand creation

4.6 Conservation Education and Public Engagement
Support conservation education through:

- School virtual safari/conservation programs for both local and international audiences
- Youth-focused wildlife storytelling
- Interactive wildlife learning sessions
- Global conservation awareness campaigns

5.0 Key Deliverables
Interested firms shall submit proposals detailing:

1. Company profile
2. Technical capability – Equipment and personnel

   Demonstrated experience in similar projects
3. Global distribution platforms
4. Proposed virtual safari concept
5. Content production plan
6. Technology deployment plan
7. Sustainability and Environmental compliance framework
8. Risk management and mitigation strategy
9. Implementation timeline with milestones

6.0 Proposed Implementation Locations

Indicative locations include:

1. Nairobi National Park,
2. Tsavo East National Park,
3. Tsavo West National Park,
4. Meru National Park,
5. Lake Nakuru National Park,
6. Ruma National Park,
7. Aberdares National Park,
8. Mt Elgon National Parks,
9. Amboseli National Park
10. Lake Elementaita Sanctuary and
11. Sibiloi National Park

Final locations will be determined in consultation with winning firm once the feasibility study is carried out.

7.0 Partnership and Revenue Model

The selected firm shall propose:

- Investment and long-term sustainability model
- Intellectual property rights framework
- Branding and sponsorship framework

8.0 Technical Requirements

Interested firms must demonstrate capability in:

- Live wildlife broadcasting systems
- Remote camera deployment
- Streaming infrastructure
- Satellite and internet transmission
- Platform development
- Cybersecurity
- Data analytics
- Digital payment systems
- Cloud infrastructure and scalability

9.0 Environmental and Operational Requirements

All proposed solutions must:

- Minimize disturbance to wildlife and its habitats
- Comply with conservation regulations
- Align with environmental management policies
- Protect ecological integrity

Adopt "low-impact technology deployment" principles and ethical wildlife filming standards

10.0 Duration of the Assignment

contract period of six (6) moths,

11.0 Reporting Requirements

Selected firms shall provide:

- Feasibility Report
- Monthly performance reports
- Audience analytics
- Platform usage data
- Annual impact reports
- Real-time dashboard access for KWS (performance, revenue, audience metrics)

12.0 Operations and Maintenance

- Hosting, maintenance, and regular updates of virtual content.
- Technical support and system security.
- Training of KWS and stakeholder staff

13.0

KWS invites eligible firms to indicate their interest of the service they are providing. Interested firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the service. Interested bidders **SHALL** provide the following mandatory requirements.

14.0

The attention of interested is drawn to the following provisions that will be highlighted in the Request for Proposals to be issued to the successful shortlisted firms. The firm will be expected to provide all the documents stated on mandatory requirements for evaluation

15.0

Tenders will be opened immediately after the deadline date and time specified above or any deadline date and time specified later. Tenders will be publicly opened in the presence of the Tenderers' designated representatives who choose to attend at the address below.

A. **Address for Submission of Tenders.**

Tenders are to be enclosed in plain sealed envelopes marked with Tender Reference Number and Description and deposited in the Tender Box, situated at the Main Reception Lobby, Main Entrance, KWS Headquarters, Langáta Road, P.O Box 40241- 00100, Nairobi

B. **Address for Opening of Tenders**.
Kenya Wildlife Service
Vet Boardroom
P.O Box 40241- 00100, Nairobi

Late tenders will be rejected.

Further information can be obtained at the address below during office hours from 8:00am to 5:00pm

NAME OF PROCURING ENTITY: Kenya Wildlife Service (KWS)
CONTACT PERSON/OFFICIAL: Deputy Director Supply Chain Management

KENYA WILDLIFE SERVICE
P.O. BOX 40241 - 00100 NAIROBI.
Email: hps@kws.go.ke
Website: www.kws.go.ke

ANNEX 1

TERMS OF REFERENCE FOR PROVISION OF VIRTUAL SAFARI BROADCASTING AND DIGITAL CONTENT PRODUCTION AND MONETIZED VIRTUAL TOURISM SOLUTIONS

Eligibility Criteria

Evaluation Criteria

The Expression on Interest received will be evaluated in accordance with the set Criteria as provided in the Tables below: -

Table A: Mandatory Requirements for Evaluation

S/NO	Requirements	YES/NO
1.	Copy of Certificate of Incorporation or Business Registration name under the Companies Act or Partnership Deed Duly Certified by a Commissioner for Oaths.	
2.	A current copy of Form CR12 for limited companies issued by the Registrar of Companies that indicates the ownership of the company (not older than 12 months, as at the time of the tender Closing). Form CR12 shall be duly certified by a Commissioner for Oaths.	
3.	Copy of a valid Tax Compliance Certificate from Kenya Revenue Authority (KRA) as at the time of tender opening/closing.	
4.	Certified Valid Business permit issued by the County Government	
5.	The written confirmation of authorization to sign on behalf of the Tenderer shall consist of: A POWER OF ATTORNEY.	
6.	Duly filled, Signed and stamped Self-Declarations of the tenderer Form (SD 1)	
7.	Duly filled, Signed and stamped Self-declaration indicating that the person/tenderer will not engage in any corrupt or fraudulent practice Form (SD 2)	
8.	Duly Completed, Signed and stamped Declaration and commitment to the code of ethics Form	
9.	Duly filled Confidential Business Questionnaire	
10.	Audited financial statements for the last three years (2021/2022, 2022/2023, 2023/2024) or current certified Bank Statement for the last 6 months	
11.	All the pages of the bid document **MUST** be chronologically serialized from cover page to the last page in THE FORMAT 1, 2, 3…. . And **MUST** be TAPE/BOOK BOUND (Spiral Bound or other forms of binding will not be accepted). Loose document is not accepted. Tenderers who fail to comply with this criterion will be disqualified	

Table B: Technical Requirements

No.	Evaluation Criteria	Description	Maximum Score
1.	Technical Capability	Demonstrated expertise in virtual tourism platforms, live streaming digital infrastructure, cybersecurity, and platform scalability.	20 Marks

		- Attach CVs of the production crew - Attach CVs of the marketing team - Attach 3 Referees or recommendation from previous work done - Attach report of previous work done	
2.	Innovation and Technology	Use of advanced technologies, creativity in virtual experiences, ability to deliver immersive and interactive user experiences, and integration of emerging digital tools. • Technical Proposal highlighting; Description of technologies used, System architecture, Platform capabilities, Interactive features, AI/AR/VR integrations, Mobile compatibility, Cloud infrastructure • Product Demonstration Materials • Technology Certifications / Partnerships • Case Studies: Similar immersive tourism or conservation projects. Results achieved and Audience engagement metrics • UX/UI Documentation; User journey maps, Accessibility features and Interactive experience design • Analytics Reports; Evidence of: Engagement rates, Average viewing time, User interaction levels, International traffic	20 arks
3.	Global Reach	Demonstrated global distribution networks, audience reach, international partnerships, and ability to promote Kenya's parks to international audiences.	20 arks

		• International Marketing Strategy • Distribution Network Documentation • Evidence of: ✓ Global streaming/distribution channels ✓ OTT platform access ✓ Mobile app availability ✓ International media partnerships • Partnership Agreements / MOUs • Audience Analytics Reports • Social Media & Digital Presence Portfolio • References from International Projects	
4.	Sustainability	Long-term operational sustainability, financial viability, content refresh strategy, platform maintenance plans, and scalability of the solution. • Business Continuity Plan • Financial Statements • Sustainability Strategy • Platform Maintenance Plan • Content Refresh Strategy • Scalability Plan • Staffing Plan	20 arks
5.	Environmental Compliance	Measures to ensure minimal environmental impact, compliance with conservation regulations, wildlife protection standards, and ethical filming practices. • Environmental Compliance Policy • Ethical Filming Guidelines • Conservation Compliance Statement • Staff Training Certificates • Permits and Licenses; Drone permits; • ESG / Sustainability Certifications	10 arks

6.	Alignment with KWS Strategic Goals	Demonstrated understanding of KWS mandate, conservation priorities, tourism growth strategies, and contribution to expanding the wildlife economy. • Strategic Alignment Matrix • Conservation Awareness Strategy • Tourism Promotion Plan • Community Impact Plan • Prior Experience in Conservation/Tourism • Monitoring & Evaluation Framework	10 Marks
		TOTAL	**100 Marks**

FORM SD1

SELF DECLARATION THAT THE PERSON/TENDERER IS NOT DEBARRED IN THE MATTER OF THE PUBLIC PROCUREMENT AND ASSET DISPOSAL ACT 2015.

I ..... of Post Office Box. being a resident of ..... in the Republic of.....do hereby make a statement as follows: -

1. THAT I am the Company Secretary/ Chief Executive/Managing Director/Principal Officer/Director of ..... *(insert name of the Company)* who is a Bidder in respect of **Tender No.** .....

for.....*(insert tender title/description)* for.....*(insert name of the Procuring entity)* and duly authorized and competent to make this statement.

2. THAT the aforesaid Bidder, its Directors and subcontractors have not been debarred from participating in procurement proceeding under Part IV of the Act.

3. THAT what is deponed to herein above is true to the best of my knowledge, information and belief.

.....	.....	.....
(Title)	(Signature)	(Date)

Bidder Official Stamp

FORM SD2

SELF DECLARATION THAT THE PERSON/TENDERER WILL NOT ENGAGE IN ANYCORRUPT OR FRAUDULENT PRACTICE

I, …….. of P.O. Box. .....being a resident
of..... in the Republic of .....
do hereby
make a statement as follows: -

1. THAT I am the Chief Executive/Managing Director/Principal Officer/Director of.....
(insert name of the Company) who is a Bidder in respect of **Tender No**. .....

for..... *(Insert tender title/description)* for.....
(insert name of the Procuring entity) and duly authorized and competent to make thisstatement.

2. THAT the aforesaid Bidder, its servants and/or agents /subcontractors will not engage in any corrupt or fraudulent practice and has not been requested to pay any inducement to any member of the Board, Management, Staff and/or employees and/or agents of

……..*(insert name of the Procuring entity)* which is the procuring entity.

3. THAT the aforesaid Bidder, its servants and/or agents /subcontractors have not offered anyinducement to any member of the Board, Management, Staff and/or employees and/or agents of ……..*(name of the procuring entity).*

4. THAT the aforesaid Bidder will not engage/has not engaged in any corrosive practice withother bidders participating in the subject tender.

5. THAT what is deponed to herein above is true to the best of my knowledge information and belief.

……	……	……
(Title)	(Signature)	(Date)

Bidder's Official Stamp

DECLARATION AND COMMITMENT TO THE CODE OF ETHICS

I.....
. (Person) on behalf of (***Name of the Business/ Company/Firm***) .....declare that I have read and fully understood the contents of the Public Procurement & Asset Disposal Act, 2015, Regulations and the Code of Ethics for persons participating in Public Procurement and Asset Disposal and my responsibilities under the Code.

I do hereby commit to abide by the provisions of the Code of Ethics for persons participating in Public Procurement and Asset Disposal.

Name of Authorized signatory.....

Sign……

Position.....

Office address……. Telephone……

E-mail……

Name of the Firm/Company……

Date……

(Company Seal/ Rubber Stamp where applicable)

Witness

Name
……

Sign……

Date……

TENDERER'S ELIGIBILITY- CONFIDENTIAL BUSINESS QUESTIONNAIRE FORM

a) Instruction to Tenderer

Tender is instructed to complete the particulars required in this Form, *one form for eachentity if Tender is a JV.* Tenderer is further reminded that it is an offence to give false information on this Form.

A. Tenderer's details

	ITEM	DESCRIPTION
1	Name of the Procuring Entity	
2	Name of the Tenderer	
3	Full Address and Contact Details of the Tenderer.	•Country •City •Location •Building •Floor •Postal Address •Name and email of contactperson.
4	Reference Number of the Tender	
5	Date and Time of Tender Opening	
6	Current Trade License No and Expiring date	
7	Maximum value of business which the Tenderer handles.	

General and Specific Details

b) Sole Proprietor, provide the following details.

Name in full

_____

Age_____Nationality_____

Country of Origin_____Citizenship _____

c) Partnership, provide the following details.

	Names of Partners	Nationality	Citizenship	% Shares owned
1				
2				
3				

(d) Registered Company, provide the following details.

i) Private or public Company _____

ii) State the nominal and issued capital of the Company-

Nominal Kenya Shillings (Equivalent) .....

Issued Kenya Shillings (Equivalent) .....

iii) Give details of Directors as follows.

	Names of Director	Nationality	Citizenship	% Shares owned
1				
2				
3				

(e) DISCLOSURE OF INTEREST- Interest of the Firm in the Procuring Entity.

(i) Are there any person/persons in ..... (*Name of Procuring Entity)* who has an interestor relationship in this firm? Yes/No.....

If yes, provide details as follows.

	Names of Person	Designation in the Procuring Entity	Interest or Relationship with Tenderer
1			
2			
3			

(ii) Conflict of interest disclosure

	Type of Conflict	Disclosure YES OR NO	If YES provide details of the relationship with Tenderer
1	Tenderer is directly or indirectly controlled by or isunder common control with another tenderer.		
2	Tenderer receives or has received any direct or indirect subsidy from another tenderer.		
3	Tenderer has the same legal representative as another tenderer		
4	Tender has a relationship with another tenderer, directly or through common third parties that puts it in a position to influence the tender of another tenderer, or influence the decisions of the Procuring Entity regarding this tendering process.		
5	Any of the Tenderer's affiliates participated as a consultant in the preparation of the design or technical specifications of the works that are the subject of the tender.		
6	Tenderer would be providing goods, works, non-consulting services or consulting services during implementation of the contract specified in this Tender Document.		
7	Tenderer has a close business or family relationship with a professional staff of the Procuring Entity who are directly or indirectly involved in the preparation of the Tender document or specifications of the Contract, and/or the Tender evaluation process of such contract		
8	Tenderer has a close business or family relationship with a professional staff of the Procuring Entity who would be involved in the implementation or supervision of the Contract.		
9	Has the conflict stemming from such relationship stated in item 7 and 8 above been resolved in a manner acceptable to the Procuring Entity throughout the tendering process and execution of the Contract?		

(f) Certification

On behalf of the Tenderer, I certify that the information given above is correct.

Full Name_____

Title or Designation_____

*(Signature)*_____ *(Date)*----------