



**RWANDA INTERNET COMMUNITY AND TECHNOLOGY ALLIANCE (RICTA)**

**REQUEST FOR PROPOSAL**

**Public Relations & Communications Agency  
Design and Execution of a Three-Year .RW Domain Adoption Strategy**

**RFP Reference No.:** 02/RFP/RICTA/ADM/2026

**Issue Date:** 22/06/2026

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**Issuing Contact:** [infodesk@ricta.org.rw](mailto:infodesk@ricta.org.rw)

## 1. Introduction and Purpose

The Rwanda Internet Community and Technology Alliance (RICTA) is the not-for-profit organization mandated to manage Rwanda's country-code top-level domain (.RW). As part of its mandate to strengthen Rwanda's digital identity, RICTA is issuing this Request for Proposal (RFP) to identify and engage a public relations and communications agency ("the Agency") to design and execute a comprehensive three-year strategy promoting the adoption and use of .RW domain names among individuals, businesses operating in Rwanda and the diaspora.

This document outlines the background, rationale, scope of work, submission requirements, evaluation process, and key dates for this procurement. Interested agencies are invited to submit a written proposal in accordance with the instructions in Section 11. RICTA reserves the right to amend, withdraw, or reissue this RFP at any time, and to award a contract in whole, in part, or not at all, at its sole discretion.

## 2. About RICTA and the .RW Namespace

### 2.1 About RICTA

RICTA was formed in 2005 as a not-for-profit organization representing the interests of Rwanda's internet community. In 2011, RURA formally mandated RICTA to manage Rwanda's ccTLD and all matters relating to the .rw namespace;

### 2.2 National Digital Context

This engagement sits within Rwanda's broader digital transformation agenda, including Vision 2050, the second National Strategy for Transformation (NST2, 2024-2029), and the second Smart Rwanda Master Plan (SRMP II, 2024-2029), led by the Ministry of ICT and Innovation (MINICT). A strong, widely adopted national domain supports digital sovereignty, trust in Rwandan online businesses and services, and the country's ambitions to become a knowledge-based, digitally enabled economy.

## 3. Rationale for a Three-Year Strategy

Despite Rwanda's rapid digital and economic growth, adoption of the national domain remains below its potential relative to the size of the registered business base and the growing online population. Many businesses, professionals, and institutions in Rwanda continue to default to generic top-level domains (e.g., .com) or rely solely on social media pages rather than establishing a .RW web presence - missing out on the trust, local relevance, and digital identity benefits that a national domain provides.

Shifting this behavior at scale requires sustained, multi-year communication rather than a single campaign burst. A three-year strategic approach allows RICTA and its agency partner to build awareness, establish trust, drive registration growth while building the measurement discipline needed to demonstrate impact against RICTA's mandate.

## 4. Objectives

RICTA is seeking an Agency partner to help it achieve the following objectives over the three-year term:

1. Significantly increase new .RW domain registrations and improve the renewal/retention rate of existing registrants over the three-year period.

2. Build strong national awareness and understanding of what .RW is, why it matters, and how to register one.
3. Position .RW as the trusted, preferred domain for businesses, non-profits, academic institutions, and individuals.
4. Strengthen the .RW registrar ecosystem through registrar-facing communications, enablement, and co-marketing support.
5. Strengthen existing partnerships and establish new ones to expand awareness and accelerate .RW domain adoption.
6. Support RICTA's broader mandate to strengthen Rwanda's digital identity and sovereignty, in alignment with national digital transformation agendas (Vision 2050, NST2, SRMP II).
7. Establish a robust, data-informed measurement framework with clear year-on-year KPIs and a culture of continuous campaign optimization.

## 5. Scope of Work

The selected agency shall deliver end-to-end services across the following areas:

### 5.1 Strategic Communications planning

- Develop a comprehensive three-year communications and public relations strategy for .RW.
- Define target audience segments, messaging frameworks, communication channels, and annual campaign themes.
- Develop a stakeholder engagement roadmap aligned with RICTA's strategic objectives.
- Produce annual communication implementation plans and campaign calendars.

### 5.2 Brand Positioning and Messaging

- Refine and strengthen the .RW value proposition.
- Develop key messaging tailored to different stakeholders including SMEs and corporates, Entrepreneurs and startups, Academic institutions, NGOs and development organizations, Individual users and creators, etc...
- Develop communication toolkits and brand narrative guidelines.

### 5.3 National Awareness and Campaigns

The Agency shall design and execute awareness campaigns to increase understanding and adoption of .RW.

#### 5.3.1 Public Awareness Campaigns

- Design and implement nationwide multimedia campaigns
- Develop annual thematic campaigns promoting digital identity, local content and digital presence, digital sovereignty, Made-in-Rwanda digital brands, etc...
- Execute campaigns across: Television, Print Media, Outdoor advertising, digital media, social media platforms, etc...

#### 5.3.2 Digital Marketing and Lead Generation

- Develop and manage digital acquisition campaigns.

- Implement search, display, social media, influencer, and content marketing initiatives.
- Design conversion-focused campaigns driving traffic to registration channels.
- Develop lead nurturing and remarketing programmes.

### **5.3.3 Content Development**

Produce high-quality content including: Success stories and case studies, Testimonials from .RW users, educational videos and animations, Infographics, Blogs and thought leadership articles, Podcasts and webinars, Media kits and promotional materials etc...

## **5.4 Media Relations and Reputation Management**

### **5.4.1 Media Engagement**

- Develop and maintain relationships with media houses in Rwanda.
- Secure regular coverage for .RW and RICTA initiatives.
- Prepare: Press releases, Media advisories, articles, Executive interviews, Feature stories etc...

### **5.4.2 Thought Leadership**

Position RICTA and .RW as leaders in digital identity by: supporting participation in industry forums and conferences, publishing expert commentary on digital transformation topics, etc...

### **5.4.3 Crisis Communications**

- Develop a crisis communications framework and establish rapid-response protocols.
- Prepare holding statements and issue-management procedures.
- Provide advisory support during reputational incidents.

## **5.5 Registrar Ecosystem Communications and Enablement**

The Agency shall support the strengthening of the .RW registrar network through communication and marketing support.

### **5.5.1 Registrar Engagement Programme**

- Develop registrar communication strategies.
- Create regular registrar newsletters and updates.
- Organize registrar engagement forums and workshops.
- Facilitate feedback and information-sharing mechanisms.

### **5.5.2 Co-Marketing Initiatives**

- Design and implement joint marketing campaigns with registrars.
- Develop co-branded campaign assets and toolkits.
- Support seasonal and promotional campaigns aimed at increasing registrations and renewals.

## **5.6 Stakeholder Engagement and Advocacy**

### **5.6.1 Strategic Stakeholder Outreach**

Develop engagement programmes targeting: private sector associations, academic institutions, Technology hubs, professional bodies, etc...

### **5.6.2 Partnerships and Advocacy**

- Identify strategic partnership opportunities.
- Support national campaigns promoting local digital identity.
- Facilitate stakeholder endorsements and ambassador programmes.
- Promote alignment with national digital transformation priorities.

### **5.7 Events, Activations and Community Engagement**

The Agency shall conceptualize and manage events that increase visibility and adoption of .RW. Activities may include: national awareness roadshows, university outreach programmes, SME engagement forums, Technology community activations, Digital transformation forums, Participation in national and international ICT events, etc... The Agency shall provide end-to-end event management services including planning, branding, media engagement, logistics support, and post-event reporting.

### **5. 8 Customer Retention**

The Agency shall support efforts to improve renewal and retention rates through:

- Customer retention communication strategies and renewal reminders.
- Loyalty and advocacy programmes.
- Customer education initiatives.
- Re-engagement campaigns for expired or inactive domain holders.
- Segmented communication journeys based on user profiles and lifecycle stages.
- media engagement, logistics support, and post-event reporting

### **6. Deliverables**

The agency shall deliver, at minimum

1. Three-Year Communications and PR Strategy.
2. Annual Communications and Marketing Plans.
3. Messaging Framework and Brand Positioning Toolkit.
4. Media Relations and Stakeholder Engagement Plan.
5. Registrar Communications and Co-Marketing Programme.
6. Annual Integrated Awareness Campaigns.
7. Digital Marketing and Content Calendar.
8. Crisis Communications Framework.
9. Event and Activation Plans.
10. Monthly, Quarterly, and Annual Performance Reports.
11. Research, Awareness, and Perception Studies.
12. KPI Dashboard and Measurement Framework.

### **7. Expected Outcomes**

By the end of the engagement, the programme should contribute to:

- Sustained growth in new .RW domain registrations.
- Improved renewal and retention rates.
- Increased national awareness and understanding of .RW.
- Stronger positioning of .RW as Rwanda's trusted digital identity.
- Enhanced registrar engagement
- Greater contribution of .RW to Rwanda's digital transformation and digital sovereignty agenda.
- Data-driven communications and marketing decision-making supported by measurable performance indicators

## **8. Qualifications and Experience**

The Agency shall demonstrate the technical capacity, experience, and resources necessary to successfully design and implement multi-year communications, public relations aimed at increasing awareness, adoption, and retention of .RW domain names.

- Be a legally registered communications and public relations or advertising firm
- At least five (5) years of experience developing and implementing communications and public relations campaigns.
- Proven experience managing large-scale public awareness campaigns at national or regional level.
- Experience in media relations, stakeholder engagement, reputation management, and thought leadership programmes.
- Expertise in content marketing, social media management, and audience segmentation.
- Proven experience organizing national events, conferences, roadshows, stakeholder forums, and public engagement campaigns.

## **9. Submission Requirements**

Interested firms shall submit both a Technical Proposal and a Financial Proposal in two sealed envelopes as follows:

### **9.1 Technical Proposal**

- Company profile and legal registration documents.
- Demonstrated understanding of the assignment.
- Proposed methodology, and approach.
- Work Plan and Implementation Schedule
- Three-Year Strategy Growth
- Team composition and CVs of key personnel.
- Relevant experience and References.
- Monitoring, Evaluation and Reporting Framework

### **9.2 Financial Proposal**

- Detailed budget breakdown by activity and year.
- Professional fees, production costs, media buying, and activation costs.
- Any additional or contingency costs clearly itemised.

## 10. Evaluation Criteria

Proposals will be evaluated by a review panel against the weighted criteria below:

Evaluation Criterion	Weight
Understanding of the assignment and strategic context	20%
Quality of proposed methodology and approach	15%
Three years .RW Growth strategy and innovation	15%
Relevant Corporate Experience and past performance	10%
Qualifications and experience of proposed Team	10%
Monitoring, Evaluation and Data Analysis Framework	5%
Registrar Engagement and Ecosystem Development Approach	5%
Financial proposal	20%
<b>Total</b>	<b>100%</b>

## 11. General Terms and Conditions

- This RFP does not constitute an offer or a binding commitment by RICTA to award a contract.
- All costs incurred by bidders in preparing and submitting a proposal are the sole responsibility of the bidder.
- Information shared as part of this RFP is confidential and may not be disclosed to third parties without written consent.
- RICTA reserves the right to request additional information, conduct reference checks, or invite revised proposals before making a final decision.
- The selected Agency will be required to sign a master services agreement and, where applicable, a non-disclosure agreement and conflict-of-interest declaration prior to commencement of work.

## 12. Contact Information

For all questions regarding this RFP, please contact:

- Organization: Rwanda Internet Community and Technology Alliance (RICTA)
- Address: KG 544 St, Kacyiru, Kigali, Rwanda
- Email: infodesk@ricta.org.rw
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*Thank you for your interest in partnering with RICTA to strengthen Rwanda's digital identity.*