Invitation to Tender

Development and Implementation of Community Engagement, Marketing and Communications Strategies to Promote Digital Brunei Activities

Reference:	AITI/8/1/ITT-DigitalBrunei 3.0
Opening Date:	Tuesday, 22 September 2026
Closing Date:	Tuesday, 10 November 2026 at 3:00pm
Email:	**procurement@aiti.gov.bn**
Information Day:	TBC
Document Fee (non-refundable):	BND 500.00
Tender Deposit (refundable):	BND 1,000.00
Total Fees Payable:	BND 1,500.00

EXECUTIVE SUMMARY

This executive summary contains the high-level scope of work involved in the project.

1. AITI is seeking a qualified Vendor to develop and implement community engagement, marketing, and communications activities of "Digital Brunei" to support Digital Brunei 2030, a national digital transformation plan that sets the national direction for digital growth, supported by strategic infrastructure, policies, and action-oriented initiatives that deliver real impact for Brunei Darussalam.

2. The objectives of this project are as follows:

   2.1. Increase public awareness and understanding on Digital Brunei 2030 initiatives, national digital transformation efforts, local digital innovations and solutions, and emerging technologies;

   2.2. Drive meaningful community engagement through targeted outreach programmes covering areas such as digital literacy, promote online safety, and encourage responsible use of digital technologies among youth, senior citizens, and the broader public.

   2.3. Strengthen coordination and collaboration among government, industry, and educational stakeholders, and facilitate their active participation in Digital Brunei; and

   2.4. Further reinforce visibility of Digital Brunei as a nationally-recognised platform to promote local digital initiatives, events and news

3. The high-level scope of work involves:

   3.1. Development of a three-year community engagement, marketing and communication strategy;

   3.2. Development of annual community engagement, marketing and communication plans;

   3.3. Implementation of community engagement, annual marketing and communication plan;

      3.3.1. Community engagement and outreach activities;

      3.3.2. Content development;

   3.4. Platform management;

      3.4.1. Management, Operation and Maintenance of Official Website;

      3.4.2. Management and Operation of Official Social Media Channels;

   3.5. Stakeholder coordination and management; and

   3.6. Monitoring and evaluation of programmes and activities.

4. Eligibility

   4.1. Businesses and companies legally established in Brunei Darussalam with past experience in the Contract Work are eligible to participate in this ITT.