

CALL FOR QUOTATIONS

Provision of artwork and commissioning services related to an online campaign

File Reference	EV31_2021_EDValletta_Online_Campaign
Date Published	April 19, 2021
Closing Date	April 26, 2021

Note:

Bidders are bound by their offers until at least 90 days after the deadline for submission



1. Background

Servizzi Ewropej f'Malta (SEM) - hereafter referred to as the Contracting Authority - is a government agency established by Legal Notice 445 of 2020 and in terms of the Public Administration Act (Cap.595).

The mission of SEM is to be of service to citizens by keeping them updated on the European Union (EU)'s strategies, policies, initiatives and obligations and engaging them to benefit from the rights and opportunities deriving from EU membership, including EU funding.

For the period May 2021 - December 2025, SEM will be hosting and managing Europe Direct Valletta - an EU Information Centre, part-financed by the European Commission to provide EU citizens in Malta with information about the EU, referring them to specialised information services and signposting to other services and networks. The Centre also gives advice and assistance to queries about the EU and, in particular, about the rights of EU citizens, the EU's priorities, legislation, policies, programmes, and funding opportunities.

Two other Europe Direct centres will be joining Europe Direct Valletta in providing EU-related information in Malta and Gozo, these being Europe Direct CORE and Europe Direct Gozo.

2. Services required

The Contracting Authority will commission a reputable firm to provide services related to an online campaign to promote the services of the three Europe Direct information centres in Malta and Gozo. The online campaign will be held between May 17 and May 23.

3. Timeframes

The timeframes for the completion of this Call for Quotations are:

Date Published	April 19, 2021
Closing Date	April 26, 2021 at 10:00 hrs CET
Deadline for request for any additional information from the Contracting Authority	April 21, 2021
Last date on which additional information is issued by the Contracting Authority	April 22, 2021
Delivery of services requested	May 17 to May 23, 2021

4. Deliverables

The Contracting Authority will commission a reputable firm or individual to provide services related to artwork and commissioning of online adverts in news portals for a campaign to promote the services of the three Europe Direct centres in Malta and Gozo.

The campaign will consist of one (1) online GIF advert to appear in nine (9) leading local news portals; four (4) in English and five (5) in Maltese as follows: Lovin Malta, Times of Malta, The Malta Independent, Malta Today, TVM, Newsbook, iNews, ONE news and NET news.

The online adverts are to appear for seven (7) days between May 17 and May 23, 2021.

The services being requested include:

- i. The design and artwork of one (1) Home-page Leaderboard GIF advert for the online news portals in two (2) versions of text - one (1) in English and one (1) in Maltese. The advert shall consist of three (3) frames. For Lovin Malta, the advert shall have 500,000 impressions for one week, on desktop and mobile, sized accordingly.
- ii. Adaptation of the advert in dimensions requested by the news portals.
- iii. Adaptation of the English version of the artwork for one (1) Facebook and one (1) Instagram post.
- iv. Commissioning, booking and payments of adverts with the news portals following the Contracting Authority's approval.
- v. The service provider will be requested to provide a report within two (2) weeks from the end of the campaign. The report shall include screenshots of the banners as published by the news portals, certificates from the news portals showing that the adverts were published as agreed, and the number of impressions/number of times the adverts were served by the different news portals.
- vi. For the creation of the artwork, the Contracting Authority will provide the logos, images, text, keywords, taglines and links to the service provider. Any rights related to Intellectual Property are to be fully respected.
- vii. Following the completion of the campaign, the service provider will be requested to divide the total cost of the campaign equally and send three separate invoices to Europe Direct Valletta, Europe Direct CORE and Europe Direct Gozo as instructed by the Contracting Authority.

5. Selection and Award Requirements

In order to be considered eligible for the award of the contract, bidders must provide evidence that they meet or exceed certain minimum criteria described hereunder, by submitting the following Annexes:

(A) Eligibility Criteria

- i) Details of Bidder (Annex 1)
- ii) Bidder's Declaration (Annex 2)

(B) Financial Offer

- i) A filled-in Financial Bid Form (Annex 4)

6. Award Criteria

The contract will be awarded to the cheapest, technically compliant quotation.

7. Cancellation of the Request for Quotations Procedure

In the event of the cancellation of a Call for Quotations procedure, bidders will be notified by the Contracting Authority.

Cancellation may occur where:

- i. The Call for Quotations procedure has been unsuccessful, namely where no quotations or no suitable quotations have been submitted;
- ii. The economic or technical parameters of the project have been fundamentally altered;
- iii. The exceptional circumstances or *force majeure* render normal performance of the project impossible;
- iv. There have been irregularities in the procedure, in particular where these have prevented fair competition;
- v. All technically compliant quotations exceed the financial resources available.

In no circumstances will the Contracting Authority be liable for damages, whatever their nature (in particular damages for loss of profits) or relationship to the cancellation of a quotation, even if the Contracting Authority has been advised of the possibility of damages. The publication of a contract notice does not commit the Contracting Authority to implement the project announced.

8. Formalities

Any information and/or clarifications are to be addressed to info.sem@gov.mt.

Proposals are to be addressed to info.sem@gov.mt and must be titled, **'Call for Quotations for the provision of artwork and commissioning services related to an online campaign' (EV31_2021_EDValletta_Online_Campaign)** by not later than 10:00 hrs CET of April 26, 2021. Late submissions will not be considered.

9. Payment Schedule

The payments will be made, on presentation of a final invoice. Following payment, the successful bidder must submit a fiscal receipt within 15 days.

Annex 1
Details of Bidder

Name of Company (where applicable)	
Name of Legal Representative of the Company / Bidder	
Postal Address	
E-mail Address	
Telephone Number	
Mobile Number	
VAT Registration No.	
Signature	
I.D. Card Number	
Date	

Annex 2 Bidder's Declaration

We have examined, and accept in full and in its entirety, the content of this Call for Quotations Dossier (including subsequent Clarifications Notes issued by the Contracting Authority) and we hereby accept the contents thereto in their entirety, without reservation or restriction. We also understand that any disagreement, contradiction, alteration or deviation shall lead to our offer not being considered any further. We also declare that neither the company submitting the bid nor any subcontractors (if applicable) fall under any of the exclusion grounds or are blacklisted under any offence listed under Part VI of the Public Procurement Regulations.

It is hereby declared that all employees engaged on this contract shall enjoy working conditions such as wages, salaries, vacation and sick leave, maternity and parental leave as provided for in the relative Employment Legislation. Furthermore, we shall comply with Chapter 424 of the Laws of Malta (Occupational Health and Safety Authority Act) as well as any other national legislation, regulations, standards and/or codes of practice or any amendment thereto in effect during the execution of the contract. In the event that it is proved otherwise during the execution of the contract it is hereby being consented that the contract is terminated with immediate effect and that no claim for damages or compensation be raised by us.

Once the provision of this service is allocated we will provide all the deliverables in Section 4 of the Call for Quotations Dossier.

In carrying out the obligations in pursuance of this contract, we will ensure the application of the principle of gender equality and shall thus 'inter alia' refrain from discriminating on the grounds of gender, marital status or family responsibilities.

Signature:

Name of Signatory:

I.D. Card Number:

Name of bidder/contractor:

Date:

**Annex 3
Declaration Form**

TO BE COMPLETED BY EACH INDIVIDUAL WHO IS EMPLOYED
WITH THE PUBLIC ADMINISTRATION (WHERE APPLICABLE)

I, the undersigned, hereby declare that I do not have any Conflict of Interest as defined in the Public Administration Act, Chapter 497 of the Laws of Malta - First Schedule, Code of Ethics, Article 5.

I also declare that, I am not engaged in another project or in a position which may give rise to a possible private or personal interest sufficient to influence or appear to influence the objective exercise of my duties as public employee.

By making this declaration, I understand that as a public employee I shall avoid any financial or other interest or undertaking, which could directly or indirectly compromise the performance of my duties as public employee.

I am fully aware that the onus to disclose any possible conflict of interest lies solely on me and I shall be responsible to disclose any foreseen conflict of interest to my seniors/head of organisation within one week from when the need arises as well as inform the Contractor accordingly.

Furthermore, I confirm that I shall also abide by the provisions laid down in Article 21 - Ethics Clauses of the General Rules Governing Tendering.

Name:

Signature:

Date:

Annex 4
Financial Bid Form

N.B. Offers are to be submitted and will only be accepted up to two decimal points.

Global price for this bid as outlined in this document:

Description	Price inclusive of all taxes but excluding VAT Amount in Euro (€)
Artwork and commissioning services for an online campaign	€..... Amount in words: