

Closing Date: 12 June 2018	Notice: MEUSAC
Date Published: 4 June 2018	File No: Branding-Citizens-Consultations-MT-001-2018

Branding-Citizens-Consultations-MT-001-2018

REQUEST FOR QUOTATIONS
for services in relation to
the branding of the Citizens' Consultations initiative in Malta

Note:

Bidders are bound by their offers until at least 60 days after the deadline for submission

1. Background

Initially set up in 1999, MEUSAC (the Malta-EU Steering and Action Committee) is an agency established by Legal Notice 154 of 2017 to carry out functions related to consultation on European Union (EU) policy and legislation, EU-related information and assistance on EU funding programmes.

MEUSAC has recently been chosen as the national focal point for the Citizens' Consultations – an initiative aimed at involving a very significant number of European citizens in all Member States apart from the United Kingdom, be it through dialogues with citizens, debates or digital consultations or through representative bodies, in order to identify Europeans' main concerns, hopes and expectations. The citizens' consultations will be used to inform deliberations by Heads of State and Government, and will help them to identify priorities for action over the next few years. These consultations will follow key principles common to all participating Member States: openness to all citizens, pluralism and transparency.

As a result, MEUSAC will be organising a series of Citizens' Consultations in Malta and Gozo during the coming months as part of a large-scale public consultation process which will focus on various themes related to the Future of Europe, such as innovation, migration, social convergence and the Common Agricultural Policy (CAP), amongst others. It is up to Member States to choose the modalities for the implementation of those activities at the national level.

2. Services required

The overall objective of this RFQ is to:

- i) develop the relevant digital branding to promote the Citizens' Consultations in Malta. Such branding includes artwork for templates, banners on news portals and social media, and mobile banners.
- ii) Run a promotional campaign on a leading social networking site.

3. Timeframes

The time-frames for the completion of this Request for Quotations are:

Date Published	4 June 2018
Closing Date	12 June 2018 at 10.00 hrs CET
Deadline for request for any additional information from the Contracting Authority	8 June 2018 at 12.00 hrs CET
Last date on which additional information is issued by the Contracting Authority	11 June 2018 at 10.00 hrs CET
Deadline for the delivery of the requested services	31 October 2018

4. Deliverables

MEUSAC (hereafter referred to as the 'Contracting Authority'), will commission a reputable firm to deliver the following services:

- i. The development of a branding concept which is to be reflected in the production of digital designs and artwork to promote the Citizens' Consultations to be held in Malta and Gozo between June and October 2018. The individual designs would include, but are not limited to, titles, dates and time of each event. The designs are expected to reflect the rationale behind the Citizens' Consultations as described in the background note in Section 1 above.
- ii. Design and artwork of one (1) image to be sent in an electronic format to entice participation at the events. The image shall be adapted to each of the events and provided in a format suitable for its intended use.
- iii. Design and artwork of one (1) image to be projected as a digital backdrop during the events. The image shall be provided in a format suitable for printing on a five (5) metres by three (3) metres canvas banner or any other size as indicated by the Contracting Authority.
- iv. The design and artwork of two (2) different adverts for a leading social networking site.
- v. The selected bidder will be responsible for the booking, payment and posting for the social media adverts to appear twice in a leading social networking site in the run-up to the launch of the Citizens' Consultations and prior to each and every event. The total number of posts to be published periodically between June and October would be twelve (12) at €75 each. Booking of adverts and payments should be effected by the service provider following the Contracting Authority's approval.
- vi. The design and artwork of three (3) different banners [two (2) in English and one (1) in Maltese] to be provided to the Contracting Authority in different file formats and specifications for online news portals which are clickable and would include a 'url' directing viewers to the Contracting Authority's website.
- vii. The design and artwork of two (2) different mobile banners/'in article' banners [one (1) in English and one (1) in Maltese] which are clickable and would include a 'url', directing viewers to the Contracting Authority's website.
- viii. Design and artwork of six (6) branded templates displaying information on the individual events. The artwork must be provided in a format suitable for printing.

- ix. Design and artwork of six (6) different covers for MEUSAC's online social media account.
- x. The selected bidder would be expected to provide the necessary stock photos, clipart, infographics, and other illustrations. Any rights in relation to Intellectual Property are to be fully respected. Logos will be provided by the Contracting Authority.
- xi. The selected bidder must discuss the development of the concept and implementation of the requested services and effect any necessary changes to the satisfaction of 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.

a) Eligibility Criteria

- i) Details of Bidder (Annex 1)
- ii) Declaration of agreement, conformity and compliance with the provisions of the Statement on Conditions of Employment. (Annex 2)
- iii) Bidders Declaration (Annex 3)

(b) Proof of Technical Capacity

Details of key expert for the execution of the contract as per Annex 4 marked 'Key Experts'.

Key Expert : Designer

This expert is expected to possess the following:

- Excellent interpersonal and communication skills.
- An excellent level of proficiency in English.
- An excellent level of proficiency in Maltese.
- An excellent level of proficiency in design and creativity.

The Contracting Authority reserves the right to verify any references as required.

(c) Financial Offer

A filled-in Financial Bid Form (Annex 5)

6. Award Criteria

The sole award criterion for this Request for Quotations will be the price. 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 Request for Quotations procedure, bidders will be notified by the Contracting Authority.

Cancellation may occur where:

- The Request for Quotations procedure has been unsuccessful, namely where no quotations or no suitable quotations have been submitted;
- The economic or technical parameters of the project have been fundamentally altered;
- The exceptional circumstances or *force majeure* render normal performance of the project impossible;
- There have been irregularities in the procedure, in particular where these have prevented fair competition;
- 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 programme or project announced.

8. Formalities

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

Proposals are to be addressed to info.meusac@gov.mt and must be clearly titled, 'Request for Quotations for services in relation to the branding of the Citizens' Consultations initiative in Malta (Branding-Citizens-Consultations-MT-001-2018) **by not later than 10:00hrs CET of 12 June, 2018. Late submissions will not be considered.**

9. Payment Schedule

All payments will be effected against invoice. Following payment, the successful bidder must submit a fiscal receipt within 15 days.

10. Gender Equality

In carrying out his/her obligations in pursuance of this contract, the bidder shall 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. In this document words importing one gender shall also include the other gender.

11. Data Protection

Any personal data submitted in the framework of the procurement procedure and/or subsequently included in the contract shall be processed pursuant to the Data Protection Act (2001). It shall be processed solely for the purposes of the performance, management and follow-up of the procurement procedure and/or subsequent contract by the Contracting Authority without prejudice to possible transmission to the bodies charged with a monitoring or inspection task in conformity with National and/or Community law.

Annex 1
Details of Bidder

Name of Legal Representative of the Company/Bidder	
Address	
E-mail Address	
Tel. Nr	
Mobile Phone Nr	
VAT Registration Nr	
Signature	
I.D. Card Nr	
Date	

Annex 2

Statement on Conditions of Employment

1. It is hereby declared that all employees engaged on this contract shall enjoy working conditions including 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.
2. It is hereby declared that no part of the services to be provided under this contract shall be sub-contracted to an economic operator who has in his employment employees, who are already in employment with the bidding entity and are carrying out, with the sub-contractor, the same or very similar duties as those in their contract of employment with the bidding entity.
3. The sub-contractor/s agree to all the conditions listed in this statement.
4. It is hereby declared that the service being provided under this contract will be carried out solely by the bidding entity employees, or bona fide self-employed individuals. No work will be carried out by persons designated as self-employed where their actual employment status in terms of the Employment Status National Standard Order LN 44/2012 is that of an employee.
5. It is hereby declared that all the employees of the bidding entity, whether providing services to the contracting authority or not, have a written contract of service and are registered with the competent authority of my country, which in the case of Malta is the Jobsplus. If this bid is awarded to us, we shall furnish a list of employees who will be providing the services. Copies of the written contracts of service of the employees will be available at any time for inspection.
6. It is hereby declared that the bidding entity's employees shall be given a detailed payslip containing all relevant details including the amount paid, normal hours worked, overtime hours, hours worked on Sundays and Public Holidays, hours availed of as leave or sick leave, a breakdown of bonuses/allowances as well as deductions made (such as social security contributions and income tax).
7. It is hereby declared that all the wages/salaries of the bidding entity's employees are paid only by direct payment in the employee's bank account.
8. It is hereby declared that the relevant bank statements of wage/salaries' deposit and copies of the detailed payslips will be made available as and when required by the Director of Industrial and Employment Relations.

- 9. It is hereby declared that if the bidding entity is found in breach of any of the above declarations it is accepted that this contract will be terminated and that we will have no right to be compensated for any damage we may have suffered or will suffer in the future in respect to this termination.

- 10. A list of the minimum hourly workers' costs involving the provision of the employees' services in this bid will be provided if requested.

Signature

Name of Signatory

I.D. Nr

Name of bidder/contractor

Date

Annex 3

Bidders Declaration

We have examined, and accept in full and in its entirety, the content of this Request 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.

Once the provision of this service is allocated we will provide all the deliverables in Section 4 of the Request for Quotations Dossier. We accept the right of the Contracting Authority to cancel the order if the service being provided is not up to the quality requested.

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. Nr

Name of bidder/contractor

Date

**Annex 4
Key Experts**

The Evaluation Committee reserves the right to request the bidders to substantiate their claims in respect to the staff proposed.

Name of Expert	Proposed Position	Nationality	Age	Educational Background/ Qualifications	Specialist Area of Knowledge	Languages and Degree of Fluency in Maltese and English (VG; G; W)
	Key Expert: Designer					

Kindly fill the Statement on Exclusivity and Availability (Page 11)

Statement on Exclusivity and Availability

TO BE COMPLETED BY EACH INDIVIDUAL KEY EXPERT

I, the undersigned, hereby declare my exclusivity and availability in the above-mentioned procedure in case of award. I further declare that I am able and willing to work for the period(s) foreseen for the position for which my CV has been included in the event that this quotation is successful, namely:

From	To
June 2018	October 2018

I confirm that during the above period(s) I am not engaged in another project in a position which will prevent me from providing the services for which I am being nominated.

Furthermore, should this quotation be successful, I am fully aware that if I am not available at the expected start date of my services for reasons other than ill-health or *force majeure*, I may be subject to exclusion from other quotations and contracts and that the notification of award of contract to the bidder may be rendered null and void.

Name of Key Expert:

Signature:

Name of Bidder:

Date:

**Annex 5
Financial Offer/Bid**

N.B. - Three decimal points do not exist as currency; therefore such offers cannot be accepted. Offers are to be submitted 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 (€)
Branding services in relation to a series of Citizens' Consultations	<p align="center">€.....</p> <p align="center">Amount in Words:</p> <p align="center">.....</p> <p align="center">.....</p> <p align="center">.....</p>

(The above amount must be broken down further as per below table (Financial Bid Breakdown))

		Price inclusive of all taxes but excluding VAT
1.	The development of a branding concept which is to be reflected in the production of digital designs and artwork.	€.....

2.	Design and artwork of one (1) image to be adapted to each of the events to serve as an invitation in electronic format.	€.....
3.	Design and artwork of one (1) image to be projected as a digital backdrop, adapted to each of the events.	€.....
4.	The design and artwork of two (2) different adverts for a leading social networking site.	€.....
5.	The booking, payment and posting for the social media adverts.	€.....
6.	The design and artwork of three (3) different banners for online news portals.	€.....
7.	The design and artwork of two (2) different mobile banners/'in article' banners.	€.....
8.	Design and artwork of six (6) branded templates displaying information on the individual events.	€.....
9.	Design and artwork of six (6) different covers for MEUSAC's online social media account	€.....
10.	The provision of the necessary stock photos, clipart, infographics, and other illustrations	€.....
	Total	€.....