

CALL FOR QUOTATIONS

**Provision of artwork and commissioning services
related to an online campaign**

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| File Reference | EV10_2020_EDIC_Online_Campaign |
| Date Published | August 27, 2020 |
| Closing Date | September 04, 2020 |

Note:

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



1. Background

MEUSAC (Malta-EU Steering and Action Committee) is a government agency established by Legal Notice 154 of 2017 and in terms of the Public Administration Act (Cap. 595) to carry out functions related to consultation on European Union (EU) policy and legislation, the dissemination of EU-related information and assistance on EU funding programmes.

For the period 2018-2020, MEUSAC hosts and manages 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.

2. Services required

The Contracting Authority will commission a reputable firm to provide services related to an online campaign to promote the services of Europe Direct Valletta.

3. Timeframes

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

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| Date Published | August 27, 2020 |
| Closing Date | September 04, 2020 at 10.00 hrs CET |
| Deadline for request for any additional information from the Contracting Authority | August 31, 2020 at 10.00 hrs CET |
| Last date on which additional information is issued by the Contracting Authority | September 01, 2020 at 10.00 hrs CET |
| Delivery of services requested | October 12-18, 2020 |

4. Deliverables

MEUSAC (hereafter referred to as 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 Europe Direct Valletta.

The campaign will consist of one (1) online GIF advert to appear in eight (8) leading local news portals; three (3) in English and five (5) in Maltese.

The online adverts are to appear for seven (7) days between 12 and 18 October 2020 in the form of Home-Page Leaderboard banners, at 20% occupancy.

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 will consist of three (3) frames.
- 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. Booking of adverts and payments with the news portals shall be affected by the service provider following the Contracting Authority's approval. The service provider will be expected to provide a final report by Friday, October 30 showing that the adverts were published as agreed with the different news portals as well as analytics showing the number of impressions of each of the adverts.
- v. 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.

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) 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.meusac@gov.mt.

Proposals are to be addressed to info.meusac@gov.mt and must be titled, '**Call for Quotations for the provision of artwork and commissioning services related to an online campaign (EV10_2020_EDIC_Online_Campaign)**' by not later than 10.00 hrs CET of September 04, 2020. 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**

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| 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 | <p style="text-align: center;">€.....</p> <p style="text-align: center;">Amount in words:</p> <p style="text-align: center;">.....</p> <p style="text-align: center;">.....</p> |