



**FONDAZZJONI GHALL-  
PATRIMONJU KULTURALI  
TAL-ARĊIDJOĊESI TA' MALTA**

REFERENCE NUMBER:

PA.5.0103/18.1

**- SERVICES -**

**PROVISION OF SERVICES FOR THE DESIGN, DEVELOPMENT  
AND DELIVERY OF A HERITAGE TRAIL AND PROMOTIONAL  
CAMPAIGN FOR ERDF PROJECT: CONSERVING, PROTECTING  
AND PROMOTING ECCLESIASTICAL CULTURAL HERITAGE**

**Important: No Bid Bond is applicable.  
Project is co-financed through EU funds.**



Operational Programme I – European Structural and Investment Funds 2014-2020  
“Fostering a competitive and sustainable economy to meet our challenges”  
Project part-financed by the European Regional Development Fund  
Co-financing rate: 80% European Union; 20% National Funds



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**Date Published:** 04/11/2022

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**Deadline for Submission:** 05/12/2022

**at 09:30am  
CET/CEST**

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**Tender Opening:** 07/12/2022

**At 10:00am  
CET/CEST**

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Fondazzjoni ghall-Patrimonju Kulturali ta' l-Arcidiocesi ta' Malta

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## SECTION 1 – INSTRUCTIONS TO TENDERERS

### 1. General Instructions

- 1.1 In submitting a tender, the tenderer accepts in full and in its entirety, the content of this tender document, including subsequent Clarifications issued by the Non Governmental Organisation (NGO), whatever the economic operator's own corresponding conditions may be, which through the submission of the tender is waived. Tenderers are expected to examine carefully and comply with all instructions, forms, contract provisions and specifications contained in this tender document. These Instructions to Tenderers complement the General Rules Governing Tenders for NGOs.

**No account can be taken of any reservation in the tender in respect of the procurement documents; any disagreement, contradiction, alteration or deviation shall lead to the tender offer not being considered any further.**

**Prospective tenderers must submit their offer by depositing it in the tender box, located at Fondazzjoni għall-Patrimonju Kulturali ta' l-Arcidiocesi ta' Malta, Archbishop's Curia, St Calcedonius Square, Floriana FRN 1535 MALTA. Any references in the tender document or tender forms to uploading of tender documentation and forms is to be ignored. Tenderers must submit one original tender offer as well as a soft copy on a USB. Soft versions on CDs will not be accepted. Tender reference number and tender title must be clearly indicated on the sealed bid. Prospective tenders take full responsible to submit their offer by the set tender submission deadline.**

**Note:**

**Where in this tender document a standard is quoted, it is to be understood that the Contracting Authority will accept equivalent standards. However, it will be the responsibility of the respective bidders to prove that the standards they quoted are equivalent to the standards requested by the Contracting Authority.**

The Estimated Procurement Value for this Call for Tenders has been based on comprehensive research including appropriate financial analysis. In the context of this procurement, the Estimated Procurement Value, based on market research, is that of **€100,000** excluding VAT.

The purpose of this value shall be the guidance of prospective bidders when submitting their offer and is not to be considered as a binding capping price.

Therefore, the published Estimated Procurement Value is not restrictive and final on the Contracting Authority. Economic Operators are free to submit financial offers above or below the Estimated Procurement Value. However, the Contracting Authority reserves the right to accept or reject Financial Offers exceeding the Estimated Procurement Value.

- 1.2 The subject of this tender is provision of services for the design, development and delivery of a Heritage trail and promotional campaign for ERDF Project: Conserving, protecting and promoting ecclesiastical cultural heritage funded under the 2014-2020 Programming Period.
- 1.3 The place of acceptance of the services/supplies/works shall be the Archbishop's Curia, St Calcedonius Square, Floriana, the time-limits for the execution of the contract shall be 28 weeks, and the INCOTERM<sup>2020</sup> applicable shall be **Delivery Duty Paid (DDP)**.
- 1.4 This is a global price contract.

- 1.5 This call for tenders is being issued under an open procedure.
- 1.6 The beneficiary of this tender is *the Fondazzjoni għall-Patrimonju Kulturali ta' l-Arcidjocesi ta' Malta*

## 2. Timetable

2.1

|                                                                                                                                                                                                                                                                                                                                                                                                     | DATE       | TIME* |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------|-------|
| Clarification Meeting/Site Visit                                                                                                                                                                                                                                                                                                                                                                    | N/A        | N/A   |
| Deadline for request for any additional information from the Contracting Authority.<br><br><b>Clarifications by registered users to be sent online through <a href="mailto:fond.pkam@gmail.com">fond.pkam@gmail.com</a>.</b>                                                                                                                                                                        | 14/11/2022 | 17:00 |
| Last date on which additional information can be issued by the NGO                                                                                                                                                                                                                                                                                                                                  | 18/11/2022 | 17:00 |
| Deadline for Submission of Tenders<br>(unless otherwise modified in terms of Clause 10.1 of the General Rules Governing Tendering)                                                                                                                                                                                                                                                                  | 05/12/2022 | 09:30 |
| Tender Opening Session<br>(Due to the Covid-19 Pandemic the tender opening session will take place in the date specified in this timetable and general public will not be allowed to attend physically. Tenderers are to leave their email address when submitting the tender and a TEAMS invitation will be sent to the bidders to connect should they wish to witness the tender opening session) | 07/12/2022 | 10:00 |
| * All times Central European Time (CET)/Central European Summer Time (CEST) as applicable                                                                                                                                                                                                                                                                                                           |            |       |

## 3. Lots

- 3.1 This tender is not divided into lots, and tenders must be for the whole of quantities indicated. Tenders will not be accepted for incomplete quantities.

## 4. Variant Solutions

- 4.1 Variant solutions are not permissible.

## 5. Financing

- 5.1 The project is *co-financed* by the European Union in accordance with the rules of the European Regional Development Operational Programme I for the 2014-2020 Programming Period.

- 5.2 The Contracting Authority of this tender is the *Fondazzjoni għall-Patrimonju Kulturali ta' l-Arcidjocesi ta' Malta*.

## **6. Clarification Meeting/Site Visit**

- 6.1 No clarification meeting/site visit is planned.

Meetings between economic operators and the NGO during the tendering period are not permitted.

## **7. Selection and Award Requirements**

In order to be considered eligible for the award of the contract, economic operators must provide evidence that they meet or exceed certain minimum criteria described hereunder.

### **(A) Eligibility Criteria**

Economic Operators are to provide the following documents to confirm eligibility: <sup>(Note 2)</sup>

- (i) No Bid Bond is required <sup>(Note 1)</sup>
- (ii) Declare agreement, conformity and compliance with the provisions of the Statement on Conditions of Employment by completing and submitting the form with title Statement on Conditions of Employment. <sup>(Note 2)</sup>
- (iv) Power of Attorney (form to be submitted and the bidder is to state if applicable or not) <sup>(Note 2)</sup>
- (v) Information re Joint Venture/Consortium (form to be submitted and the bidder is to state if applicable or not) <sup>(Note 2)</sup>
- (vi) By submitting an offer, the bidder is confirming that he/she shall provide the Ultimate Beneficiary Owner Sheet upon contract signature.

(B) Exclusion (including Blacklisting) and Selection Criteria – information to be submitted through the completion of the following declaration forms:

- (i) Declaration concerning exclusion grounds for the bidder and any sub-contractors (if any) <sup>(Note 2)</sup>
- (ii) Declaration concerning *Selection Criteria* <sup>(Note 2)</sup>

Sub-contracting: The name/s of sub-contractor/s and the relative percentage of services/supplies to be sub-contracted is to be provided in the Selection Criteria Declaration Form. Any sub-contractor proposed and disclosed at this stage shall be evaluated in line with exclusion and blacklisting criteria. Furthermore, if the sub-contractor is relied upon by the Contractor to meet the standards established in the selection criteria, apart from submitting the relevant commitments in writing, such reliance will be evaluated to verify its correctness and whether in effect these criteria are satisfied. It is being assumed that no sub-contracting will take place if the relevant selection of the Selection Criteria Declaration is left empty. <sup>(Note 2)</sup>

**(C) Technical Specifications**

- (i) Tenderer's Technical Offer in response to specifications.
- Tenderer's Technical Offer (Organisation and Methodology) <sup>(Note 3)</sup>
- (ii) Key Experts <sup>(Note 2)</sup> - The Key experts required for the execution of this contract are:

**KEY EXPERT 1 – Marketing Expert/Project Manager - Quantity 1**

He/she should:

- Be in possession of a recognised first degree at MQF Level 6, or equivalent, or higher in Marketing or communications or another related area of study;
- Able to communicate in English and Maltese (both written and verbal) as attested in the CV.

**KEY EXPERT 2 – Graphic Designer - Quantity 1**

He/she should:

- Be in possession of a recognised MQF Level 5 Diploma, or equivalent, or higher in Graphic Design or a related area of study.
- Able to communicate in English (both written and verbal) as attested in the CV.

**Key Experts Form, the Statement of Availability Form, the Self-declaration form for Key Experts (relating to public employees) and CVs** <sup>(Note 2)</sup> are to be submitted with the bid.

CVs should clearly demonstrate the qualifications, skills and knowledge needed and be annexed to the bid. Supporting certificates (including English translation where applicable) and relevant evidence should also be annexed to the CVs. With respect to foreign qualifications produced, applicants are required to produce a recognition statement by the Malta Qualifications Recognition Information Centre (MQRIC) based within the Malta Qualifications Council. A copy of such statement should be attached to the CV.

This requirement is not necessary in respect of qualifications obtained from accredited universities or other accredited institutions that are listed and available for download from the MQRIC page of the Malta Qualifications Council website (<https://ncfhe.gov.mt/en/Pages/MQF.aspx>). In cases of doubt, however, the Contracting Authority may direct the Contractor to procure a recognition statement from MQRIC.

Key Experts or personnel employed with the public administration are required to fill in the Declaration Form made available with this tender.

- (iii) **Samples:** Submit a sample in the form of a demo / showreel showing graphic design examples in line with the outcomes of the project, more specifically:
- posters,
  - roll-up banners, and
  - online adverts
- (Duration of showreel: not more than two minutes). <sup>(Note 2)</sup>

**(D) Financial Offer**

- (i) The Tender Form and Tenderer's Declaration are to be completed by the bidder and submitted with the offer. <sup>(Note 3)</sup>

- (ii) A financial offer is to be submitted by filling in Financial Bid Form, and is to be calculated on the basis of Delivered Duty Paid (DDP)2020 (Grand Total) for the services tendered. <sup>(Note 3)</sup>

**Notes to Clause 7:**

*1. Tenderers will be requested to clarify/rectify, within five (5) working days from notification, the tender guarantee only in the following four circumstances: incorrect validity date, and/or incorrect value, and/or incorrect addressee and incorrect name of the bidder. Rectification in respect of the Tender Guarantee (Bid Bond) is free of charge.*

*2. Tenderers will be requested to either clarify/rectify any incorrect and/or incomplete documentation, and/or submit any missing documents within five (5) working days from notification.*

*3. No rectification shall be allowed. Only clarifications on the submitted information may be requested.*

***Request for Clarification and / or rectifications concerning a previous request dealing with the same shortcoming shall not be entertained.***

**8. Tender Guarantee (Bid bond)**

- 8.1 No tender guarantee (bid bond) is required.

**9. Criteria for Award**

- 9.1 The sole award criterion will be the price. The contract will be awarded to the tenderer submitting the cheapest priced offer satisfying the administrative and technical criteria.



## **SECTION 2 – EXTRACTS FROM THE PUBLIC PROCUREMENT REGULATIONS**

### ***Part IX of the Public Procurement Regulations – S.L. 601.03***

#### ***Appeals from decisions taken after the closing date for the submissions of an offer (applicable to procurement where the estimated value meets or exceeds Euro5K)***

**270.** *Where the estimated value of the public contract meets or exceeds five thousand euro (€5,000) any tenderer or candidate concerned, or any person, having or having had an interest or who has been harmed or risks being harmed by an alleged infringement or by any decision taken including a proposed award in obtaining a contract, a rejection of a tender or a cancellation of a call for tender after the lapse of the publication period, may file an appeal by means of an objection before the Public Contracts Review Board, which shall contain in a very clear manner the reasons for their complaints.*

**271.** *The objection shall be filed within ten (10) calendar days following the date on which the contracting authority or the authority responsible for the tendering process has by fax or other electronic means sent its proposed award decision or the rejection of a tender or the cancellation of the call for tenders after the lapse of the publication period.*

**272.** *The communication to each tenderer or candidate concerned of the proposed award or of the cancellation of the call for tenders shall be accompanied by a summary of the relevant reasons relating to the rejection of the tender as set out in regulation 242 or the reasons why the call for tenders is being cancelled after the lapse of the publication period, and by a precise statement of the exact standstill period.*

**273.** *The objection shall only be valid if accompanied by a deposit equivalent to 0.50 per cent of the estimated value set by the contracting authority of the whole tender or if the tender is divided into lots according to the estimated value of the tender set by the contracting authority for each lot submitted by the tenderer, provided that in no case shall the deposit be less than four hundred euro (€400) or more than fifty thousand euro (€50,000) which may be refunded as the Public Contracts Review Board may decide in its decision.*

**274.** *The Secretary of the Public Contracts Review Board shall immediately notify the Director, the Sectoral Procurement Directorate and, or the contracting authority, as the case may be, that an objection had been filed with his authority thereby immediately suspending the award procedure.*

**275.** *The Department of Contracts, the Sectoral Procurement Directorate or the contracting authority involved, as the case may be, shall be precluded from concluding the contract during the period of ten (10) calendar days allowed for the submission of appeals. The award process shall be completely suspended if an appeal is eventually submitted.*

**276.** *The procedure to be followed in submitting and determining appeals as well as the conditions under which such appeals may be filed shall be the following:*

*(a) any decision by the General Contracts Committee, the Sectoral Procurement Directorate or the Special Contracts Committee or by the contracting authority, shall be made public by affixing it to the notice-board of the Department of Contracts, the Sectoral Procurement Directorate or of the office of the*

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*contracting authority, as the case may be, or by uploading it on government's e-procurement platform prior to the award of the contract if the call for tenders is administered by the Department of Contracts;*

*(b) the appeal of the complainant shall also be affixed to the notice-board of the Public Contracts Review Board and shall be communicated by fax or by other electronic means to all participating tenderers;*

*(c) the contracting authority and any interested party may, within ten (10) calendar days from the day on which the appeal is affixed to the notice board of the Review Board and uploaded where applicable on the government's e-procurement platform, file a written reply to the appeal. These replies shall also be affixed to the notice board of the Review Board and where applicable they shall also be uploaded on the government's eProcurement platform;*

*(d) the authority responsible for the tendering process shall within ten (10) days forward to the chairman of the Public Contracts Review Board all documentation pertaining to the call for tenders in question including files and tenders submitted;*

*(e) the secretary of the Review Board shall inform all the participants of the call for tenders, the Department of Contracts, the Sectoral Procurement Directorate and the contracting authority of the date or dates, as the case may be, when the appeal will be heard;*

*(f) when the oral hearing is concluded, the Public Contracts Review Board, if it does not deliver the decision on the same day, shall reserve decision for the earliest possible date to be fixed for the purpose, but not later than six (6) weeks from the day of the oral hearing;*

*Provided that for serious and justified reasons expressed in writing by means of an order notified to all the parties, the Public Contracts Review Board may postpone the judgment for a later period;*

*(g) the secretary of the Review Board shall keep a record of the grounds of each adjournment and of everything done in each sitting;*

*(h) after evaluating all the evidence and after considering all submissions put forward by the parties, the Public Contracts Review Board shall decide whether to accede or reject the appeal or even cancel the call if it appears to it that this is best in the circumstances of the case.*

## SECTION 3 – SPECIAL CONDITIONS

**These conditions amplify and supplement, if necessary, the General Conditions governing the contract. Unless the Special Conditions provide otherwise, those General Conditions remain fully applicable. The numbering of the Articles of the Special Conditions is not consecutive but follows the numbering of the Articles of the General Conditions. Other Special Conditions should be indicated afterwards.**

**For the purposes of contracts issued by NGOs, the term 'approval from the Central Government Authority' shall be substituted by the term 'approval by the Head responsible for that NGO'; Furthermore, any references to the Contracting Authority throughout the General Conditions shall be deemed to be referring to the NGO responsible for that procurement.**

### Article 2: Notices and Written Communications

2.4

Further to the contents in the General Conditions, the communication details of the Contracting Authority are:

**Fondazzjoni għall-Patrimonju Kulturali ta' l-Arcidiocesi ta' Malta**  
**The Archbishop's Curia, Saint Calcedonious Square, Floriana**  
**FRN 1535**  
**Tel: 2590 6400**  
**Email Address: [fond.pkam@gmail.com](mailto:fond.pkam@gmail.com)**

Communications between the Contracting Authority and/or the appointed Contact Person on one hand, and the Contractor on the other, shall be exclusively in writing and in the English language.

The Project Leader or the appointed contact person may issue instructions to the Contractor at any time. The Contractor shall only take instructions from the appointed Technical Consultant and/or the Representative both appointed by the Contracting Authority.

### Article 5: Supply of Information

5.1

Further to the provisions of the General Conditions, the Contracting Authority (CA) shall supply the Contractor with any information and/or documentation at its disposal which may be relevant to the performance of this contract. Such documents, if applicable, shall be returned to the CA at the end of the period of execution of the contract. The CA shall not undertake research on behalf of the Contractor. The contractor shall source its own documents and shall be responsible for setting up meetings and organizing related events. The CA shall supply any relevant contact details (names and telephone numbers) of the relevant stakeholders that it may have at its disposal. The rest must be researched by the Contractor.

Furthermore, the Contractor may be obliged to enter into a Data Processing Agreement with the Contracting Authority upon signature of contract, in line with GDPR requirements.

#### **Article 6: Assistance with Local Regulations**

- 6.1** Further to the provisions of the General Conditions, the contractor is responsible for complying with local regulations at his expense to ensure the project is compliant with all the relevant local regulations.

#### **Article 7: Obligations of the Contractor**

- 7.12** The Contractor shall, within 15 calendar days of receipt of the contract, sign and date the contract and return it together with a copy of the Performance Guarantee. The Contractor is further obliged to forward the original performance guarantee to the Contracting Authority. The Contract will not be endorsed by the Contracting Authority until the performance guarantee is submitted. The amount of the guarantee shall be 4% where the amount of the total contract value is between €10,000 and €500,000 ex VAT, and 10% where the amount of the total contract value is €500,000 or above.

Economic Operators have the possibility to provide the Contracting Authority with a Single Bond covering the performance guarantees for all the contracts with the same Contracting Authority. If an additional contract is awarded to a given contractor, which results in an economic operator's current cumulative contracts value to go beyond the contract value range currently covered by the Single Bond, the contractor is to be requested to; either submit a separate Performance Guarantee for the additional contract; or else submit a new Single Bond to cover the new total contracts value or submit an amendment to the original Single Bond specifying the new amount. If an Economic Operator chooses to make use of the Single Bond, he must submit a letter from the respective Contracting Authority specifying that the amount of the Single Bond covers the new Contract, otherwise the new Contract Agreement would not be signed.

- 7.15** The Performance Guarantee shall be released within thirty (30) calendar days from settlement of the final payment.

#### **Article 13: Medical, Insurance and Security Arrangements**

- 13.2** For the purposes of this contract, Medical Insurance is not required. Nonetheless, the Contracting Authority should be under no liability in respect of the medical expenses of the contractor, should they arise.
- 13.3** As per General Conditions.
- 13.4** Not applicable.
- 13.5** As per General Conditions.
- 13.6** Not applicable.

#### **Article 14: Intellectual and Industrial Property Rights**

- 14.3** As per General Conditions.

#### **Article 15: Scope of the Services**

- 15.1** The scope of the services is defined in Section 4 (Terms of Reference).

#### **Article 16: Personnel and Equipment**

- 16.4** As per Article 6, Section 4 (Terms of Reference)

#### **Article 18: Execution of the Contract**

- 18.1** The Contractor is expected to start fulfilling the contractual obligations upon the last dated signature of the contract by the Contracting Authority.
- 18.2** The overall duration of the contract is 28 weeks subject to the commencement of the services as from last signature of the contract by the Contracting Authority. The estimated delivery of the various activities and expected results should also abide by the 28 weeks period and is further outlined in Article 4, Section 4 (Terms of Reference).

#### **Article 19: Delays in Execution**

- 19.2** If the Contractor does not perform the services within the period of execution specified in the contract, the Contracting Authority shall, without formal notice and without prejudice to its other remedies under the contract, be entitled to liquidated damages for every day, or part thereof, which shall elapse between the end of the period of execution specified in the contract and the actual end of the period of execution.

Further to the provisions of the General Conditions, a daily penalty of fifty euro (EUR 50.00) (up to an aggregate limit of 20% of the total price) shall be charged to the Contractor, in the event of any failure to satisfactorily provide the requested services as stipulated in this Contract within the timeframes agreed with the Contracting Authority, and/or in the event that the service is seriously found to be lacking in quantity, quality or efficiency, and/or the Service Provider breaches any of the conditions stipulated in this Tender document. In such case, the Contracting Authority shall issue Notification Warning letters or Default Notices, notifying the Contractor of his/her breach of contract and requesting immediate remedial action by the Contractor who shall remedy the failure within the period stated in the Warning Letter/Default Notice served upon them in writing. If the Contractor fails to remedy such failure within the period stipulated, the daily penalty is charged. This is subject to the discretion of the Contracting Authority and is without prejudice to the Contracting Authority's other remedies under the contract.

#### **Article 20: Amendment of the Contract**

- 20.2** As per General Conditions.
- 20.5** Further to the General Conditions, the Contracting Authority reserves the right to increase or decrease the services of a similar nature by a maximum of 20% of the contract value. This may become necessary for the purpose of achieving the scope of the contract in cases such as, but not limited to, an increase in repetition of services. The prerogative to request such repetition of services is vested in the Contracting Authority alone, and if not used the Service Provider shall otherwise have no claim against the Contracting Authority.
- 20.6** Further to the provisions of the General Conditions, the Contracting Authority reserves the right to request additional new services not included in the original tender document. These shall be capped at a maximum of 30% of the contract value. This may become necessary for the purpose of achieving the scope of the contract in cases such as, but not limited to, new marketing tools that may need to be undertaken than the ones listed in this tender document. The prerogative to request such additional new services is vested in the Contracting Authority alone, and if not used the Service Provider shall otherwise have no claim against the Contracting Authority.

#### Article 24: Interim and Final Progress Reports

- 24.1** Not applicable. Reporting should be carried out in line with Article 7 of the Terms of Reference.

#### Article 26: Payments and Interest on Late Payment

- 26.1** This is a global-price contract, established in Euro (€).
- Further to the provisions of the General Conditions, the payments will be made according to the following schedule:

##### Payment Schedule:

| Narrative             | Percentage (%)                                                                                             |
|-----------------------|------------------------------------------------------------------------------------------------------------|
| Pre-financing Payment | <b>40%:</b> Upon submission of an equivalent pre-financing guarantee as specified in Article 27.           |
| Interim Payment       | <b>30%:</b> Paid following certification of deliverable 5A                                                 |
| Final Payment         | <b>30%:</b> of the approval by the Contracting Authority of the final deliverables against a valid invoice |
| <b>TOTAL</b>          | <b>100%</b>                                                                                                |

- 26.2** As per General Conditions.

#### **Article 27: Pre-Financing Guarantee**

- 27.2** As per General Conditions.
- 27.5** The pre-financing guarantee will be released upon completion and approval by the Contracting Authority of all deliverables from Deliverable 1A to 3A as outlined in the Terms of Reference.

#### **Article 30: Revision of Prices**

- 30.1** As per General Conditions.

#### **Article 32: Breach of Contract**

- 32.2** As per general conditions.

#### **Article 39: Further Additional Clauses**

- 39.1** The Final Acceptance Certificate of the tasks carried out by the Contractor can only be issued by the Contracting Authority once all tasks have been completed and are to the satisfaction of the Technical Consultant appointed by the Contracting Authority and all relevant documentation including the requested reports, have been submitted by the Contractor to the Contracting Authority and approved by the latter.

## SECTION 4 –SPECIFICATIONS/TERMS OF REFERENCE <sup>(Note 3)</sup>

### Terms of Reference

**Note:**

Where in this tender document a standard, brand or label is quoted, it is to be understood that the NGO will accept equivalent standards, brands or labels. However, it will be the responsibility of the respective bidders to prove that the standards they quoted are equivalent to the standards requested by the NGO.

#### 1. Background Information

##### 1.1 - Beneficiary Country

Malta

##### 1.2 – NGO

Fondazzjoni għall-Patrimonju Kulturali ta' l-Arcidiocesi ta Malta (VO/1288)

Contact Details:

The Archbishop's Curia, Saint Calcedonious Square, Floriana  
FRN 1535  
Tel: 2590 6400  
Email Address: fond.pkam@gmail.com

##### 1.3 - Relevant Background

Conscious of the diverse cultural heritage assets that fall within its portfolio, the Archdiocese of Malta has undertaken a cohesive plan which seeks to restore its cultural assets and conserve them for the enjoyment of future generations. Through a project funded through the European Regional Development Fund (ERDF) under the 2014-2020 Programming Period, this project is seeking to achieve the restoration of external structures of churches and chapels, restoration of artefacts, valorisation of religious historical artefacts and documentation as well as the creation of a heritage trail and undertaking of marketing initiatives.

These cultural assets are located within several localities across the Maltese territory which have been clustered geographically to enable an improved tourism experience. The localities covered by the project are diverse and encompass those that already have a strong tourism presence and others that are not located in traditional tourist area, but which have considerable potential. Therefore, the aim is to strengthen the position of localities that are already established as well as introduce new facilities within less popular tourism areas to integrate them within the local tourism fabric.

This approach is being opted for to enhance the overall product offering enabling the project to contribute towards the improvement of Malta's competitiveness from a tourism perspective. It



also provides a worthy opportunity to maintain increasing tourist flows within the already popular localities whilst also enabling the spreading of tourists across other localities which also have an intriguing cultural tourism product to offer.

To maximise the positive impact of the Malta Tourism Product, the localities being supported under this project have been grouped into geographical clusters with the aim to facilitating tourist flows, whilst also enabling a more even distribution of tourists amongst the various localities.

The identified geographical zones for the clustering of areas under this project are:

- The Northern Zone;
- The Central Zone; and
- The Southern Zone.

The envisaged investment directed towards the restoration, preservation and valorisation of cultural assets can be classified into the following categories:

- Restoration of the external structure of Churches and Chapels
- Restoration of Artefacts
- Valorisation of religious historical artefacts

The supported projects per cluster are the following\*:

### 1.3.1 Northern Zone

| Locality | General Description                                                  |
|----------|----------------------------------------------------------------------|
| Bidnija  | Holy Family Chapel: Restoration of external structure                |
| Dingli   | Parish Church: Restoration of artefacts                              |
| Gharghur | Ta Bernarda Chapel: Restoration of external structure and painting/s |
| Gharghur | Taz-Zellieqa Chapel: Restoration of external structure               |
| Mdina    | Cathedral: Restoration of painting/s                                 |
| Mellieha | Pilgrim's Lodge: setting up of museum                                |
| Mgarr    | Parish Church: Restoration of external structure                     |
| Mosta    | Parish Church: Restoration of painting/s                             |
| Naxxar   | Parish Church: Restoration of external structure                     |
| Rabat    | Parish Church: Restoration of painting/s                             |

### 1.3.2 Central Zone

| Locality   | General Description                                                                  |
|------------|--------------------------------------------------------------------------------------|
| Attard     | Parish Church: Restoration of external structure                                     |
| Balzan     | Parish Church: Restoration of external structure                                     |
| Birkirara  | Parish Church (St Elena): Restoration of painting/s                                  |
| Birkirkara | Parish Church (St Maria): Site investigations and restoration architectural services |
| Msida      | Restoration of internal structure and painting/s                                     |
| Sliema     | Parish Church (St Gregory) Restoration of painting/s                                 |

### 1.3.3 Southern Zone

| Locality   | General Description                                                                   |
|------------|---------------------------------------------------------------------------------------|
| Floriana   | Parish Church: Restoration of external structure                                      |
| Hamrun     | Atocia Chapel: Restoration of external structure                                      |
| Hamrun     | Parish Church (St Cajetan): Restoration of external structure                         |
| Kirkop     | Parish Church: Restoration of external structure                                      |
| Marsaxlokk | Parish Church: Restoration of artefacts                                               |
| Paola      | Parish Church: Restoration of external structure                                      |
| Qrendi     | Parish Church: Restoration of external structure                                      |
| Senglea    | Parish Church: Restoration of painting/s                                              |
| Tarxien    | Parish Church: Restoration of painting/s                                              |
| Valletta   | Archbishop's Palace: Restoration of external structure                                |
| Valletta   | Jesuits' Church: Restoration of paintings within the Immaculata and Onorati Oratories |
| Valletta   | St Theresa of Avila Chapel: Restoration of structure and paintings                    |
| Valletta   | Parish Church (St Paul): Restoration of paintings and decorative elements             |
| Zebbug     | Parish Church: Restoration of external structure                                      |
| Zejtun     | St Mary of Childbirth Chapel: Restoration of external structure                       |
| Zurrieq    | Parish Church: Restoration of external structure                                      |

\* Prospective bidders are to note that the above lists are only indicative and will be confirmed to the winning bidder at contract implementation stage.

The approved ERDF project also incorporates the creation of a heritage trail and marketing. The objective of the heritage trail is to provide the tourist with a comprehensive experience, enabling cultural enthusiasts to visit and appreciate several cultural gems all set within close proximity of the cluster they form part off. In terms of marketing, the aim is to implement initiatives attracting visitors to the sites as well as to improve the visibility of the restored sites, thereby helping to improve Malta's tourism offering and attracting more cultural tourism. The Malta Tourism Authority is a project partner having the objective to support the project through the provision of marketing exposure to the restored facilities once the project is completed.

## 1.4 - Current State of Affairs

Currently the project is during its implementation stage, with a number of sub-activities being completed, others are being undertaken whilst others are yet to be initiated. The status progress for each sub-activity will be provided to the winning bidder.

## 1.5 - Related Programmes and Donor Activities

Malta's Operational Programme I - Fostering a competitive and sustainable economy to meet our challenges – 2014-2020. Of specific relevance is Priority Axis 5: Protecting our environment - investing in natural and cultural assets of the Programme.

Available from:

<https://eufunds.gov.mt/en/Operational%20Programmes/Programming%20Period%202014%20-%202020/Operational%20Programme%201/Pages/Operational-Programme-1.aspx>

In this context, the related publicity requirement and pertaining visual identity guidelines of the programme must be adhered to throughout the contract implementation period, including its corresponding deliverables. It is the responsibility of the Contractor to ensure that these are followed through.

## **2. Contract Objectives and Expected Results**

### **2.1 - Overall Objectives**

The overall objectives of this contract are:

- **Objective 1: Heritage Trail** – the design and development of a heritage trail for the project covering the different sites supported with the aim to provide information for visitors to follow from one attraction to another which will help them absorb more information and enhance the experience whilst visiting sites in a pragmatic way.
- **Objective 2: Marketing** - The design and delivery of an effective promotional campaign to attract foreigners visiting Malta, tour operators and other special interest groups aiming to improve Malta's tourism offering.

### **2.2 - Specific Objectives**

The specific objectives of this contract are:

#### **2.2.1 Heritage trail**

- a. The design, development and printing of heritage trail maps linking the different interventions within the same cluster (Northern, Central or Southern Malta).
- b. The distribution of the physical heritage trail maps in MTA's offices and other key locations around Malta such as hotels and areas frequented by tourists.
- c. Develop and publish content which provides information for visitors to follow from one attraction to another which will help them absorb more information and enhance the experience whilst visiting sites in a pragmatic way.
- d. Develop and administer over the contract implementation period, an engaging and interactive web platform for the online publishing and accessibility of the heritage trail maps, providing extensive and up-to-date information on the heritage trail and the artefacts pertaining to it. The web platform will be linked to Archdiocese website (church.mt) and to other portals to be decided.
- e. Develop a QR code system (or similar matrix type barcodes) that links the supported activities on site to the content available on the web portal referred to under Point D above. Each supported activity will have its own QR Code on site which links the user to the relevant information.
- f. Design, print and supply design signage, including a QR code for all locations / artefacts that links to created content under Point C and D above.

### **2.2.2 Marketing**

- a. Assess the consumer characteristics to determine perceptions and trends on heritage tourism and help identify the potential focus areas to ensure the development of an effective marketing campaign.
- b. Strategically plan a tailor-made marketing campaign to target the different chosen target audiences, taking also into account cultural and religious tourists.
- c. Design all content, material and other related items necessary for a broad-based awareness raising marketing campaign.
- d. Carry out an extensive, Europe-wide engaging publicity campaign to promote the heritage trail to reach the different target audience/s over the contract implementation period.
- e. Organise a launch of the heritage trail, including at least one on-site event.
- f. Design, print and distribute the various printed materials.

## **2.3 - Results to be Achieved by the Consultant**

### **2.3.1 Heritage Trail**

By the end of the contractual period, the contractor would have delivered:

- a. Heritage trail maps linking the different sites and artefacts within the same cluster
- b. Physical printed maps of the trail which would have been disseminated into locations frequently visited by visitors and tourists
- c. An interactive web platform giving access and information on the trail maps and content on the supported sites
- d. A functioning QR Code (or similar matrix type barcodes) system that links the sites with the content on the interactive web platform developed under Point C above.
- e. All signage, including the QR code to be visible in all locations / artefacts forming part of the trail.
- f. All other deliverables related to the Heritage Trail, as specified in Section 4.2: Specific activities.

### **2.3.2 Marketing**

At the end of the contractual period, the contractor would have delivered:

- a. The creation of a branding identity of the Heritage Trail, which is to be used by the contractor for all marketing purposes in the contract execution period and by the Foundation after the end of the contract.
- b. The implementation of an effective awareness and promotional marketing campaign aimed at attracting tourists to all the sites forming part of the Heritage Trail capturing the different marketing activities listed under Section 4.2: Specific Activities

## **3. Assumptions and Risks**

### **3.1 - Assumptions Underlying the Project Intervention**

It is assumed that the bidder can:

- absorb a certain level of technical information associated with the project.
- identify and prioritise specific messages relating to different artefacts which are included in the trail to different target audience/s.
- raise appropriate awareness and knowledge on the heritage trail, among different target audience/s.
- address a varied target audience/s basically comprising the foreign visitors to Malta, tour organizers and special interest groups.
- develop and deliver messages in the English language and three (3) other languages agreed with the Contracting Authority;
- create and design/develop innovative and effective messages and visuals, to make use of various media and to target different audiences, to engage such audience/s whilst ensuring the best combination of cost-effectiveness and value for money.
- focus on engaging audiences, especially the selected target groups in all marketing activities.

In addition, it is being assumed that that contractor:

- has the necessary human resources, capacity, flexibility and capability to coordinate and undertake this contract and implement it in a timely manner and according to the budget.
- is capable of handling possible negative and/or controversial situations related with the project, after consultation with the Contracting Authority.
- has the technical expertise to design high-level visual material, to be developed for this project.
- is well versed in the cost structure of advertising in the media.
- respects copyright law by developing content that is original and that is free from any form of plagiarism or copyright infringements. Intellectual property infringements will fall under the responsibility of the content creator.

### 3.2 – Risks

The Contractor shall take in account a number of risks in his tender offer, such as:

- delays/problems in securing on time all the necessary information/material from the Contracting Authority.
- any permits / petition recourses required that are not granted within a reasonable time.
- non-availability of media time/space.
- change in the cost structure of the media/advertising sector over the period of the contract.
- Strict adherence to the implementation timeframes of the contract.

## 4. Scope of the Work

### 4.1 – General

#### 4.1.1 Project Description

The contract is intended to design and deliver a heritage trail for the supported sites and an engaging awareness raising and promotional campaign which is aimed at promoting the sites forming part of the heritage trail to attract foreigners visiting Malta, tour operators and other special interest groups aiming to improve Malta's tourism offering.

In this regard, the contract looks at the achievement of two main activities:

- (1) the design, development and implementation of a Heritage Trail which brings together the supported interventions into three geographical clusters which facilitate tourist flows, whilst also providing information/content on these cultural assets to the visitors. The Heritage Trail is to be made available on printed maps and online via a specific web platform. A QR coding system that links the cultural assets with relevant content on the web platform shall be created.
- (2) the design, development and implementation of the Heritage Trail Marketing Campaign to attract foreigners visiting Malta. The marketing campaign shall be designed to generate awareness of the Heritage trail including all its sites and artefacts, and to engage and attract people to follow the trail. This contract intends to utilise a number of communication methods to reach a wide population. Section 4.2 of the Terms of Reference delves into these requirements.

This contract requires constant cooperation between the Contractor and the Contracting Authority's team managing this contract. The successful Contractor is expected to fulfill the exhaustive list of activities and tasks under this contract provided under Section 4.2.

#### 4.1.2 *Geographical Area to be covered*

Europe

#### 4.1.3 *Target Groups*

The target groups of this tender are foreigners (including potential ones) visiting Malta, tour operators and other special interest groups. Additionally, the target audience/s will be more specific depending on the particular message that will be designed, developed and rolled out.

## 4.2 - Specific Activities

In order to achieve the objectives of the Contract, the contractor shall undertake the following tasks.

The successful bidder will be required to develop a holistic Heritage Trail, as well as a marketing campaign aiming to inform the target group about the projects mentioned in Section 1.3 of the Terms of Reference.

The Contractor is expected to develop both the Heritage Trail and the Marketing campaign in a way which ensures the comprehensive implementation of all activities falling under this tender document, namely:

- Activity 1: Development of the Heritage Trail Strategy
- Activity 2: Assessment of Consumer characteristics and Campaign Strategy
- Activity 3: Branding Identity Guidelines for the Heritage Trail Campaign
- Activity 4: Broadcast Media Programming
- Activity 5: Development and Management of a HT web platform
- Activity 6: Development of a QR Code System (or similar) that links the sites to the web platform
- Activity 7: Digital Media Advertising

- Activity 8: Printed Project Material
- Activity 9: Stakeholder Engagement Activities

It is up to the bidders to prepare their own detailed methodology and technical proposals such that they fulfil the general requirements described in the Terms of Reference. In doing so, particular attention should be given to ensuring the sustainability and dissemination of project results.

The details of the specific activities which are required within this Tender are stipulated hereunder.

### **Activity 1: Development of the Heritage Trail Strategy**

In this activity, the contractor shall be responsible to put together a strategy for the creation, design and implementation of a heritage trail of not more than 36 historical sites, including the projects mentioned in Section 1.3 of the Terms of Reference. As part of the development of this activity, the contractor will need to:

- Hold a kick-off meeting with the Contracting Authority following the award of the contract, in which the Heritage trail and its campaign strategy, the presented methodology and timeline in the bid are to be discussed in detail to ensure that the Contracting Authority's goals are reached. The Contractor is also expected to prepare the minutes of the Kick-Off meeting referred to as **Deliverable 1A**.

Within Activity 1, the Contractor must specifically:

- Design the heritage trail map for each geographical zone (3 maps are to be prepared in total covering Northern, Central and Southern Malta), which must be supported by a report clearly showing how the different areas in each zone are connected to one another as shown in the maps, and how these will provide an enhanced tourism experience when visiting each site.
- Create the content about the heritage sites / historical artefacts to form part of the heritage trail for each intervention based on researched information by the Contractor. The CA will make available content that it has in hand, however, it is the responsibility of the contractor to ensure that it is factual and comprehensive through desk research, coordination with the Parishes' contact persons, and coordination with other entities as necessary.
- Take professional photography (and optional videography) for each site, to be used for the heritage trail web platform and in the marketing activities.

The above must be presented in a **Heritage Trail Strategy Report (HTSR)** referred to as **Deliverable 1B**. For the photos, the contractor is to provide a link on the report where these can be accessed. The HTSR is subject to the approval of the CA and therefore the Contractor will be required to take due consideration of changes requested by the Contracting Authority and update the HTSR accordingly. The report will be considered final when the Contracting Authority communicates so in writing to the Contractor.

Following the Contracting Authority's approval, the contractor will be required to provide a hard copy as well as a soft copy of the final report. This report will also become the property of the

Contracting Authority. The contractor may be asked by the Contracting Authority to amend parts of the final report during contract's execution period, at no additional cost.

| <b>Deliverable #</b> | <b>Description</b>             | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|--------------------------------|-------------------------------------------------------------------|
| <b>1A</b>            | Kick-off meeting minutes       | 1 week                                                            |
| <b>1B</b>            | Heritage Trail Strategy Report | 5 weeks                                                           |

## **Activity 2: Assessment of Consumer Characteristics and Campaign Strategy**

### 2.1 Consumer Characteristics Report (CCR)

Prior to the start of all marketing activities, the contractor needs to undertake a study involving the tourists who visit the Maltese islands to determine perceptions and trends on cultural tourism, including religious tourism and help identify the potential focus areas to ensure the development of an effective publicity campaign.

The analysis should also take into consideration different social and economic backgrounds and identify related variations in perceptions and trends.

In this context, the contractor will be required to undertake desk research, reviewing existing publicly available data and reports and gathering the necessary information. As part of the research to be conducted, the contractor is to consult with the Malta Tourism Authority (MTA) and other stakeholders as deemed necessary. The combined results of the desk research outlined above will be key to guide the development of the initiatives envisaged under this tender and the strategy to be developed and executed by the contractor. These results are to be presented in a report (the Consumer Characteristics Report [CCR]), referred to as **Deliverable 2A**.

The CCR is subject to the approval of the CA and therefore the Contractor will be required to take due consideration of changes requested by the Contracting Authority and update the CCR accordingly. The report will be considered final when the Contracting Authority communicates so in writing to the Contractor.

Following the Contracting Authority's approval, the contractor will be required to provide a hard copy as well as a soft copy of the final report. This report will also become the property of the Contracting Authority. The contractor may be asked by the Contracting Authority to amend parts of the final report during contract's execution period, at no additional cost.

### 2.2 Campaign Marketing Strategy (CMS)

Based on the results of deliverables 1B and 2A, the Contractor is to develop a comprehensive strategy on how a supporting marketing campaign aimed at tourists, the tourism sector and special interest groups will be developed and implemented throughout the contract's implementation period. The Strategy is to include a timeline of activities taking due consideration of the timing of the deliverables of the contract. Within it must also identify the best timing to deliver *Activity 7.3 – Deliverable 7C, including Activity 4.2 – Deliverables 4B, 4C and 4D: the publishing of online adverts/broadcast media; Activity 7.4 – Deliverable 7D: Public Relations Activities; and Activity 9 – Deliverable 9A: Stakeholder Engagement Event*, considering:

- The contract's implementation period



- The results of Deliverable 2A
- The coherent co-ordination with the other deliverables of the contract
- Promotional effectiveness for cultural tourism purposes, including religious tourism.

The proposal is to be supported with the necessary justifications. The CMS is to be presented in the form of a report, referred to as **Deliverable 2B**.

The CMS is subject to the approval of the CA and therefore the Contractor will be required to take due consideration of changes requested by the Contracting Authority and update the CMS accordingly. The report will be considered final when the Contracting Authority communicates so in writing to the Contractor.

Following the Contracting Authority's approval, the contractor will be required to provide a hard copy as well as a soft copy of the final report. This report will also become the property of the Contracting Authority. The contractor may be asked by the Contracting Authority to amend parts of the final report during contract's execution period, at no additional cost.

| <b>Deliverable #</b> | <b>Description</b>              | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|---------------------------------|-------------------------------------------------------------------|
| <b>2A</b>            | Consumer Characteristics Report | 5 weeks                                                           |
| <b>2B</b>            | Campaign Marketing Strategy     | 7 weeks                                                           |

### **Activity 3: Branding Identity Guidelines for the Heritage Trail Campaign**

In this activity, the contractor shall develop an overall brand identity for the heritage trail campaign. The brand identity's development is to be based on the research results accumulated through other contract activities, in order to enable the campaign to reach its target groups more effectively in a professional manner. The Contractor will be required to present *at least three distinct proposals* for consideration by the Contracting Authority, each including:

- an official campaign logo;
- an official campaign slogan;
- an overall corporate identity (in color and monochromatic format) – to include (but not be exclusively limited to) specific designs for PowerPoint presentation layouts, poster layout, roll-up layout and leaflet layout;
- overall design/presentation of project dissemination material and activities, including design advertising for both online and print media; and
- a brief explanation on how this brand identity will be applied to the different media and activities considered under the Heritage Trail campaign. The explanation needs to include how these elements of the brand identity will be applied to different media including Online advertising, leading digital display networks advertising, printed media, and backdrops. In the case of video and audio media, storyboards, audio scripts and music also need to be included and it need to be explained how these will be presented.

The Contractor will be required to take due consideration of changes requested by the Contracting Authority and thus prepare revised versions of these designs. The branding will be considered final when the Contracting Authority communicates so in writing to the Contractor. Following the Contracting Authority's approval of the selected design, the contractor will be required to provide hard copies as well as a soft copy of all final visuals and source (raw) files or any part thereof in any format as requested by the Contracting Authority. The file formats requested may include vector formats, graphical files with multi-layer formats, portable

document formats (pdf) and JPEG format. The brand identity package shall become the property of the Contracting Authority.

The successful contractor may be asked by the Contracting Authority to re-vamp/re-new the corporate identity during contract's execution period, at no additional cost.

With the branding exercise completed, the Contractor will work closely with the Contracting Authority throughout the contract's execution period, to develop a series of related messages, in English, and another three (3) additional European Languages. These messages will form the basis for all the activities to be undertaken under this tender.

| <b>Deliverable #</b> | <b>Description</b>                                                                                                                                                       | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>3A</b>            | A report titled 'Brand Identity Guidelines for the Heritage Trail Campaign', containing three distinct proposals plus hard copies and soft files of the selected design. | 7 weeks                                                           |

#### **Activity 4: Broadcast Media Programming**

##### 4.1 Creation of 3 audiovisual productions

- a. 3 x 30 seconds productions - in this activity, the contractor is to develop and produce 3 audiovisual productions of a minimum of 30 seconds each, addressed to the target group, in the English language, highlighting the concept of the Heritage Trail as well as the main sites and artefacts included in the Heritage trail. These audiovisual productions are to be used during the marketing campaign activities.
- b. 3 x 15 seconds abridged productions - for each of the 3 productions referred to under point (a), the contractor is to create a shorter version (of 15 seconds) which will also be used during the marketing activities.

Prior to and during the development of these audio-visual productions, the Contractor shall meet with the Contracting Authority to be properly briefed.

Under this activity, the contractor shall be responsible for the following:

- Present a production schedule of the audio-visuals;
- Create and develop a script and storyboard, to be presented and further developed with the Contracting Authority, until final approval is given by the Contracting Authority;
- Provide actors, voiceovers (English), interviewers, soundtracks, music and others, as required;
- Consider locations for, and filming of, different parts making up the audio-visual productions and acquire all required permits for these locations (as/if required);
- Carry out all professional editing, as necessary, to the satisfaction of the Contracting Authority;
- Proof reading of all text included in the videos as subtitles if required;
- Ensure that the production is in line with the approved Branding Identity Guidelines for the Campaign as approved by the Contracting Authority;
- Ensure that the production is in proper broadcast quality;

- Liaise continuously with the Contracting Authority and other persons indicated by the Contracting Authority throughout the development and production of the tasks envisaged under this Action;
- Include the necessary EU funding logos according to the latest visual identity guidelines;
- Produce all animations if required;

The contractor will be required to provide the Contracting Authority with 3 soft copies of each production, of highest quality of sound and vision in the format required by the Contracting Authority. All videos must be suitable for airing on computers, tablets/mobile phones, websites and social media, if required.

#### 4.2 Publishing of the audiovisual productions

The contractor will also be responsible for:

- placing/streaming the productions on the Heritage Trail web platform (Activity 5);
- integrate the publishing of the audiovisual productions within the digital media advertising referred to under Activity 7.3;
- Booking a *sequential digital video strip* advertisement at the Malta International Airport (MIA) using the reduced 15 seconds version of the production. The advertisement is to be placed in the baggage reclaim area and is to remain ongoing for a period of one (1) month.

| <b>Deliverable #</b> | <b>Description</b>                                                                                                                                     | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>4A</b>            | Provision of 3 soft copies of each audio-visual production of highest quality of sound and vision in the format required by the Contracting Authority. | 14 weeks                                                          |
| <b>4B</b>            | Publishing of broadcast media on heritage web-platform                                                                                                 | As agreed to under Deliverable 2B                                 |
| <b>4C</b>            | Publishing of broadcast media as part of the media advertising campaign referred under Activity 7.3                                                    | As agreed to under Deliverable 2B                                 |
| <b>4D</b>            | Publishing of sequential digital video strip at Malta International Airport                                                                            | As agreed to under Deliverable 2B                                 |

### **Activity 5: Development and Management of a HT Web platform**

#### 5.1 Design and Development of the web platform for the Heritage Trail

- Under this activity the contractor is required to design, develop, host and maintain a dedicated, interactive and engaging web platform, which must be available in English and three (3) other European languages as identified by the Contracting Authority.
- It is expected that the web platform will have well-organised content, and that the content is simplified, easier and faster to read for users who like to scan the web platform.

- Naturally, the web platform should clearly include the Heritage Trail maps, including detailed information on each one of the sites that were supported through EU funding. Information on the scope of the Heritage Trail should also be included.
- Since the web platform will be one of the main means of communication and dissemination of the Heritage Trail, it should be attractive, fast to load and accessible to search engine spiders and be coded with good on-page search engine optimisation.
- The contractor shall also register the domain name in the name of the Contracting Authority, and ensure its availability for a minimum period of 3 years following the end of this project.
- The web platform should carry the Branding established under Activity 3 of the Contract.

The minimum technical requirements for the website are included below.

- The web platform should contain a core set of content pages to cover all aspects of the campaign, including (at least):
  - Interactive Heritage Trail
  - Information on the Artefacts / Parishes / Chapels
  - Gallery (Video and Pics)
  - Sitemap
  - Contact Us
- The web platform should be fun and modern. In particular, the home or landing page must really stand out.
- The web platform must also include engaging and interactive elements.
- The web platform should have the capability of monitoring and reporting on the number of visitors to the site per month, including providing breakdowns by webpage/activity.
- The web platform must also include image/s minimum 72ppi and short audio-visual clip/s in (HD)1920x1080.
- The web platform must have a responsive web-design allowing the website to adapt its layout to different screen sizes and touch screens,
- The web platform must be managed through a content management system.
- The web platform must be linked to Archdiocese website (church.mt) and on other portals to be decided at a later stage by the Contracting Authority

## 5.2 Management and monitoring of the web platform

- The Contracting Authority will expect the successful contractor to, at no additional cost, regularly monitor the web platform and make continual uploads, including video clips, and improvements to it so as to maximise search engine optimisation and ranking on the internet, and for it to be optimised in terms of brand identity, accessibility, usability and content distribution during the contract implementation period.
- The successful contractor will be expected to actively support the website, including regularly updating and uploading website content.

- The web platform shall remain the property of the Contracting Authority at all times.
- All the website material and content shall be handed over to the Contracting Authority at the end of the contract period. The website developer should provide to the Contracting Authority access, relevant software and training to maintain the website as required for the period following this contract. Any software licenses used should be available to the Contracting Authority even after the termination of this contract. Moreover, the successful contractor will be requested to pay for software licenses and hosting fees during the duration of this campaign.

| <b>Deliverable #</b> | <b>Description</b>                                                                                           | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|--------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>5A</b>            | Development of a web platform: Register a domain, design, and host an interactive and engaging web platform. | 16 weeks                                                          |
| <b>5B</b>            | Handing over of the updated web platform to the CA                                                           | 28 weeks                                                          |

#### **Activity 6: Development of a QR Code System (or similar) that links the sites to the web platform**

##### 6.1: Development of a QR code system (or similar) linking the sites to the web platform

In order for visitors to access the information on the web page from the historical sites being part of the Heritage Trail, a QR coding system (or similar) is to be created by the contractor which links the sites to information found on the designated web page. As a result, visitors will easily access information found on the web page by using any mobile device.

##### 6.2 Signage Design:

- Once the QR coding system (or similar) is created, appropriate signage is to be created which includes each unique QR code, intended on directing visitors to the web page of the Heritage Trail (as stated in Activity 8), specifically to the information section about that particular historical site or artefact.
- The signage will be produced in English and will be mounted by the Contractor at each site as required by the Contracting Authority. The relevant permit / approvals must be sought by the Contractor.
- The signs are to be printed in full colour, and where necessary appropriate for weather conditions. The exact size, material and specifications of the signage are to be agreed with the Contracting Authority following contract award.

| <b>Deliverable #</b> | <b>Description</b>                                                                                                                                                | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>6A</b>            | Development of a QR code system (or similar)                                                                                                                      | 18 weeks                                                          |
| <b>6B</b>            | Design, produce and mount signage which includes unique QR codes directing the users to the Heritage Trail webpage at each historical site included in the Trail. | 18 weeks                                                          |

#### **Activity 7: Digital Media Advertising**

### 7.1 Analysis of the websites and digital display/research networks to be used for advertising purposes

The contractor is to undertake research on the ideal websites to use to promote adverts about the Heritage Trail to foreign visitors (including potential ones) coming to Malta. These need to include *8 popular local websites, and 20 popular foreign news and tourism-related websites*, which are to be presented in priority order together with the necessary justification for their selection. The contractor needs to take into consideration and select websites that are frequently by cultural enthusiasts, capturing religious tourists. Complementary, the results of Deliverable 2A should also be taken into consideration in this process. The Contracting Authority will need to approve the selected websites, and may ask the contractor to select other websites than those suggested.

In addition to the above, the Contractor is to identify, for the approval of the CA, *4 leading international digital display networks / international travel research platform aggregating reviews and opinions* where the campaign can be published.

### 7.2 Creation of online adverts

Under this activity the contractor is responsible for the development of the concept and design of online adverts to be published on the selected websites and digital media channels. A total of *five (5) different adverts* are to be created taking into account the target group under this contract.

All online adverts will need to be approved by the Contracting Authority (in writing) before publishing. The Contractor must provide copies of all designs and visuals to the Contracting Authority as soft copies of all final visuals and source (raw) files or any part thereof in any format as requested by the Contracting Authority, which may include vector formats, graphic files with multiple layers, pdf and jpeg format. All designs, visuals and related electronic material developed under this Action shall become the property of the Contracting Authority.

### 7.3 Publishing the adverts and broadcast media on the selected platforms

The contractor is responsible to publish the approved adverts (Activity 7.2) and approved broadcast media (refer to Activity 4.1 and Activity 4.2) on 14 out of the identified 28 websites and 2 out of the 4 digital display/research networks identified under Activity 7.1. The final selection of the websites / digital display networks for advert / broadcast media publishing is subject to the approval of the CA.

The Contractor is responsible for the necessary bookings to have these adverts / broadcast media published and is to run a *minimum 45-day digital advertising campaign*. In each case, the online adverts are to appear as a leader board or primary location space on front/homepage, or equivalent, with a minimum of 30% occupancy rate.

The online adverts/broadcast media need to be changed regularly (using the 5 different approved adverts and the 3 broadcast videos) throughout the duration of the campaign. The CA will require the contractor to change messages, i.e. visuals/electronic adverts published on leading online advertising platforms on a regular basis throughout the duration of the campaign, at no additional cost.

Furthermore, for audit purposes, the contractor will need to provide the CA with proof that the online adverts / broadcast media were booked and published, as well as provide print screens, as evidence that such electronic advertisements have been published.

**Additional points for the bidders:**

- Bidders are to recommend and provide any and/or all the different sizes for each advert to be uploaded, in order to maximise on impressions on different local and international websites. The contractor shall be responsible for:
  - ensuring the exact dimensions and technical requirements for each platform where the advert will be placed, prior to finalising the design;
  - obtaining the prior approval of the Contracting Authority before the publication of the advert, and;
  - ensuring the publication of the electronic adverts is in line with the timeline according to the approved Heritage Trail Campaign Strategy.

**7.4 Public Relations Activities**

Under this activity, the contractor is also required to utilise his contacts in the sector to provide the Contracting Authority with a number of public relations opportunities whereby the Contracting Authority can further promote the overall objectives and key messages of this awareness campaign. Public relations opportunities are expected to commence as soon as possible following the contract signature and continue throughout the campaign lifetime. The focus of these public relations activities is to be on digital media advertising, however they are not to be limited to this form of communication only.

| <b>Deliverable #</b> | <b>Description</b>                                                                                                       | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|--------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>7A</b>            | An 'Analysis of the websites and international online advertising platforms to be used for advertising purposes' report. | 12 weeks                                                          |
| <b>7B</b>            | Design/Creation 5 online adverts                                                                                         | 16 weeks                                                          |
| <b>7C</b>            | Publishing of adverts and broadcast media on the selected platforms                                                      | As agreed to under Deliverable 2B                                 |
| <b>7D</b>            | Carry out Public Relations Activities                                                                                    | As agreed to under Deliverable 2B                                 |
| <b>7E</b>            | A 'Campaign Digital online media' report                                                                                 | 28 weeks                                                          |

**Activity 8: Printed Project Material**

The Contractor will be responsible for the design and procurement of the following printed promotional material to be used during the campaign:

**8.1 Posters Design:**

- To be produced in English and three (3) other European languages (to be proposed by the Contractor considering the results of Activity 2A subject to the approval of the Contracting Authority);
- A total of six (6) different poster designs are to be produced;
- Posters shall be A3 size and printed in full colour on 120 to 150 GSM paper;
- A total number of 42 posters are to be printed in each language;
- Contents and design shall be approved by the Contracting Authority prior to printing;
- Contractor shall be responsible for the distribution of these posters in line with the approved Marketing Strategy (Deliverable 2B);
- For auditing purposes, contractor will be responsible for providing proof of evidence that these posters were sent to the intended destination.

### 8.2 Printed Maps

- To be produced in English;
- One map design for each cluster (3 maps in all) are to be produced;
- The map shall be A4 size and printed in full colour on 120 to 150 GSM paper;
- A total number of 1,000 copies of each map are to be printed (3,000 copies in total);
- Contents and design shall be approved by the Contracting Authority prior to printing;
- Contractor shall be responsible for the distribution of these maps in line with the approved Marketing Strategy (Deliverable 2B);
- For auditing purposes, contractor will be responsible for providing proof of evidence that these printed maps were sent to the intended destination.

### 8.3 Roll-ups Design:

- Four (4) Roll-up banners (each having a different design) are to be produced in English;
- To be printed in full colour and to provided with respective carrying case;
- Size to be determined following contract award;
- The Roll-ups will be used in campaign activities as directed by the Contracting Authority; and
- Contents and design shall be approved by the Contracting Authority prior to printing.

Applicable to all the above: Contents and design shall be approved by the Contracting Authority prior to printing.

| <b>Deliverable #</b> | <b>Description</b>                                                                                                               | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|----------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>8A</b>            | Design six (6) different posters plus printing of 42 posters in the 4 chosen languages (therefore 168 printed posters in total). | 18 weeks                                                          |
| <b>8B</b>            | Design and print of maps (3,000)                                                                                                 | 18 weeks                                                          |
| <b>8C</b>            | Design and print four (4) Roll-up banners                                                                                        | 18 weeks                                                          |

### **Activity 9: Stakeholder Engagement Activities**

In this activity, the contractor shall be responsible for the organisation of one (1) stakeholder engagement event targeting the commercial sector.

The objective of this event is for the contractor to set-up and coordinate the launch of the Heritage Trail Campaign. The event will:

- Be held at one of the heritage sites to be decided following contract award;
- Primarily consist of a press conference, in which the scope of the Heritage Trail is explained; and
- Prepare the activity for the attendance of a minimum of 20 persons.

The contractor will be responsible for:

- booking the full facilities for the event,
- producing and setting up any backdrop required, according to the approved campaign branding guidelines
- preparing a mailshot (e-mail) to identified stakeholders. In this respect the contractor will be required to engage with stakeholder representatives as instructed by the Contracting Authority.



- Preparing invitation lists, sending out invitations and contacting invitees in order to confirm/encourage attendance.
- preparation and distribution of a press release to both local and foreign press. The contractor will be responsible to follow up with news agencies / stakeholders to ensure publishing on as many portals as possible.
- procuring any necessary permits.
- Procuring, setting up and dismantling of props.
- Making any parking arrangements.

Prior to the design/organization/implementation of any of the above activities, the contractor needs to have formal approval from the Contracting Authority.

The contractor shall be responsible for appointing an Event Coordinator, who is to be present on site for the duration of the event, to oversee all arrangements and ensure the smooth running of proceedings.

In addition, following the launch, the contractor shall be responsible to present the Contracting Authority with a report which at least shall include:

- Agenda;
- report of event proceedings;
- list of attendees, and
- high quality photographs of the event.

| <b>Deliverable #</b> | <b>Description</b>                                                                | <b>Deadline to deliver deliverable (from commencement notice)</b> |
|----------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------|
| <b>9A</b>            | Execution of one (1) stakeholder engagement event targeting the commercial sector | As agreed to under Deliverable 2B                                 |
| <b>9B</b>            | A post-event report                                                               | Within a week of the event                                        |

## 4.3 - Project Management

### 4.3.1 Responsible Body

Fondazzjoni għall-Patrimonju Kulturali ta' l-Arcidiocesi ta Malta

### 4.3.2 Management Structure

The role of the Project Leader is vested upon the Head of the Fondazzjoni għall-Patrimonju Kulturali ta' l-Arcidiocesi ta Malta as represented by the appointed Technical Expert and the project coordinators appointed by the Contracted Authority. The Contractor shall report to the Technical Expert and the Project Co-ordinators as representatives of the Project Leader. Any decisions which affect the contract objectives and results, related deadlines and financial aspects shall be taken into account following consultation with and approval by the Contracting Authority. During the execution of the services, the Contracting Authority shall moreover be involved in the supervision of the activities involved to the extent to be able to ensure prompt consultation and communication between the parties involved, liaison between the Contractor and third parties and monitoring of the services to be executed by the Contractor.

Communications between the Contracting Authority and/or its Technical Representative on one hand, and the Contractor on the other, shall be exclusively in writing and in the English language.

The Contract shall abide by the conditions stipulated in Article 7 Contractor's Obligations, of the Special Conditions to the Contract.

4.3.3 *Facilities to be provided by the NGO and/or other parties*

The Contracting Authority will not be providing any facilities to the Contractor. The Contractor must make the necessary arrangements.

**5. Logistics and Timing**

**5.1 – Location**

The Contracting Authority is based in Malta. Whilst the contract will be based in Malta it must have an outreach at an EU level.

**5.2 - Commencement Date & Period of Execution**

Article 18.1 of the Special Conditions will determine the actual commencement date and period of execution is 28 weeks from the commencement notice.

**6. Requirements**

**6.1 – Personnel**

6.1.1 *Minimum requirements for Tender's Key Experts*

The Key experts required for the execution of this contract are:

**KEY EXPERT 1 – Marketing Expert/Project Manager - Quantity 1**

He/she should:

- Be in possession of a recognised first degree at MQF Level 6, or equivalent, or higher in Marketing or communications or another related area of study;
- Able to communicate in English and Maltese (both written and verbal) as attested in the CV.

**KEY EXPERT 2 – Graphic Designer - Quantity 1**

He/she should:

- Be in possession of a recognised MQF Level 5 Diploma, or equivalent, or higher in Graphic Design or a related area of study.
- Able to communicate in English (both written and verbal) as attested in the CV.

6.1.2 *Other Experts*

CVs for experts other than the key experts are not examined prior to the signature of the contract. They should not be included in offer. All experts must be independent and free from conflicts of

interest in the responsibilities accorded to them. The NGO reserves the right to ask the Contracting Authority to replace the appointment of 'other experts' assigned to the contract.

#### 6.1.3 *Support Staff and Backstopping*

The contractor shall provide their own expertise. Furthermore, should the need arise for the Project Manager to make use of additional staff other than those they have available, to supplement duties intended by this contract, the cost of engaging such staff will be borne by the contractor. Administrative support to perform the contract falls under the responsibility of the contractor.

### 6.2 – Accommodation

No office accommodation or any accommodation will be provided by the CA. Office accommodation of a reasonable standard to accommodate the experts and related staff is to be provided by the Contractor and must be equipped with appropriate office systems. The related costs shall be covered by the Contractor. Moreover, the Contractor is also expected to liaise with the CA and the necessary stakeholders. Any related costs shall be borne by the Contractor. The venue, organisation and costs of these meetings shall be the responsibility of the Contractor.

### 6.3 - Facilities to be provided by the Contractor

The Consultant shall ensure that experts are adequately supported and equipped. It shall ensure that there is sufficient administrative, secretarial, and translation provision to enable experts to concentrate on their primary responsibilities. All employees engaged with this tender contract must have good working conditions and be compliant with national laws. The Contracting Authority reserves the right that if it results that these obligations are not met by the Contractor, the Contracting Authority may refer to the "Breach of Contract" clause as per General Conditions.

The Contractor should also be responsible for all logistical requirements of the project including those related to meetings, presentations, and so on. In case of lack of availability of an adequate room when a meeting is to be held between the CA or other stakeholders and the Contractor, the Contractor shall arrange for an alternative venue at its expense.

If the Consultant is a consortium, the arrangements should allow for the maximum flexibility in project implementation. Arrangements offering each consortium partner a fixed percentage of the work to be undertaken under the contract should be avoided.

### 6.4 – Equipment

No equipment is to be purchased on behalf of the Contracting Authority/beneficiary country as part of this service contract or transferred to the Contracting Authority/beneficiary country at the end of this contract. Any equipment related to this contract which is to be acquired by the beneficiary country must be purchased by means of a separate supply tender procedure. The Contractor shall be responsible for the provision of its own working equipment. The related costs are deemed to be included under the fees. The same applies for the office premises required by the Evaluation team for their operations.

## 7. Reports

### 7.1 - Reporting Requirements

The contractor must submit all reports as detailed in Section 4.2 of the Terms of Reference. These include the following:

| Activity number | Deliverable number | Report                                                                                                             |
|-----------------|--------------------|--------------------------------------------------------------------------------------------------------------------|
| 1               | 1A                 | Kick-off meeting minutes                                                                                           |
| 1               | 1B                 | Heritage Trail Strategy report                                                                                     |
| 2               | 2A                 | Consumer Characteristics Report                                                                                    |
| 2               | 2B                 | Marketing Campaign Strategy                                                                                        |
| 3               | 3A                 | Brand Identity Guidelines for the Heritage Trail Campaign                                                          |
| 7               | 7A                 | Analysis of the websites and international online advertising platforms to be used for advertising purposes report |
| 7               | 7E                 | Campaign Digital online media report                                                                               |
| 9               | 9B                 | Post-event report                                                                                                  |

### 7.2 - Submission & approval of reports

The reports referred to under section 7.1 must be submitted to the Project Manager identified in the contract. The reports must be written in English. The Project Manager is responsible for approving the reports.

## **SECTION 5 – SUPPLEMENTARY DOCUMENTATION**

### ***5.1 – Draft Contract Form***

### ***5.2 – Glossary***

### ***5.3 – Specimen Performance Guarantee***

### ***5.4 – Specimen Tender Guarantee***

### ***5.4 – General Conditions of Contract***

The full set of General Conditions for Works Contracts, for Supplies Contracts and for Services Contracts (latest version as applicable on the date of the publication of this tender) can be viewed/downloaded from the 'Resources Section' at:

[www.etenders.gov.mt](http://www.etenders.gov.mt)

It is hereby construed that the tenderers have availed themselves of these general conditions, and have read and accepted in full and without reservation the conditions outlined therein, and are therefore waiving any standard terms and conditions which they may have.

These general conditions will form an integral part of the contract that will be signed with the successful tenderer/s.

It is important to note that since this tender is being issued by an NGO, any reference to the Central Government Authority and the Department of Contracts within the General Conditions, should be read as the Contracting Authority.

### ***4.8 – General Rules Governing Tendering for NGOs***

The contents of this procurement document complement the latest version of the General Rules Governing Tenders applicable on the date of the publication of this tender, the Terms of Use and the Manual for Economic Operators applicable to Government's e-Procurement Platform (available from the Resources section of [www.etenders.gov.mt](http://www.etenders.gov.mt)).