



REFERENCE NUMBER: T001/2022 GAGF (TNC)

TENDER - FOR THE PROVISION OF CONSULTANCY SERVICES FOR THE DESIGN AND IMPLEMENTATION OF A STRATEGIC MARKETING PLAN



The Rural Development Programme for Malta 2014-2020



LEADER

European Agricultural Fund for Rural Development (EAFRD)
Co-financing rate: 75% EU Funds; 25% National Funds



*The European Agricultural Fund for Rural Development:
Europe Investing in Rural Areas*

This project is being financed through EU funds.

IMPORTANT:

- No Bid Bond is requested for this tender.

Date Published: 01st December 2022

Deadline for Submission: 22nd December 2022 at 09:30am CET

Tender Opening: 22nd December 2022 At 10:00am CET

Gozo Action Group Foundation

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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 email on [info@leadergozo.eu](mailto:info@leadergozo.eu)*. The Contracting Authority will be sending an acknowledgment following the offer submission. Prospective tenderers take full responsibility 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 €36,000 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 to provide services for the consultancy services for the design and implementation of a Strategic Digital Marketing Plan for the project Well-Being from Nature
- Development of a Strategic Digital Marketing Plan;
  - Implementation of Strategic Digital Marketing; &
  - Organisation of Workshops and Conference
- 1.3 The place of acceptance of the services/supplies/works shall be in digital format to the email [info@leadergozo.eu](mailto:info@leadergozo.eu), the time-limits for the execution of the contract shall be within 2 (two) months of commencement date, 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 Gozo Action Group Foundation*.

1.7 This tender is not a reserved contract.

## 2. Timetable

2.

|                                                                                                                                                                 | DATE                           | TIME            |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------|-----------------|
| Clarification Meeting/Site Visit (Refer to Clause 6.1)                                                                                                          | N/A                            |                 |
| Deadline for request for any additional information from the NGO<br><br>Clarification requests should be addressed to: <i>NGOs e-mail address</i>               | 09 <sup>th</sup> December 2022 | 12:00 PM (noon) |
| Last date on which additional information can be issued by the NGO                                                                                              | 14 <sup>th</sup> December 2022 | 12:00 PM (noon) |
| Deadline for submission of tenders/Tender opening session (unless otherwise modified in terms of Clause 10.1 of the General Rules Governing Tendering for NGOs) | 22nd December 2022             | 09:30AM         |
| * 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/Government of Malta, in accordance with the rules of European Agricultural Fund for Rural Development (LEADER) programme.

5.2 The Contracting Authority of this tender is *the Gozo Action Group Foundation*.

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

- 6.1 No clarification meeting/site visit is planned.
- 6.2 Bidders are to submit clarifications concerning this CFT on [info@leadergozo.eu](mailto:info@leadergozo.eu) by the deadline stipulated in Section 2. Replies to clarification will be posted on the website [www.leadergozo.eu](http://www.leadergozo.eu).

## **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 complete the Eligibility Section through the ESPD and the necessary documents as follows: <sup>(Note2)</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 the minimum hourly workers' costs declaration involving the provision of the employees' services. <sup>(Note 2)</sup>
- (iii) Power of Attorney (if applicable) <sup>(Note 2)</sup>
- (iv) Information re Joint Venture/Consortium <sup>(Note 2)</sup>

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

- (i) Declaration concerning exclusion grounds

### **(C) Technical Specifications**

- (i) Tenderer's Technical Offer in response to specifications. <sup>(Note 3)</sup>

Key Experts Form, the Statement of Availability Form, the Self-declaration form for Key Experts (relating to public employees), CVs and Copy of Qualifications\*\* <sup>(Note 2)</sup>

- Key Expert 1 (Project Manager and Lead Expert) Minimum requirements:  
An expert in marketing backed by a minimum qualification of a first degree (MQF Level 6 or equivalent or above) in the area of marketing or similar fields.

Have excellent written and spoken skills in English.

- Key Expert 2 (Strategic Marketing Expert) Minimum requirements:  
An expert in marketing backed by a minimum qualification of a first degree (MQF Level 6 or equivalent or above) in the area of Online Marketing or Digital Marketing or similar fields.

Have excellent written and spoken skills in English.

- Key Expert 3 (Graphic Designer) Minimum requirements:  
At least one graphic designer capable to develop interactive designs and is a proficient user of Illustrator, Photoshop, In Design or similar tools as attested by the submitted curriculum vitae.

Have excellent written and spoken skills in English.

(ii) Tenderer's Technical Offer (Organization and Methodology) (Note <sup>3</sup>)

(iii) No samples are required to be submitted

#### (D) Financial Offer

- (i) The Tender Form and Tenderer's Declaration are to be completed and submitted with the offer; a separate Tender Form is to be submitted for each option tendered, each form clearly marked 'Option 1', 'Option 2' etc.; (Note 3)
- (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)<sup>2020</sup> (Grand Total)** for the **services** tendered. (Note 3)

#### 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 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;*

### Version 1.3 NGO procurement document

*(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 All written communication relating to this contract should be addressed to:

The GAGF Manager  
Gozo Action Group Foundation  
23, Triq G.P.F. Agius De Soldanis  
Victoria, Gozo  
Tel: 2155 03222  
  
Email: [info@leadergozo.eu](mailto:info@leadergozo.eu)

### Article 5: Supply of Information

5.1 As per General Conditions.

### Article 6: Assistance with Local Regulations

6.1 As per General Conditions.

### Article 7: Obligations of the Contractor

7.12 Not Applicable

7.15 Not Applicable.

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

13.2 Not Applicable

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

- 14.3 Any results or rights thereon, including copyright and other intellectual or industrial property rights, obtained in performance of the Contract, shall be the absolute property of the Contracting Authority, which may use, publish, assign or transfer them as it deems fit, without geographical or other limitation, except where intellectual or industrial property rights already exist.

#### **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**

- 16.5 The Contractor shall adopt all measures necessary to provide and continue to provide its staff with the equipment and backup required to enable them to carry out their specified duties efficiently.

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

- 18.1 The Commencement date shall be from the date of issue of the commencement order, sent by the GAGF Manager.
- 18.2 All services must be completed within 2 (two) months of the Commencement date indicated in the Order to Services.

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

- 19.1 Any delays in the period of execution for this tender shall be charged at 0.5% of the contract value per calendar day up to a maximum of 20% of the contracted sum.

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

- 20.2 As per General Conditions.

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

- 24.1 Not applicable.

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

- 26.1 This is a global-price contract.

#### Global Price Contract

| Narrative                                                                                          | Percentage (%) |
|----------------------------------------------------------------------------------------------------|----------------|
| Interim Payment 1 -of Activity 1 (minutes of the Kick-off meeting)                                 | 20%            |
| Interim Payment 2 - Upon approval of Activity 2 (Submission of a Strategic Digital Marketing Plan) | 30%            |
| Balance - Final Payment                                                                            | 50%            |
| <b>TOTAL</b>                                                                                       | <b>100%</b>    |

26.2 As per General Conditions.

#### Article 27: Pre-Financing Guarantee

27.2 Not applicable.

#### Article 30: Revision of Prices

30.1 Not Applicable

#### Article 32: Breach of Contract

As per General Conditions

## SECTION 4 -SPECIFICATIONS/TERMS OF REFERENCE (Note 3)

**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**

Gozo Action Group Foundation

#### **1.3 - Relevant Country Background**

The Maltese archipelago lies virtually at the centre of the Mediterranean, with Malta 93km south of Sicily and 288 km north of Africa. The archipelago consists of three islands; Malta, Gozo and Comino with a total population of around 500,000 inhabitants over an area of 316 sq km and a coastline of 253 km.

Malta is a nation that has historically punched above its weight: as an international crossroads, place of sanctuary, military base and holiday destination - from prehistoric times, through the Middle Ages and the Crusades to the cold war. Today's Malta represents 7,000 years of civilisation. Its location in the central Mediterranean has influenced its development from a geo-politically strategic island throughout the ages to a contemporary holiday island and home today to a fascinating mix of people, whose cultural and linguistic heritage draws on southern Europe, northern Europe, north Africa, and the Arab world.

Although popularly perceived as the island of Malta, Malta comprises three different islands from a visitor perspective:

- Malta, which contains the bulk of the population, and is the focus of most of the nation's commercial, business, residential, and tourism activity.
- Gozo, which is a greener, more rural island, whose landscape is further differentiated from the bigger island of Malta by its steep cliffs plunging directly into the sea.
- Comino, a sparsely populated island, home to the famous "Blue Lagoon", which is a popular attraction for visitors. Tourism is a significant pillar of the Maltese economy. Maltese tourism has been relatively successful for many years, with significant year on year growth since 2009, to reach a record of 2.75 million tourist arrivals in 2019.

#### **1.4 - Current State of Affairs in the Relevant Sector**

GAGF is a foundation composed of a group of local councils and private entities operating within the Island of Gozo in Malta. The Foundation is responsible to implement the LEADER Programme under the Rural Development Programme for Malta (2014-2020) within its territory, amongst others. The Foundation's overarching objective is to develop the rural

localities in its territory so as to improve the quality of life and make this territory more economically prosperous.

The service being procured through this request for quotes falls under Measure 19.3 of the LEADER Programme 2014-2020.

As per the NSO News Release 106/2019 of the 8<sup>th</sup> July 2019, the total nights spent by inbound tourists for 2018 has decreased by 2,067 when compared to the 2017, with the biggest change was noticed from the domestic tourist sector with a decrease of 58,446 nights.

Based on the above news release, the GAGF will be implementing a project to further increase the national and international marketing effort done by both the public and private entities to promote Gozo as a rural destination. The main theme of the project is knowledge exchange in the area of Green and nature induced well-being. This project will help to find new ways to utilise forests and other nature areas for supporting wellness and tourism and to verify health impacts of wellness actions and tourism. Transnational actions of the project offer possibilities to search for various business models, networking models (how micro entrepreneurs can organise their activities partly as a group), digital marketing and so on through national and transnational workshops and benchmarking.

The local project will be based on three stages:

- Know-how for developing village-based tourism
- Product development and marketing channels
- Communication and Capacity-building

The know-how for developing village-based tourism will be based on local inputs together with the collaboration of the transnational partners on how to exploit the natural assets of Gozo. The product development and marketing channels will be based on highlighting the assets in a promotional campaign. The communication and capacity-building will be a conference of the project on how the information was collected and the transfer of know-how to both local (including non-participating actors) and transnationally partners on the implementation of the project.

One of the fastest growing branches of tourism is one that includes well-being services and welfare. With the launch of Well-being from Nature project, locals and travellers alike will explore and learn more about what the natural surroundings of Gozo and Comino can offer in terms of health and well-being.

Gozo is a perfect destination for therapeutic holidays and leisure, in one with nature. Therefore, this project seeks to merge the local landscape and environment with the quality of life and rural economy through sustainable tourism.

Through the implementation of the LEADER co-operation project Well-being from Nature, the Gozo Action Group Foundation (GAGF) will seek to promote and maintain the welfare by utilizing the surrounding nature and disseminate the knowledge on nature-based well-being.

The LEADER project aims to promote joint activities and projects as well as develop rural areas value by innovation for products and services. The scope is to develop a common strategy for the promotion and attraction of rural tourism at a trans-national level, which allows the exchange of skills, knowledge and practices. The project will bring together local stakeholders from Gozo, Inshowen, Ireland, and South Ostrobothnia, Finland.

Joint activities between these three countries include national and transnational benchmarking and exchange of actor activation and information; exploring the health effects of Green Care and wellness tourism; and dissemination by steering group meetings in participating countries. The Project Steering Committee is made up of members of Local Councils, NGO, business entities, and other representatives.

Aims of this project revolve around promoting Gozo through digital marketing to put focus on the rurality that the island offers, for both the local and international tourists. The project also seeks to address and mitigate the seasonality issue that Gozo faces annually by increasing tourists and the longevity of their stay on the island. These will tie in with accomplishment of

the Local Development Strategy which will be creating tourism events and youth experiences as well as advancing technology that stirs new economy such as job creation and boost the food supply chain.

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

### **2.1 - Overall Objectives**

The overall objectives of the project of which this contract will be a part are as follows:

- Development of a Strategic Digital Marketing Plan
- Implementation of Strategic Digital Marketing Plan
- Workshop organisation
- Final Project Presentation

### **2.2 - Specific Objectives**

The objectives of this contract are as follows:

- Development of a Strategic Digital Marketing Plan including:
  - i. Situation Analysis,
  - ii. Objective,
  - iii. Products or Services,
  - iv. Target Audience / Target Market,
  - v. Value Proposition,
  - vi. Promotional Mix,
  - vii. Budget,
  - viii. Activities,
  - ix. Messaging,
  - x. Metrics
- Implementation of the Strategic Digital Marketing Plan to engage target market using the below:
  - i. Traffic building techniques,
  - ii. Search Marketing,
  - iii. Online PR,
  - iv. Viral Marketing,
  - v. Content Building incl. content creation
  - vi. Project website

The above techniques are not restrictive and final, and may be adjusted as per Strategic Digital Marketing Plan.

Videography and photography Content to be used in the Strategic Digital marketing campaign will be supplied by the Contracting Authority.
- Workshops aimed at sharing of best practices and analysing the current situation and way forward as per below:
  - i. Number of workshops will be 3,
  - ii. The Contractor will be responsible to conduct the workshop and to use the Strategic Digital Marketing Plan as a case study
  - iii. Target audience will be from the following sectors Local Councils, NGOs, tourism, and local businesses.
  - iv. Each workshop will aim to have at least 7 participants per session
  - v. Logistics of the event will be provided by the Gozo Action Group including facilities, refreshments, invitations, etc.
- Final Project Presentation during Closing Conference which is to include:
  - i. include a visual presentation of the Strategic Digital Marketing Plan and its implementation
  - ii. presentation should be no longer than 20 minutes,
  - iii. be available for questions and answers from the people present at the conference



## 2.3 - Results to be Achieved by the Consultant

1. A Document called the Digital Marketing Plan
2. Uploading of content to reach 250,000 hits through digital media
3. All Content uploaded must still be available online after 5 years from project completion date
4. Organisation of Workshop
5. Delivery of Final Project Presentation during Closing Conference

## 3. Assumptions and Risks

### 3.1 - Assumptions Underlying the Project Intervention

- The reports shall be prepared and presented to the Contracting Authority in English
- The reports and deliverables from this contract shall remain the intellectual property of the Contracting Authority and can continue to be shared, stored, referenced, and promoted by the Contracting Authority and other interested parties for an indefinite period of time.
- Flexibility: it should be clear that the Contracting Authority is expecting the Contractor to be flexible (and available) during the implementation of the contract.
- Other costs: any other costs including those related to software, subscriptions, staff and marketing of the study are to be covered by the cost of the contract.
- Language: The working languages will be English.
- The Gozo Action Group Found will provide the necessary background information, content to be used such as Videography and photography Content, documents, and project management support to ensure that the chosen Contractor can deliver on the assigned tasks.

### 3.2 – Risks

- Missed deadline/delays in implementation
- Failure to deliver on expectations
- Used of sub-par contractors/key experts
- Data breaches/breach of confidentiality
- Inability to meet one or more tender commitments form Contractor (for objective reasons)
- Reputational risks
- Inconsistent Messaging
- Irrelevant Content
- Lack of clear messaging

## 4. Scope of the Work

### 4.1 – General

#### 4.1.1 Project Description

A series of workshops are to be organised during this project. Those workshops will allow the members to meet in a different setting and discuss the project and how similar digital campaigns can be beneficial for those who attend. The transnational partners (Senajoki University of Applied Sciences, Finland and Inishowen Development Partnership, Ireland) will be exchanging the know-how of their research on the verification of health benefits of Green Care, which will be incorporated to promote Gozo and also on the exchange of their business

models. A series of networking events has already been withheld to facilitate the interaction between the partners.

With the input from the transnational partners and the Steering Group Committee the experts will design a strategic marketing plan and implement it together with the Gozo Action Group Foundation. The Gozo Action Group Foundation has set a target of 250,000 hits on the different digital mediums that are going to be used for this project.

At the end of the project, the GAGF will be organising a conference, where all partners (both locally and transnational) involved in this project will be invited and exchange the knowledge gained through this project to the local actors in the territory. This conference will aim to disseminate the design and the implementation of this promotional project as a case study on how Gozo can be marketed as a Rural destination where an individual relaxes and gain health benefits through the visit and also how digital a marketing campaign can be designed and implemented.

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

Gozo

#### 4.1.3 *Target Groups*

- General Public
- Non-Governmental Organisations
- Government Agencies
- Professional Networks
- Staff
- Businesses
- Local Councils
- Community representatives
- Government
- Associations
- Civil Society Groups
- Producer Organizations
- Cooperatives
- Unions
- Consultees
- Service Providers
- The Community in General

### 4.2 - Specific Activities

- Development of a Strategic Digital Marketing Plan including:
  - i. Situation Analysis,
  - ii. Objective,
  - iii. Products or Services,
  - iv. Target Audience / Target Market,
  - v. Value Proposition,
  - vi. Promotional Mix,
  - vii. Budget,
  - viii. Activities,
  - ix. Messaging,
  - x. Metrics
- Implementation of the Strategic Digital Marketing Plan to engage target market using the below:
  - i. Traffic building techniques,
  - ii. Search Marketing,
  - iii. Online PR,
  - iv. Viral Marketing,

- v. Content Building incl. content creation
  - vi. Project website
- The above techniques are not restrictive and final, and may be adjusted as per Strategic Digital Marketing Plan.
- Videography and photography Content to be used in the Strategic Digital marketing campaign will be supplied by the Contracting Authority.
- Workshops aimed at sharing of best practices and analysing the current situation and way forward as per below:
    - i. Number of workshops will be 3,
    - ii. The Contractor will be responsible to conduct the workshop and to use the Strategic Digital Marketing Plan as a case study
    - iii. Target audience will be from the following sectors Local Councils, NGOs, tourism, and local businesses.
    - iv. Each workshop will aim to have at least 7 participant per session
    - v. Logistics of the event will be provided by the Gozo Action Group including facilities, refreshments, invitations, etc.
  - Final Project Presentation during Closing Conference which is to include:
    - iv. include a visual presentation of the Strategic Digital Marketing Plan and its implementation
    - i. presentation should be no longer than 20 minutes,
    - ii. be available for questions and answers from the people present at the conference

EU Funds: The Consultant must also observe the latest visibility guidelines concerning acknowledgement of EC financing of the project.

## 4.3 - Project Management

### 4.3.1 Responsible Body

Gozo Action Group Foundation

### 4.3.2 Management Structure

The management of the final beneficiary, together with all decisions related to the tender, will be carried out by the GAGF Manager. Any potential issues with the tender will be discussed by the Project Manager with the GAGF Chairman.

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

*The Contracting Authority will provide the Consultant with:*

- Facilities for meeting with the Contracting Authority
- Office Space (if required)
- Videography and photography Content to be used in the Strategic Digital marketing campaign
- Facilities to hold the workshop and deliver the final project presentation
- All relevant data and information for the Consultant to be able to deliver the contracted activities

## 5. Logistics and Timing

### 5.1 – Location

Gozo

## 5.2 - Commencement Date & Period of Execution

The Commencement date shall be from the date of issue of the commencement order, sent by the GAGF Manager.

The performance period according to the date stipulated in Article 18.1 shall be two (2) months.

## 6. Requirements

### 6.1 – Personnel

#### 6.1.1 Other Experts

CVs for experts other than the key experts are not examined prior to the signature of the contract. They should not have been included in tenders.

The Consultant shall select and hire other experts as required according to the profiles identified in the Organisation & Methodology and these Terms of Reference.

All experts must be independent and free from conflicts of interest in the responsibilities accorded to them.

The selection procedures used by the Consultant to select these other experts shall be transparent, and shall be based on pre-defined criteria, including professional qualifications, language skills and work experience. The findings of the selection panel shall be recorded. The selection of experts shall be subject to approval by the NGO.

#### 6.1.2 Support Staff and Backstopping

As appropriate.

### 6.2 – Accommodation

Office accommodation of a reasonable standard and of approximately 10 square metres for each expert working on the contract is to be provided, if required.

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

The Consultant shall ensure that experts are adequately supported and equipped. In particular it shall ensure that there is sufficient administrative, secretarial and interpreting provision to enable experts to concentrate on their primary responsibilities. It must also transfer funds as necessary to support its activities under the contract and to ensure that its employees are paid regularly and in a timely fashion.

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 NGO / beneficiary country as part of this service contract or transferred to the NGO / beneficiary country at the end of this contract

## **7. Reports**

### **7.1 - Reporting Requirements**

A Strategic Digital Marketing Plan is to be submitted through the execution of the contraction.

There must be a final progress report and final invoice at the end of the period of execution. The final progress report must be submitted before the end of the period of execution of the contract

### **7.2 - Submission & approval of progress reports**

One copy of the Strategic Digital Marketing Plan and the final progress report must be submitted to the GAGF manager by email. The email for submitting the report is [info@leadergozo.eu](mailto:info@leadergozo.eu).

## **8. Monitoring and Evaluation**

### **8.1 - Definition of Indicators**

1. Development of a Strategic Digital Marketing Plan
2. Implementation of the Strategic Digital Marketing Plan to reach 250,000 hits
3. Organisation of Workshops
4. Delivery of Final Project Presentation at the Closing Conference.

### **8.2 - Special Requirements**

N/A

## **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 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.

### ***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)).