

Italia - Malta

GO4CIRCULAR

QUOTATION REFERENCE:

TENDER FOR COMMUNICATION AND DISSEMINATION CAMPAIGN – GO4CIRCULAR

CIRCULAR ECONOMY IN AGRI-FOOD & TEXTILES IN CROSS-BORDER AREA UNDER THE INTERREG VI-A ITALY – MALTA,

Date Issued:3/10/2025

Closing Date:27/102025

**Malta Chamber of SMEs
43-45, Kapuċċini Street,
Floriana
FRN 1052
Malta**

Email: admin@smechamber.mt

Telephone: +356 21232881

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14th October 2025

Clarifications

This is to clarify that;

- The Financial Offer indicates "Research Services"- This is a mistake and has been amended to Marketing Expert.
- Activity 2: Promotion and dissemination of campaign – Both the contractor and the Chamber of SMEs will be in charge of managing the Facebook, Instagram and LinkedIn pages
- Activity 2- The minimum number of items to be produced as deliverables will be later confirmed in the communication plan.
- Social Media posts have to be both in Italian and English.



Mr Paul Abela
Chairperson

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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 to [admin@smechamber.mt](mailto:admin@smechamber.mt). 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.

- 1.2 The subject of this tender is for the provision of services pertaining to the following activities in connection with the "GO4CIRCULAR" which is financed under the Interreg Italia-Malta.

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The activities include:

- Communication and dissemination campaign
  - Project external communication
- 1.3 The place of acceptance of the services/supplies/works shall be at Malta Chamber of SMEs, 43/45, Kapuccini Street, Floriana, the time-limits for the execution of the contract shall be until **01/05/2027**.
  - 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 Malta Chamber of SMEs.
  - 1.7 This tender is not a reserved contract.

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#### 2. Timetable

2.

|                                                                                                                                                                                                          | DATE                        | TIME  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------|-------|
| Clarification Meeting (Refer to Clause 6.1)                                                                                                                                                              | N/A                         | N/A   |
| Deadline for request for any additional information from the Malta Chamber of SMEs<br><br>Clarification requests should be addressed to:<br><a href="mailto:admin@smechamber.mt">admin@smechamber.mt</a> | 15 <sup>th</sup><br>October | 12:00 |
| Last date on which additional information can be issued by the Malta Chamber of SMEs                                                                                                                     | 20 <sup>th</sup><br>October | 17:00 |
| Deadline for submission of tenders/Tender opening session<br>(unless otherwise modified in terms of Clause 10.1 of the General Rules Governing Tendering for NGOs)                                       | 27 <sup>th</sup><br>October | 12:00 |
| * All times Central European Time (CET) / Central European Summer Time (CEST) as applicable                                                                                                              |                             |       |

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#### 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-funded by the Interreg Italia-Malta
- 5.2 The Contracting Authority of this tender is Malta Chamber of SMEs

#### 6. Clarification Meeting/Site Visit

- 6.1 No clarification meeting/site visit is planned.

#### 7. Selection and Award Requirements

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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 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 and submitting the form with title Statement on Conditions of Employment.
- (iii) 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>
- (iv) Power of Attorney (if applicable) <sup>(Note 2)</sup>
- (v) Information re Joint Venture/Consortium (if applicable) <sup>(Note 2)</sup>

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

- (i) Declaration concerning exclusion grounds

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- (ii) Declaration concerning Selection Criteria

#### (C) Technical Specifications

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

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

- (ii) The Lead Expert must have a minimum EQF/MQF Level 6 in Marketing. A copy of the CV of who will carry out the work, highlighting their educational and professional qualifications, capabilities and background must be submitted. Have excellent written and spoken skills in English

Qualifications required are defined with reference to the Malta Qualifications Framework (MQF) or the European Qualifications Framework (EQF) (or equivalent) level descriptors issued through the Malta Qualifications Council (<https://ncfhe.gov.mt/en/Pages/MQF.aspx>).

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It shall be the Tenderers' obligation to ascertain that the qualifications possessed by the lead expert proposed by them are equivalent to the established MQF/EQF Level prior to tender submission. The Evaluation Committee reserves the right to request the determination of the Malta Qualifications Council (MQC) in checking the equivalency of the qualifications, which shall be final. The Malta Qualifications Recognition Information Centre (MQRIC) is the competent body within the NCFHE that recognizes qualifications against the Malta Qualifications Framework (MQF) and whose portal can be accessed here:

<https://ncfhe.gov.mt/en/services/Pages/All%20Services/mqric.aspx>

Whose qualifications do not meet the minimum requirements in terms of equivalency, or the equivalency of which is dubious or cannot be determined, shall be rejected.

The Evaluation Committee reserves the right to request the tenderers to substantiate their claims in respect to the staff proposed by requesting Documentation during the evaluation stage. If requested, the Documentation must be submitted within ten (10) working days of being notified to do so. If Documentation is not submitted within the specified timeframe the offer will not be considered further.

All expert/s 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 Malta Chamber of SMEs.

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### (D) Financial Offer

- (i) The Tender Form and Tenderer's Declaration are to be completed 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)<sup>2020</sup> (Grand Total) for the **services** tendered.

### 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. A) 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.

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#### 8.1 8. Tender Guarantee (Bid bond)

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 tenderer submitting the cheapest priced offer satisfying the administrative technical criteria.

#### 9.2 The evaluation process

At this step of the evaluation process, the Evaluation Committee will analyse the administratively-compliant tenders' technical conformity in relation to the published Terms of Reference/Technical Specifications (Section 4).

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

##### Part X of the Public Procurement Regulations

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 (10) ten calendar days following the date on which the NGO 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 NGO of the whole tender or if the tender is divided into lots according to the estimated value of the tender set by the NGO 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 Review Board shall immediately notify the Director and/or the NGO as the case maybe that an objection had been filed with his authority thereby immediately suspending the award procedure.

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NGO involved, as the case may be, shall be precluded from concluding the contract during the period of ten 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 or the Special Contracts Committee or by the NGO shall be made public by affixing it to the notice-board of the same NGO 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 NGO;
- (b) the appeal of the complainant shall also be affixed to the notice-board of the Review Board and shall be communicated by fax or by other electronic means to all participating tenderers;
- (c) the NGO and any interested party may, within (10) ten calendar days from the day on which the appeal is affixed to the notice-board of the NGO and uploaded if/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 it shall also be uploaded on the Government's e-procurement platform;
- (d) within three working days of the publication of the replies, the Secretary of the Review Board shall prepare a report (the Analysis Report) analysing the appeal and any reply to it. This report shall be circulated to the persons who file an appeal and to all parties who submitted a reply to the appeal;
- (e) after the preparatory process is duly completed, the Director or the Head of the NGO shall forward to the Chairman of the Review Board all documentation pertaining to the call for tenders in question including files, tenders submitted, copies of deposit receipts and any motivated letter;

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(f) The secretary of the board shall inform all the participants of the call for tenders, the NGO of the date or dates as the case maybe when the appeal will be heard;

(g) 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 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.

(h) The secretary of the board shall keep a record of the grounds of each adjournment and of everything done in each sitting;

(i) After evaluating all the evidence and after considering all submissions put forward by the parties, the Review Board shall decide whether to accede or reject the appeal.

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#### 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 Any requests for clarifications and communication relating to the contract between the Contracting Authority and the contractor must state the contract title and the contract reference number and must be sent by email:

Ms. Xylona Spiteri  
GO4CIRCULAR Project Partner  
43/45  
Triq Il-Kapuccini  
Floriana

Email: [admin@smechamber.mt](mailto:admin@smechamber.mt)

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#### 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 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/Central Government Authority until the performance guarantee is submitted. The amount of the guarantee shall not exceed 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.

7.15 The performance guarantee shall be released, following the successful completion of research and on presentation of the final report followed by a final presentation.

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

13.1 N/A

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

- 14.3 The Contracting Authority shall not be liable for any infringements pertaining to illegal software and/or licensing. It is the responsibility of the Contractor to comply with the intellectual property laws, plagiarism and regulations for the provision of all works to be carried out for the successful completion of this tender

The Contractor shall not have the right to use any data, reports, works or other property referred to in this Clause for its own purposes without obtaining the prior written consent of Project Leader

#### 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

- 16.3 Further to the provisions of the General Conditions, any equipment which may be deemed necessary by the Contractor for the execution of the contract shall be at the cost of the contractor.

As per General Conditions.

16.4

#### Article 18: Execution of the Contract

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18.1 The performance of the contract is to commence from the date of the last signature of the Contract.

18.2 The period during which the services shall be conducted is up until **01/05/2027** from the commencement date, stipulated in the previous sub-Article 18.1.

Unless where otherwise stated, Should the period of execution of on-site works be extended for any reason, the period of execution of the present contract shall be extended accordingly. The contractor shall not be entitled to request any additional payment in this respect in a court or tribunal.

Article 19: Delays in Execution

19.2 The number of liquidated damages for every day, or part thereof, elapsing by the end of the period of execution will be of 1/5000 of the contract price per day's delay, up to a limit of 20% of the total price.

Article 20: Amendment of the Contract

20.2 As per General Conditions.

Article 24: Interim and Final Progress Reports

24.1 Further to the General Conditions, The Contractor shall prepare an Interim report at the end of the qualitative and quantitative research undertaken and as detailed under the terms of reference.

Additionally, a final report presented not later than 15 days after the implementation period of the contract. The draft final report must be submitted beforehand as detailed under the terms of reference.

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

26.1 This is a global-price contract.

Payments will be made in Euro.

Further to the provisions of the General Conditions, the unit prices/rates submitted shall be fixed and shall not be subject to adjustment in the event of fluctuations in the cost of duties or any other matter affecting the cost

#### Global Price Contract

| Narrative             | Percentage (%)                                                                                                                                                                                                                                                       |
|-----------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Pre-financing Payment | A pre-financing payment of 20% of the total price against an invoice and proof of the 4% performance guarantee and upon completion of Activity 1 (minutes of the Kick-off meeting) as outlined in Section 4.2 of the Terms of Reference by the Contracting Authority |
| Interim Payment       | Interim Payment of 30% of the total amount following the submission of the Interim Report.                                                                                                                                                                           |
| Balance               | The balance (50%) of the contract value stated within 30 days of the completion of all contract activities specified under the terms of reference. A final report shall accompany the final invoice.                                                                 |
| <b>TOTAL</b>          | <b>100%</b>                                                                                                                                                                                                                                                          |

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- 26.2 Further to the General Conditions, on completion, payments will be made in Euro by the Contracting Authority against a fiscal invoice, following satisfactory acceptance testing by the Contractor to the satisfaction of the Contracting Authority's Project Leader.

#### Article 27: Pre-Financing Guarantee

- 27.2 In its entirety Article 27 is not applicable.

- 27.5 Not applicable.

#### Article 30: Revision of Prices

- 30.1 As per General Conditions

- 30.5 As per General Conditions

#### Article 32: Breach of Contract

- 32.1 Without prejudice to the General Conditions and to Contracting Authority's right to dissolve 'ipso jure' the contract in the case of infringement of any condition thereunder and apart from the deduction established for delay in delivery, any such infringement shall render the contractor, in each case, liable to a deduction by way of damages of 5 per cent of the value of the contract, unless the

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- 32.2. Contracting Authority elects, with regard to each particular infringement, but not necessarily with regard to all infringements, to claim actual damages incurred.

As per General Conditions

### 39.1 Article 39: Further Additional Clauses

Unless otherwise agreed with the granting authority, communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via traditional or social media, etc.), dissemination activities and any infrastructure, equipment, vehicles, supplies or major result funded by the grant must acknowledge Interreg Italia-Malta support and display the European flag (emblem) and funding statement (translated into local languages, where appropriate) included as per below, but not limited to:

- All reports;
- Power point presentations;
- Surveys;
- Info Graphics;
- Newsletters;
- All printed or digital material produced throughout this Contract; and
- Attendance Sheets

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

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When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

39.2

The Contractor will be providing the necessary logos for use of the project.

Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

39.3

Gender Equality

Gender Equality In carrying out his/her obligations in pursuance of this contract, the tenderer shall ensure the application of the principles of gender equality and equal opportunities to all and shall thus 'inter alia' refrain from discriminating on the grounds of sex/gender and family responsibilities, sexual orientation, age, religion or belief, racial or ethnic origin, and gender identity, gender expression or sex characteristics in employment; banks and financial institutions, as well as education.

All publicity and marketing relating activities are also to be free from stereotypes and any form of discrimination. This will ensure that any publicity and marketing activities are socially inclusive.

**Interreg**



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**GO4CIRCULAR**



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#### 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 Countries

Malta  
Italy

##### 1.2 – Registered Social Partners

|                                   |
|-----------------------------------|
| LOGOS Società Cooperativa         |
| Università degli Studi di Messina |
| Malta Chamber of SMEs             |
| Idea Academy Ltd                  |

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#### 1.3 - Relevant Country Background

Not Applicable

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

The agri-food and textile sectors in Malta and Sicily face similar structural and environmental challenges, making them key targets for circular economy initiatives like GO4CIRCULAR. In Malta, agriculture remains small-scale and fragmented, contributing less than 1% to GDP while being highly dependent on imports. Food waste is a pressing issue, with the EU requiring a 10% reduction in manufacturing waste and 30% in household and hospitality waste by 2030. Pilot projects, such as WasteServ's composting of farm residues and nutrient-recovery technologies like SYNECO, show promising pathways but remain limited in scale. Similarly, the textile sector is under pressure to comply with new Extended Producer Responsibility schemes, encouraging reuse, repair, and recycling.

Despite these challenges, Malta's Circular Material Use Rate is relatively high at 19.8%, and resource productivity exceeds the EU average. However, recycling rates remain low, with over 80% of municipal waste still sent to landfills. Policy initiatives, including the Bottle Refund Scheme and Bring-Your-Own-Container campaigns, indicate growing awareness and adoption of sustainable practices. GO4CIRCULAR can bridge these gaps by supporting SMEs in adopting circular business models, facilitating cross-border collaboration, and integrating research-driven innovations to accelerate the transition towards a more sustainable regional economy.

#### 1.5 - Related Programmes and Donor Activities

Several EU and national programmes support GO4CIRCULAR's goals, including the Interreg Italy-Malta Programme, the EU Green Deal, and the Circular Economy Action Plan. Malta's Resilient Food Systems Strategy and CAP funding

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target sustainable agriculture, while Horizon Europe backs innovation. National schemes like the Bottle Refund Programme encourage circular practices and SME participation.

- 1.Contract
2. and Expected Results

#### 2.1 - Overall Objectives

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

- Promote circular economy practices in agri-food and textile SMEs through knowledge transfer, innovation support, and cross-border collaboration between Malta and Sicily.
- Reduce environmental impact by tackling food waste, plastic use, and unsustainable packaging, fostering resource efficiency and sustainable business models.

#### 2.2 - Specific Objectives

The objectives of this contract [which are not necessarily those of the project] are as follows:

##### Specific objective 1

The communication has two main objectives: inform about the initiative, attract and assist companies from the two target sectors, to apply for being selected as beneficiaries of non-financial support for the facilitation of the transition towards the circular economy.

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Each PP has direct contact with at least one of the target groups, complementing each other. All PPs will contribute through their networks to widen the target reached and will implement what is defined in the project communication plan.

#### Specific objective 2

The communication will aim to attract new stakeholders to the partnership network and connect GO4CIRCULAR to other existing initiatives so that the transnational network of CE Facilitators dedicated to foster cross-border transition towards CE will become a permanent point of reference in the area addressed by the program, capitalising the project results. PPs will use their own channels for the attraction of stakeholders to join the GO4CIRCULAR and its network of CE Facilitator. The network will continue to provide support and the PPs will act as catalysers for new network partners. APs will be also involved.

#### Specific objective 3

- **Raise awareness and engage stakeholders** by effectively communicating GO4CIRCULAR's goals, activities, and benefits to SMEs, policymakers, and the wider community.
- **Promote knowledge transfer and adoption of results** by sharing best practices, success stories, and innovative solutions to encourage replication and long-term impact.

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

NA

## 3. Assumptions and Risks

### 3.1 - Assumptions Underlying the Project Intervention

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It is assumed that the contractor is equipped in terms of expertise and resources to perform the work according to these terms of reference.

#### 3.2 – Risks

No risks highlighted as of yet

#### 4. Scope of the Work

##### 4.1 – General

##### 4.1.1 Project Description

The GO4CIRCULAR project aims to stimulate the transition towards the circular economy in SMEs in the agri-food and textile sector in Sicily and Malta, addressing environmental challenges and promoting sustainable practices. The importance of this step is highlighted by the environmental issues linked to the linear production and consumption models prevalent in these sectors, which contribute significantly to the global environmental impact.

The project aims to develop a strategic and operational framework to support SMEs in the agri-food and textile sectors in the transition towards the circular economy. This will include methods and tools to implement circular practices at all stages of the value chain.

Through the creation of a cross-border network, the exchange of knowledge, good practices and innovations between SMEs in Sicily and Malta will be facilitated. This will foster collaboration and accelerate the adoption of circular solutions.

Training actions for capacity building to improve the skills of SMEs in the field of circular economy including the sustainable management of resources, the reduction of waste and the introduction of circular business models, will be of particular importance.

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Furthermore, innovative strategies will be developed for new products, services and business models that respond to the specific needs of the agri-food and textile sectors, promoting waste reduction, the use of renewable materials and recycling.

Finally, through the implementation of pilot tests and continuous evaluation, the project will aim to measure the impact of the solutions adopted, facilitating the adjustment and optimization of strategies to ensure maximum effectiveness.

#### 4.1.2 Geographical Area to be covered

The contract will cover partner countries forming part, but not limited to, this consortium partners mainly relate to;

- Malta
- Italy

#### 4.1.3 Target Groups

Target group type 1:

Companies from the agri-food and textile sectors being interested to start the process of transition to circular economy. During the project implementation, the geographical coverage will be the eligible areas from both territories. After the project closure, the target group will be extended to all the Sicilian and Maltese territory -1000

Target group type 2: Local administrations and other regional/national bodies, professional institutes, SMEs associations, business support organisations -100

Target group type 3: General public -10000

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#### 4.2 - Specific Activities

##### Premise

Malta Chamber of SMEs is the Partner responsible of the Communication activity of the project GO4CIRCULAR. In this role, it will coordinate and also it will provide the necessary instruments and tools in order to allow the whole project partnership to implement the communication activities in synergy, presenting a homogeneous communication strategy.

In this respect, the activities envisaged by this tender, are the following:

##### Activity 1: Project external communication

The activity will cover the whole project period and aims to carry out a set of actions pointing at facilitating the joint implementation of the initiative, increasing the visibility of the project, using correctly the program set of rules regarding the communication, described in the Branding Manual of the Interreg Italia Malta VI-A Program. (see annex [here](#))

Deliverable: Communication Plan (start date 27/10/2025- end date 10/11/2025)

The Communication plan (CP) must establish the objectives, target audiences, appropriate tools to address the audiences and the appropriate channels, time planning, resources planning (budget), indicators for the evaluation of the achieved communication and dissemination goals. It will contain the project visual identity kit, a set of rules for the internal (communication among the partners) and external communication.

##### Activity 2: Promotion and dissemination of campaign

Promotion & dissemination as part of the communication plan, are transversal and integrated set of activities ensuring the communication and the visibility of the project as well as the promotion of its results. Promotion will systematically provide up-to-date information to the relevant target audience about the project and the possibility of accessing it, while the dissemination activities will promote the project results and its achievements.

The focus will be of virtual promotion.

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#### Deliverable: Promotion & Dissemination Plan

The plan will contain the activities each Project Partner will carry, means, expected results, common set of templates for press releases, publicity adds, etc. A mainstream dissemination plan is essential to achieve the highest impact and visibility possible, to promote, uptake and increase impact of the project. The plan is essential to achieve the highest impact and visibility possible, to promote, uptake and increase impact of the project

The 2-year online marketing plan which may include (but not limited to):

- Common set of templates for press releases, publicity adds, and other useful material.
- Template for letterhead
- Design and Print information material including an agenda, poster, a roll up and presentations, in electronic form and printing and social media, etc for each event (2 small conferences and 1 national conference)
- Newspaper advert
- Use of the main viral means of communication (Facebook, Instagram and LinkedIn), creation of at least 2 video spots (not more than 2 minutes) and infographics to be conveyed through the main online platforms.
- Creation of a minimum of 2 posts per month (in Italian and English) adapted for Facebook, Instagram and LinkedIn, pages aimed at disseminating activities and contents for the entire duration of the project. Updating these pages with content monthly with a minimum of 2 times a month (for an average 18 months in total) and whenever needed, this will be further discussed in the communication plan. Also updating the project website with specific news. Both the contractor and the Malta Chamber of SMEs will manage the social media pages.
- Submission of Progress report within the first 3 months of the campaign
- Submission of final report at project completion

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#### 4.3 - Project Management

##### 4.3.1 Responsible Body

Malta Chamber of SMEs (Project Partner)

##### 4.3.2 Management Structure

LOGOS is the Lead Partner for the Project and it will be in charge of the direct communication with Program Authority, with JS and it will be responsible for all the formal steps needed, on behalf of all partners. The Malta Chamber of SMEs is project partner.

The strategic decisions related to the project are taken by the Steering Committee formed by all the partners' representatives with decision power.

The Project partners are:

|                                   |
|-----------------------------------|
| LOGOS Società Cooperativa         |
| Università degli Studi di Messina |
| Malta Chamber of SMEs             |
| Idea Academy Ltd                  |

##### 4.3.3 Facilities to be provided by the Malta Chamber of SMEs and/or other parties

As appropriate.

## 5. Logistics and Timing

### 5.1 – Location

The contracting authority for this project is based in Malta.

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

The intended commencement date is the date of the last signature on the contract between the Contracting Authority and the selected Contractor and the period of execution of the contract will be from the date of the contract signature until the project's end date envisaged at 30<sup>th</sup> of April 2027, subject to extension. Article 18.1 of the Special Conditions will determine the actual commencement date and period of execution

#### 6. Requirements

##### 6.1 – Personnel

##### 6.1.1 Other Experts

It is the Contractor's responsibility to allocate the required resources and third-party services in order to execute the service requirements as outlined in this tender in an efficient and effective manner, to the highest standards, on time, and within budget. As a minimum, the Contractor is expected to designate a Project Manager.

- The Lead Expert must have a minimum EQF/MQF Level 6 in Marketing
- A copy of the CV of the lead expert who will carry out the work, highlighting their educational and professional qualifications, capabilities and background must be submitted.
- Have excellent written and spoken skills in English

These resources are explained in further detail hereunder.

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Qualifications required are defined with reference to the Malta Qualifications Framework (MQF) or the European Qualifications Framework (EQF) (or equivalent) level descriptors issued through the Malta Qualifications Council (<https://ncfhe.gov.mt/en/Pages/MQF.aspx>).

It shall be the Tenderers' obligation to ascertain that the qualifications possessed by the lead expert proposed by them are equivalent to the established MQF/EQF Level prior to tender submission. The Evaluation Committee reserves the right to request the determination of the Malta Qualifications Council (MQC) in checking the equivalency of the qualifications, which shall be final. The Malta Qualifications Recognition Information Centre (MQRIC) is the competent body within the NCFHE that recognizes qualifications against the Malta Qualifications Framework (MQF) and whose portal can be accessed here: <https://ncfhe.gov.mt/en/services/Pages/All%20Services/mqric.aspx>

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

Any expenses related to this have to be covered by the Contractor and no extra funds will be allocated for this purpose.

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#### 6.2 – Flights & Accommodation

NA

#### 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 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.

## 7. Reports

### 7.1 - Reporting Requirements

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Further to the General Conditions and the terms of reference, the contractor shall prepare reports for the dissemination campaign as detailed under the terms of reference.

Additionally, a final report presented not later than 15 days after the implementation period of the contract. The draft final report must be submitted beforehand as detailed under the terms of reference.

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

Copies of the progress and final reports of the dissemination campaign referred to in Article. 7.1 must be submitted to the Project Leader of Malta Chamber of SMEs. Reports must be written in English. The Project Leader is responsible for approving the progress reports.

### 8. Monitoring and Evaluation

#### 8.1 - Definition of Indicators

The timeframes for activities highlighted and presented by the service provider for the activities listed in section 4.2 of the terms of reference that are approved by the contracting authority will be adopted as project progress indicators.

The Key Indicator is the response time for storing and retrieving records, which shall be equivalent to current market standards.

#### 8.2 - Special Requirements

All communication activities of the beneficiaries related to the action (including media relations, conferences, seminars, information material, such as brochures, leaflets, posters, presentations, etc., in electronic form, via printing and social media,) dissemination activities and any infrastructure, equipment, supplies or major result funded by the grant must acknowledge Interreg Italia-Malta support and display the European

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flag (emblem) and funding statement (translated into local languages, where appropriate) included as per below, but not limited to:

- All reports;
- Power point presentations;
- Surveys;
- Info Graphics;
- Newsletters;
- All printed or digital material produced throughout this Contract; and
- Attendance Sheets

The emblem must remain distinct and separate and cannot be modified by adding other visual marks, brands or text. Apart from the emblem, no other visual identity or logo may be used to highlight the EU support.

When displayed in association with other logos (e.g. of beneficiaries or sponsors), the emblem must be displayed at least as prominently and visibly as the other logos.

The Contractor will be providing the necessary logos for use of the project.

#### Quality of information — Disclaimer

Any communication or dissemination activity related to the action must use factually accurate information.

Moreover, it must indicate the following disclaimer (translated into local languages where appropriate):

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

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#### SECTION 5 – SUPPLEMENTARY DOCUMENTATION

5.1 – Draft Contract Form

5.2 – Glossary

5.3 – Specimen Performance 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.

5.5 – 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)).

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### Financial Offer

Global Price for Tender for Marketing Expert for Malta Chamber of SMEs as outlined in the Tender Document Reference Number GO4CIRCULAR 001.

| Description                                                | Total Including Taxes and Other Duties, Discounts<br><u>but</u> Exclusive of VAT<br><br>Amount in EURO (€) |
|------------------------------------------------------------|------------------------------------------------------------------------------------------------------------|
| Marketing Expert as Outlined under the Terms of Reference: | €.....<br><br>Amount in Words.....<br><br>.....<br><br>.....<br><br>.....<br><br>.....<br><br>.....        |



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|  |                                                          |
|--|----------------------------------------------------------|
|  | <p>The above amount must not be broken further down.</p> |
|--|----------------------------------------------------------|

Signature: ..... (the person or persons authorised to sign on behalf of the tenderer)

Date: .....