



Terms of Reference

ALTER AQUA IV MARKETING & DISSEMINATION SERVICES

*In the framework of
the "ALTER AQUA
" Project*

funded by the THE COCA-COLA FOUNDATION and THE ENERGY AND WATER AGENCY

1.1 Background – The ALTER AQUA Project

Alter Aqua, the Non-Conventional Water Resources (NCWR) Programme in Malta, implemented in the Maltese Islands since 2011, is in its Fourth Phase. The Programme is designed by the regional organization [Global Water Partnership – Mediterranean \(GWP-Med\)](#), one of the thirteen regional offices of the inter-governmental organization Global Water Partnership (GWP), in partnership with the Energy and Water Agency (EWA) and the Coca-Cola in Malta (General Soft Drinks Ltd. & the Coca-Cola Company), supported primarily by The Coca-Cola Foundation and co-funded by EWA.

Alter Aqua commenced in the Maltese Islands in 2011, first focusing on the island of Gozo, in partnership with the Ministry for Gozo and the Eco Gozo project. Since 2014, the Programme has focused on Malta, in partnership with the Ministry for Energy and Water Management and the Energy and Water Agency, aiming to promote the use of non-conventional water resources (NCWR) as a sustainable practice for local water security and climate change adaptation.

Since 2011, the Programme has applied 21 NCWR systems, yielding 19 million liters of water annually, including the installation or reinstatement of rainwater harvesting systems and greywater recycling systems, alongside educational and awareness raising activities and capacity building workshops for professionals.

As water security is a top priority in the Maltese Islands, applying integrated and innovative approaches in water management, mobilizing non-conventional water resources and engaging stakeholders are pivotal in improving water efficiency and management and contributing to climate change adaptation and sustainable development.

Alter Aqua - Phase IV seeks to mainstream NCWR applications and water saving in Malta. It will achieve this through a 3-pillar approach: Technical applications, Capacity Building & Youth Engagement, and Community Awareness Raising & Communication, while demonstrating the cultural and social value of water. Programme activities include the reinstatement or improvement of a total number of 3 existing abandoned underground rainwater harvesting reservoirs, in line with national priorities as set by the Energy and Water Agency (EWA) of Malta under the Ministry for the Environment, Energy and Regeneration of the grand harbour.

1.2: Background: Alter Aqua reservoir trail

In Alter Aqua Phase IV, a mobile web application for both Android and iOS is being developed. The web application will focus on offering a multimedia-rich experience that takes users on a virtual journey through different rainwater and stormwater harvesting reservoirs, providing insights into the reservoir's history, their technical specifications, their importance in Malta's history, and current conservation efforts and sustainable management practices.

The web-based application will not require downloading and installing a separate app, but will operate directly through the phone's browser, guiding users on a walking tour with stops, beneath which lie the reservoirs. Through the app, users will be able to access information about each site, watch related videos and photographs, before being guided to continue the tour onto the next site. In this way, the app will guide citizens and visitors on a walking tour that gives life to what remains unseen in underground structures beneath their feet. The web-based application will be accessible through the existing Alter Aqua website, www.alteraqua.org

2. Description of the Assignment

Objective

The objective of the Assignment is the design, production and implementation by a media agency of a series of marketing and dissemination activities, aiming to promote the results of Alter Aqua IV in general, and the Alter Aqua Reservoir Trail in particular. The overall aim is to promote awareness of Malta's water saving heritage and the need to protect it; advertise Alter Aqua IV achievements, including its most recent reservoir restorations; and attract users for the Alter Aqua Reservoir trail, particularly among youth.

The content development will commence in April 2024, while different elements of the communication campaign will run from June to December 2024.

Tasks – Requested Services

The media agency will plan and deliver a series of activities as described below:

(A) DESIGNS, PRINTING & ADVERTISING

(1) Design and printing of Flyer

The contractor will design and print a 1-page flyer (*Dimensions: 3.9 inches x 8.3 inches or 9.9 cm x 21 cm*), back and front in full colour. The leaflet will include text, images, photos, figures, charts, maps, and other designs. The information shall be provided by the Contracting Authority, while all design and artworks will be created by the Contractor, in line with the Alter Aqua project visual identity.

The contracting authority may request up to 3 initial creative direction proposals to choose from, and once the direction has been chosen, there will be at least 3 rounds of reviews.

The contractor will print 2,000 copies during Quarter 2 of 2024. Exact dates are to be determined with the contracting authority at a later stage.

(2) Adverts on Bus-Stops located in the Cottonera area

The primary audience for the Alter Aqua Reservoir Trail will be pedestrians, both local and visitors.

The contractor will design and produce a coloured advert to be featured in bus stops. The coloured advert will be a large poster similar to the following:



The contracting authority may request up to 3 initial creative direction proposals to choose from, and once the direction has been chosen, there will be at least 3 rounds of reviews. All editable versions of the artworks created by the contractor will be provided to the contracting authority.

The contractor will handle the management and booking of the spaces that are to feature the adverts.

Two (2) bus stops will feature these adverts; one should be in Birgu, while the other one can be either in the Cottonera area or in the vicinity of Birgu.

The duration of the advert shall be for 3 months and will start after June 2024. Exact dates are to be determined with the contracting authority at a later stage.

The contractor's offer will be inclusive of all design, production, installation and de-installation costs and any other costs and fees associated with the running of the advertisements.

(3) Bus advertisements serving the Cottonera route

The contractor will design and produce a coloured advert that will appear on the buses. In accordance with the options offered on the Tallinja Media Rate Card (<https://www.tallinjamedia.com/rate-card/>), the contractor shall opt for 'King Long' and 'Otokar Vectio adverts as per below:

	King long 12 mtr	9 m ²	<u>Full Tail</u>
	Otokar Vectio 9 or 12 mtr	2 frames per bus	<u>In-Bus Frames</u> 50 Buses 150 Buses 300 Buses

In this way, the web application will be promoted both inside and outside the bus. The contractor shall handle the management and booking of the spaces that are to feature the adverts.

'Otokar Vectio' in-bus frames option: the contractor will advertise in 50 buses for 6 months (2 different frames per bus).



'King Long' Full-tail option: the contractor will wrap the back of 1 bus for 3 months.



Advertisement will start from June 2024 onwards. Exact dates are to be determined with the contracting authority at a later stage.

Where possible, the buses chosen for both options should include the Birgu route and vicinity routes.

The contractor's offer will be inclusive of all design, production, installation and de-installation costs and any other costs and fees associated with the running of the advertisements. The contractor will handle the management and booking of the spaces that are to feature the adverts.

The contracting authority may request up to 3 initial creative direction proposals to choose from, and there will be at least 3 rounds of reviews. All editable versions of the artworks created by the contractor will be provided to the contracting authority.

(B) MEDIA

(4) [Times of Malta](#) is Malta's leading newspaper. According to Wikipedia, "It has the widest circulation and is seen as the daily [newspaper of record](#) of the Maltese press." *Reference:* https://en.wikipedia.org/wiki/Times_of_Malta#cite_note-3

- In order to exploit the rich video material created by the Alter Aqua programme, we aim to advertise on Timesofmalta.com, through a new advertising feature that allows loading video ads in in-article advertising spots. These ads are called Outstream Video ([example here](#)), and they load automatically as the user scrolls by the webpage where they are placed. We would like to ensure 100,000 Video impressions through OUTSTREAM VIDEO on Times of Malta, in suitable placement on the website.
- We also aim to place a paid native article ([example here](#)) published both online, as well as on the daily print edition of the Times of Malta newspaper. It will be based on material shared by the project team, and will be approved by the Alter Aqua project prior to publication. It will also be posted on the newspaper's social media channels and boosted through paid promotion.

(5) Love Malta: LoveMalta is a communication and promotion platform that promotes Malta by showing its nature, culture, history, people, traditions and so much more. It facilitates the interaction between Maltese residents and visitors. LoveMalta is the most visited online platform by foreigners and locals which will ensure that the Reservoir Trail will receive the promotion it requires to attract both locals and foreigners in using the trail. LoveMalta has over 500k followers on its social media platforms. Its Youtube account has enjoyed over 148 million views, a record for Malta. LoveMalta is the number one followed brand about Malta on Instagram and Youtube.

- The contractor shall coordinate with Love Malta to have an article prepared and written by Love Malta.
- The contractor shall coordinate a 1 reel/short video to promote the AlterAqua reservoir trail. The video shall be shared on their social media platforms. The videos must be filmed and coordinated by LoveMalta. All content will be Search Engine Optimized and permanently published. Videos must also be sent to the contracting body.

(6) [Lovin Malta](#) is an online news portal with an audience of more than 700,000 unique users per month, its most engaged users being millennials living in Malta, aged between 25 and 35. (Reference: <https://lovinmalta.com/advertising-with-lovin-malta/>). This youth audience is a key focus group of the Alter Aqua programme, which aims its activities at raising awareness among youth and increasing employability prospects in the water sector.

- We aim to place a native article on Lovin Malta online portal, prepared and written by Lovin Malta ([example here](#)). This will also be promoted on the [Lovin Malta Facebook page](#). All content will be Search Engine Optimised and permanently published on the Lovin Malta website.

(7) Other online and print media in Malta:

- In addition to the above paid placements of ads and articles, we would like to disseminate a press release on the Alter Aqua project, to be prepared by the contractor in both English and Maltese, based on material that the project will provide. This press release, including a selection of photos, will be shared by the contractor, in both English and Maltese, with all online media and the main print newspapers in Malta, while the contractor will also follow up and monitor publication.

Since these are not paid placements, the ultimate decision for reproduction is at the discretion of the editor of each media company.

(8) YouTube video ads: To promote the Alter Aqua videos that will be created in the frame of Alter Aqua project, we aim to use YouTube Advertisements, which will then encourage viewers to click and visit the new Alter Aqua website. Youtube ads offer a very broad potential reach, which can be targeted by topics, keywords, or demographics, to help us reach the right audience for Alter Aqua. Youtube Ads also offer measurable success rates, offering many tracking features about how our audiences is interacting with the project videos, to make the best use of the available budget.

- We aim to spend a budget of 600 euros on Youtube ads, selected for an appropriate target audience that will be suggested and monitored by the contractor.
- Part of this budget will be specifically targeted towards youth living at the areas that are likely to make use of the Alter Aqua Reservoir Trail.

(C) PHOTOGRAPHY AND VIDEOGRAPHY

<p>Photography</p> <p>The Contractor should note that the Contracting Authority will have the absolute copyright of the images. No watermarks, signatures or branding of any other sort by the Contractor is allowed.</p> <p>Photos must be of professional quality, edited and in JPEG format in order to be uploaded on the project's main website, after approval by the contracting authority.</p>	
<p>(9) Event Photos</p>	<p>The contractor shall take a number of photos of the official inauguration of the project, to be held in November 2024 (date to be confirmed). The event will take place on a date which will be communicated by the Contracting Agency in due course.</p> <p>The Contractor will be required to submit a selection of photos on the day and all photos taken to the Contracting Authority, within 24hours of the event.</p>
<p>Videography</p> <p>The Contractor should note that the Contracting Authority will have the absolute copyright of the footage. No watermarks, signatures or branding of any other sort by the Contractor is allowed.</p> <p>All videos must be colour corrected. The format of the video needs to be eligible for TV adverts, YouTube, Facebook, Twitter, and LinkedIn and must include the following specifications:</p>	
<p>(10) Project documentary</p>	<p>An edited feature (circa 4-5 minutes) in a short documentary style. Through this project, the contractor will be required to film the following footage:</p> <ul style="list-style-type: none"> • Interviews of people (including the project's key stakeholders, donors, etc.) talking about the work that has been carried out. Locations may vary and interviews might be filmed on different dates. • They will incorporate in the final edit, footage and photos that the contracting entity will provide from the restoration works in the reservoirs.

	<ul style="list-style-type: none"> Subtitles in English are to be included (provided by the these are to be and written by the contractor). <p>An edited feature is to be sent to the Contracting Authority 3 days prior to the event which its date will be communicated in due course. Background music and necessary logos must be included in the feature. At least 3 rounds of review will be budgeted.</p>
(11) Project documentary brief edits	4 short edits (30''-1' duration) based on footage from the longer feature, aimed at social media use.
(12) Vox-pop style video	<p>The contractor is required to film a 'vox pop' style video. The contractor <u>is to engage a suitable person</u> (actor/influencer/other suitable person) who will act as 'host' of the video, asking passers-by questions. The interviewer will ask the local of Birgu questions related to the underground heritage of rainwater harvesting reservoirs. (The questions are to be formulated together with the contracting authority.)</p> <p>The filming should take place in Birgu and shall be edited into a two (2) minute feature.</p> <p>An edited feature is to be sent to the Contracting Authority 3 days prior to the event which its date will be communicated in due course. Background music and necessary logos must be included in the feature. At least 3 rounds of review will be budgeted.</p>
(13) Event video	<p>The contractor is required to film the official inauguration which shall include interviews. The event is scheduled to take place in November 2024. The date will be communicated in due course.</p> <p>An edited feature including SOTs, background music and logos must be sent to the Contracting Authority within 24hours from the event. At least 3 rounds of review will be budgeted.</p>

3.Contract Price, Deliverables and Schedule of Payment

The maximum fee for this assignment is 35,000 EUR. This amount includes all other costs, income taxes and any other amount payable or cost that may be required for the completion of the work/service, including VAT.

Deliverable	Payment	Date
Services 1	10% of Contract Value	31 July 2024
Services 2-13	90% of Contract Value	31 December 2024

4.Selection Criteria, Awarding Criterion and Evaluation Process

Successful participants must:

-Provide proof of their average annual turnover for the last three (3) fiscal years being at least equivalent to the maximum amount of this Call. The applicant should provide the Financial Statements (Income Statement and Balance Sheet) of the last three years of operation.

-Have minimum duration of operation of five (5) years. Proof to be provided by the related chamber (date of registration).

-Demonstrate at least 2 previous collaborations in the form of campaigns for non-profit/ public causes, commissioned by NGO/government sector bodies in the past 5 years.

Failure to comply with the above pass / fail requirements and provide relevant proof with the application is considered ground for exclusion.

Awarding Criterion and Evaluation process

Award criterion is the Most Economically Advantageous offer with criterion the lowest price for the offers satisfying the selection criteria.

5.Duration of the Contract

The overall duration of the contract will be up to December 31st 2024.

6.Monitoring and Progress Controls

Mr. Alexandros Kandarakis, Head of Communications at GWP-Med, will be providing oversight and guidance from the side of the Project Team, in collaboration with representatives from Malta's Energy and Water Agency. Coordination calls between the consultant and the Project Team will be held at least monthly, to monitor the progress with regard to the workplan submitted with the Inception Report.

Services will be rendered and will be considered completed upon approval of the deliverables by the Project Coordinator, Dr. Nikos Skondras, and the GWP-Med Head of Communications, Mr Alexandros Kandarakis.

7.Terms and Conditions

- *Language*

The language of the outputs is English and Maltese, according to each output's specifications.

- *Submission of data and reports*

The agency will be expected to provide reports documenting the implementation of the services (photos, screenshots, other proof), tracking the ongoing delivery and, where possible, the performance of the implemented tasks.

- *Cooperation requirements*

The agency is expected to work closely with the Project Team and Malta's Energy and Water Agency.

- *Review and quality assurance*

Review of the work carried out by the Consultant throughout the implementation of the assignment as well as review of the deliverables may be carried out by an independent external expert or expert team.

All relevant comments and suggestions made by the reviewer(s) will have to be taken into consideration by the Consultant and integrated in the final versions of the deliverables.