



Terms of Reference for the Design, Production and Implementation of the Alter Aqua RECAP Communication Campaign

In the framework of *the “ALTER AQUA RECAP” Project funded by the THE COCA-COLA FOUNDATION and THE ENERGY AND WATER AGENCY*

1.1 Background – The ALTER AQUA RECAP 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 - RECAP seeks to remove barriers to scaling up greywater reuse through innovation funding, pilot demonstrations in public buildings, and evidence-based recommendations, showcasing how decentralized reuse can significantly reduce water demand, ease infrastructure constraints, and support sustainable water management in Malta.

The Alter Aqua RECAP project will implement a structured communication campaign on greywater to foster understanding, acceptance, and uptake of greywater technologies. A joint communication team will be established between GWP-Med and EWA, which will first carry out a stakeholder perception analysis to assess views, concerns, and expectations related to the introduction of greywater solutions. Building on the findings of this analysis, the team will design and implement a targeted communication

plan tailored to the needs of key stakeholder groups, including regulatory authorities, technical and professional personnel, and the general public. This approach will ensure that messages are relevant, evidence-based, and aligned with stakeholder priorities, ultimately supporting informed decision-making and broader acceptance of greywater reuse practices.

1.2: Description of the Assignment

Objective

The selected contractor will be tasked with developing a coherent and engaging suite of communication materials. Based on a brief provided by GWP-Med and EWA communication teams, the contractor will design project branding and visual identity, as well as a range of communication outputs tailored to different audiences, including regulatory authorities, technical professionals, and the general public. These outputs include the project's branding identity, print and digital materials, short videos, and other audiovisual content that clearly convey the benefits, safety, and regulatory aspects of greywater technologies. All materials should ensure consistency in messaging and visual language, enhance project visibility, and support effective outreach and awareness-raising across multiple platforms.

The content development will commence one month after the bidder has been selected.

Tasks – Requested Services

The agency will deliver a series of products as described below:

A. GRAPHIC DESIGN

Brand concept for Alter Aqua RECAP, including logo and accompanying visual identity elements, along with branding guidelines.

The branding of the Alter Aqua RECAP greywater communication campaign should be clear, credible, and visually engaging, reflecting both technical reliability and environmental responsibility. It should convey trust, safety, and innovation, addressing potential concerns around greywater reuse while highlighting its benefits for water efficiency and sustainability. The visual identity should use a clean and modern design language, with a color palette inspired by water, nature, and circularity, and simple, easily recognizable graphic elements that can be consistently applied across all materials and platforms. It should balance a professional tone suitable for regulatory and technical audiences with an accessible and friendly approach for the general public, ensuring clarity of messages and ease of understanding.

Specific deliverables include:

A1:

- Branding guidelines (manual including mock-ups of logo application)
- Campaign brand concept creation (colours, typography, tone and messaging)
- Logo development (in all formats: colour, inverted, animated, PNG, AI, SVG and JPEG)
- Creation and design of two characters that will represent the campaign through the rest of the design elements and deliverables

- Logo adaptations for use on various materials such as merchandise (example: A generic type of logo that has a description of what Greywater is, that can be used on merchandise etc.)
- Edible design files (AI, PSD, INDD or equivalent)

Design of Print Materials – brief and content to be provided by GWP-Med & EWA teams.

A2) One-page front and back brochure including logos, QR codes, graphs, texts, images and figures. (Dimension A5)

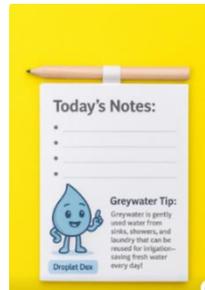
A3) A4 colouring book for children (approximately 24 pages), incorporating the campaign’s characters alongside simple greywater facts and illustrations.

A4) Roll-up banner: including logos, graphics, branding of the campaign

A5) Totem banner: including logos, graphics, branding of the campaign

A6) Notepad fridge magnet – The notepad fridge magnet will feature 7 subtle standard size rotating page designs, each including the same Greywater characters extracted from the branding with a unique greywater tip. The layout stays clean and minimalist, with lined space for notes and no large title. These seven designs will be repeated throughout the notepad to provide variety while promoting simple greywater awareness on every page. All 7 designs are to remain simple.

Notepad fridge magnet:



Digital Material (banners, social media posts and animated video)

A7) Website banners & thumbnails

A8) Total of 30 social media posts for both Instagram and Facebook (statistics and technical information will be provided to help guide the designer), including captions in Maltese and English, and including proofreading. Supplier to propose a timeline for development. The social media posts include Facebook and Instagram (carousels, standalone posts, stories).

A9) Google Ads banners

Design of Outdoor advertising products:

A10) Bus-shelter design.

A11) Bus wrapping – full tail (back side of the bus).



Design of Animated Videos:

A12&13) **Design of Animated Explainer Video:** A clear, engaging, and educational, breaking down the concept and benefits of greywater reuse in an easily digestible way animated explainer video. High-quality, full production 2D animation video with a storyboard and concept design. The video will have English VO, subtitles and transcript, background music and will also include the animated character of the campaign. Additional formats will include reel (not more than 180 seconds) plus a 5-10 second version for You Tube ads.

A14) **Video production targeted for social media use:** Collaboration with a highly followed Maltese digital media outlet to produce a promotional video (approximately 30–60 seconds) explaining what greywater is and how it is used. The video will support campaign promotion across social media channels, leveraging the outlet’s strong youth following and active presence on Facebook, Instagram, and TikTok to maximise outreach and engagement.

VIDEOGRAPHY AND PHOTOGRAPHY

The Contractor should note that the Contracting Authority will have the absolute copyright of the images and footage. No watermarks, signatures or branding of any other sort by the Contractor is allowed.

Photos must be of professional quality, high-resolution, edited and in an efficient compression JPEG format.

B. Photography Services

B1) Inauguration Event Photography

- Photography service during the event
- The photographer shall take a number of photos of the official inauguration of the project, to be held towards the end of the project (date to be confirmed – a number of photos to be provided on the day.)

B2) Installation Progress Photography

- Photography service to document progress and milestones.

B3) Technical Workshop Photography (*date and time to be confirmed*)

- Photography service during the workshop – a number of photos to be provided on the day.

C. Videography

C1&2) Inauguration Event Videos

- Overview/general event video (120–180 seconds)
- Comments video featuring minister/officials plus news cuts (120–180 seconds)

- News cuts to be delivered on the day
- Lower thirds provided by the agency
- Videos delivered in both normal and reel formats

C3&4) Thematic Videos – Health, Environment, Building, and Energy

- Tentative structure: 3–4 questions per professional per theme (to be provided by the agency prior to filming)
- On-site recording, built-in microphone, and site cutaway footage
- Format: 120–180 seconds (normal and reel versions)
- Inclusion of campaign logos
- Transcription, and subtitles included

C5&6) Installation Progress Videos

- Documentation of site progress through scheduled filming periods, including timelapse (filming periods to be discussed later)
- Includes transcription, subtitles, and voiceover
- Approximate length: 180 seconds (normal and reel versions)
- Inclusion of logos

C7&8) Experts Video (Installation Progress)

- 3–4 professional speakers
- Based on 2–3 guided questions provided by the agency
- Built-in microphones and B-roll footage included
- Format: 120–180 seconds (normal and reel versions)
- Inclusion of logos

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D. ONLINE AND TRADITIONAL MEDIA PROMOTION

Online Promotion:

D1) You Tube ads (€400 non-skippable)

D2) Google ads (€600)

D3) Facebook and Instagram (€600): Posts are to be boosted separately with respective allocated settings

Articles:

D4) Booking and placement of three (3) full-page article spots with highest ranked local media/news portals from the latest broadcasting report 2025.

Outdoor space booking:

D5) Bus Shelters: four (4) prime locations – two (2) locations per quarter.

D6) Bus Wrapping: full tail (back side) of two (2) buses for two (2) months.

E. MERCHANDISE PRODUCTION

Production of approximately 200–250 units per product (quantities may vary slightly). All materials must be recycled/FSC-certified, biodegradable, or otherwise sustainable. Logos and other brand designs will be provided by the agency.

- E1) Sticky notes
- E2) Biodegradable plastic bottles
- E3) Plantable pencils or normal pencils
- E4) Colouring pencils
- E5) Pens
- E6) Notepad fridge magnet (enough space for brand design)

F. Material Printing

- F1) One-pager brochure (A5). (approx. 300 prints)
- F2) Colouring book (approximately 200-250 copies)
- F3) Standard Roll up banner (x2)
- F4) Totems (x2)

G. EVENT SETUP

1) AV Set up

- Sound system suitable for audience size (speakers, microphones, mixers as required)
- Wireless or wired microphones as needed
- Basic event lighting suitable for presentations or activities
- LED screen or display screen, where required by the venue or event programme
- Final AV requirements may vary depending on venue infrastructure.

2) Site preparation:

- Podium installation where required
- Totem or signage installation

3) Dismantling of AV equipment, podium, and totem

H. PRODUCTION OF INFORMATION STAND

The information stand should be a portable, foldable educational display housed in a suitcase/box on wheels serving as storage/ base or any effective storage compartment. It should have a three-sided self-standing display with **six usable surfaces (six educational games)**. Each panel should be approximately (~90 × 180 cm), made of

weather-resistant, wipe-clean material. One of the three panels to be magnetic for interactive or Velcro-based activities.

Structural and Design Considerations

- The display structure shall be lightweight, durable, and designed for repeated assembly and disassembly without performance degradation.
- All panels and surfaces shall be weather-resistant, wipe-clean, and suitable for frequent indoor and outdoor use.
- Magnetic and Velcro interaction surfaces shall be durable and designed for repeated use without loss of adhesion or functionality.
- The structure shall incorporate a transport suitcase or wheeled base in which all panels, game components, and accessories can be safely stored and transported.
- All components shall have dedicated internal storage provisions within the structure to prevent loose parts during transport.
- Duplicate batches for interchangeable material.
- All printed graphics and imagery shall use licensed content and comply with branding and visual guidelines provided by the contracting authority.
- Each interactive display area shall include clear printed instructions or descriptions to guide participants.
- QR codes shall be incorporated where required and integrated into the graphic design to direct users to additional information resources.
- Educational content and technical information will be provided by the contracting authority; the supplier shall integrate this content into the structural and graphic design of the stand.

A sample description of the material for the games:

<ul style="list-style-type: none"> • 5 photo tiles (magnetic) • 5 photo tiles (magnetic) • Explanatory panel and tips
<ul style="list-style-type: none"> • A rotating wheel with 8 sections • Rotatable inner wheel (durable material) • Fixed outer ring with litres per activity (durable material) • Dry-erase tally board
<ul style="list-style-type: none"> • 20 domino-style tiles – magnetic (k-fix or similar)
<ul style="list-style-type: none"> • A magnetic Yes/No sorting board showing appropriate uses of treated greywater. Includes 8 tiles (4 YES, 4 NO).
<ul style="list-style-type: none"> • 11 double-sided cards • Back side reveals amounts and cost indicator (Green/Yellow/Red) • Magnetic or Velcro-based
<ul style="list-style-type: none"> • 6–8 printed pledge cards in K-fix or similar material. • One blank dry-erase pledge board for custom writings • Optional QR code integration

(A storyboard and editable brand design files will be provided for guidance.)



2. Contract Price, Deliverables and Schedule of Payment

The maximum fee for this assignment is 50,000 €. 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.

Deliverables	Payment	Date
A1-A14, D1-D6, F1-F4	35% of Contract Value	3 months after the beginning of the project
E1-E6	35% of Contract Value	6 months after the beginning of the project
B1-B3 & C1-C8, G	15% of Contract Value	8 months after the beginning of the project
H	15% of Contract Value	Not later than the end of the Project

3. Selection Criteria, Awarding Criterion and Evaluation Process

Successful participants must:

1. Have at least five (5) years of proven professional experience in the provision of communication, design and audiovisual services. Proof to be provided by the related chamber (date of registration).
2. Be enrolled in one of the official professional or trade registries at the country of registration.
3. Demonstrate at least 3 previous collaborations in the form of campaigns in English and Maltese (including the production of videos, for non-profit/ public causes, commissioned by NGO/government sector bodies in the past 5 years.
4. Demonstrate experience of setting up events -at least 2 events in the past 3 years.

5. Have average annual turnover for the last three financial years, at least equivalent to the maximum amount of this call. As supporting documentation, the applicant must provide their official Financial Statements, stamped, and signed by the legal representative of the company.
6. Submit CVs of the following experts
 - 1 Creative Director with at least 5 years' experience
 - 1 Graphic Designer with at least 3 years' experience
 - 1 Video Producer/Editor with at least 3 years' experience

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: The most economically advantageous offer based on the best price/quality ratio.

Offers shall be evaluated as follows:

Offers qualified in terms of exclusion grounds and selection criteria will be further evaluated on the basis of the requirements presented under section "Qualification and Experience", as follows:

(1) Criterion	Max Points Ci
<p>Participants must submit a portfolio demonstrating quality and diversity of previous video and graphic design projects. Portfolio should include at least 3 examples of videos (with links or copies) and 3 examples of graphic design materials (social media content, brochures, etc.) with an environmental and/or social topic.</p> <p>The portfolio will be evaluated as follows:</p>	
<p>Creative Concept & Methodology 0-7: Poor / unclear methodology 8-17: Acceptable but generic 18-25: Good, coherent, relevant 26-32: Very good, strong alignment 33-35: Excellent, innovative & fully tailored</p> <p>Evaluation based on:</p> <ul style="list-style-type: none"> • Understanding of objectives • Coherence of branding approach • Clarity of implementation plan 	35

Minimum Score 21/35	
<p>Quality of Portfolio (Relevance)</p> <p>Scoring: 0–8: Limited relevance 9–17: Moderate relevance 18–22: Strong relevance 23–25: Highly relevant & comparable projects</p> <p>Based on similarity in:</p> <ul style="list-style-type: none"> • Scope • Budget • Public awareness campaigns • Integrated communication <p>Minimum Score 18/25</p>	25
<p>Audiovisual Production Approach</p> <p>Assessed on:</p> <ul style="list-style-type: none"> • Video concept clarity • Production methodology • Audiovisual technical standards <p>scale:</p> <ul style="list-style-type: none"> • 0–3 Weak • 4–6 Acceptable • 7–8 Good • 9–10 Excellent <p>Minimum Score 7/10</p>	10
<p>Implementation Timeline & Organization</p> <p>Assessed on:</p> <ul style="list-style-type: none"> • Realism • Resource allocation • Milestones clarity <p>Minimum Score 18/30</p>	30

Offers that do not achieve a minimum overall technical score of 60/100 shall not proceed to financial evaluation

Failure to achieve the minimum score in any individual technical criterion or the minimum overall technical score shall result in exclusion from financial evaluation.

The maximum total technical score is 100 points.

Each evaluation criterion shall be assessed independently in accordance with the published scoring scale. The final scoring of each evaluation criterion is the outcome of its scoring. The overall score of the technical offer

is the sum of the final scoring of all the Sections/evaluation criteria.

The overall score of the technical offer is calculated on the basis of the following formula:

$$B_i = c_1 + c_2 + \dots$$

For the overall score which will determine the ranking of offers, technical evaluation will be weighted with 80%, and the financial offer with 20%.

$$\text{Financial Score: } F_i = (K_{\min} / K_i) \times 100$$

The final listing of the most advantageous offers will be made on the basis of the following formula:

$$\Lambda_i = 0.8 * B_i + 0.2 * F_i$$

Where:

- B_i : the score of the technical offer
- F_i the score of the financial offer
- K_{\min} : The cost of the financial offer with the minimum price offered.
- K_i : The cost of the financial offer

The most advantageous offers is the one with the greater value of Λ .

In case of equality of overall scores, the winning proposal is the one whose corresponding technical proposal received the highest rating.

4. Duration of the Contract

The overall duration of the contract will be until the end of the project.

5. Monitoring and Progress Controls

Ms. Maria Livanou, Senior Communications Officer 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 Senior Communications Officer Ms. Maria Livanou

6. 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.

- *Property Rights*

Subject to agreement, GWP-Med shall have full, unrestricted and exclusive rights to use the products and services listed in this invitation, including the right to broadcast, show and disseminate them in any media and its websites and to exploit the products for any purpose, and the right to make any future adjustments to the contents of the products.

The Tenderer is not allowed to use the products for any purpose other than those set out in the Contract, without the prior consent and authorisation of GWP-Med in writing. The Tenderer shall warrant that any output produced by the Tenderer or on its behalf will not infringe any patent, trademark, copyright, registered design or other intellectual property rights of any third party and agree to indemnify GWP-Med for any such claim, liability, proceedings and costs arising therefrom.