



REFERENCE NUMBER: VSM/ESF/SPOT1

CALL FOR QUOTATIONS FOR AN AWARENESS CAMPAIGN ABOUT SUICIDE IN MALTA

This project is being financed through the European Structural and Investment Funds 2014-2020.

Date Published: Wednesday 17th November 2021 at 11:30am CET/CEST

Deadline for Submission: Monday 29th November 2021 at 11:30am CET/CEST



Operational Programme II - European Structural and Investment Funds 2014-2020
"Investing in human capital to create more opportunities and promote the well-being of society"
Project part-financed by the European Social Fund
Co-financing rate: 80% European Union; 20% National Funds



IMPORTANT

Clarifications shall be uploaded and will be available to view/download from www.victimsupportmalta.com/procurements

VICTIM SUPPORT MALTA

Telephone no: 21228333 Email address: info@victimsupport.org.mt

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Section A: Instructions

1) Responses to this CfQ are to be submitted via e-mail to info@victimsupport.org.mt. All submissions will be dealt with in strictest confidence.

2) The General Rules Governing Tendering Version 4.2, found through www.etenders.gov.mt/Resources , shall apply in principle to this Call for Quotations.

3) The Estimated Procurement Value for this Call for Quotations has been based on comprehensive research including appropriate financial analysis. In the context of this procurement, the Estimated Procurement Value, based on market research, is that of €8000 excluding VAT.

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

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

Section B: General Information

1) Purpose

The purpose of this Call for Quotation (CfQ) is to develop and initiate an awareness raising campaign in relation to the subject of suicide, falling under the project S.T.A.R.T. (Suicide, Training, Action, Recovery & Therapy).

The campaign will include (but is not limited to) the following:

1. The design and printing of posters to raise awareness about the subject, reducing the stigma and showing where the general public can access support;
2. The design of digital deliverables inspired by said posters which can be used for online and social media purposes;
3. The design of a brochure on suicide awareness; and
4. The use of Facebook and Instagram influencers or content creators to promote the cause and share the brochure content.

2) Beneficiary

The beneficiary, being Victim Support Malta is the point of contact for this CfQ. Please refer any inquiries to:

Victim Support Malta

Telephone: +356 2122 8333

E-mail: info@victimsupport.org.mt

Any CfQ addenda/updates will be made available on the Contracting Authority's website <https://victimsupport.org.mt> by no later than 24th November 2021.

3) Scope and Terms & Conditions

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

It is hereby construed that the bidders 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 bidder.

Section C: Details of information requested

1) General Economic Operator Information

The Contracting Authority is asking interested Economic Operators to submit a response containing the following information:

- Declaration concerning exclusion grounds as follows:-

I hereby declare that I do not fall under any of the grounds listed under Part VI of LN352/2016.

2) Specific Project Overview

To provide Victim Support Malta with an Awareness Raising Campaign on Suicide, promoting their new Project funded by ESF called S.T.A.R.T. and their service SPOT. Service provided must be handled from conception to completion and implementation.

Campaign is to ideally be launched by 10th January 2022, and implemented between then and end of March 2022.

3) Response Format and Award Criteria

Responses are to be straightforward, clear, concise and specific to the information requested. In order for submissions to be considered complete, Economic Operators must provide all the requested information mentioned in this document as well as any other comments, observations or suggestions which potentially may assist the Contracting Authority in the Call for Quotations.

The award of the CFQ shall be determined on the basis of the cheapest technically compliant offer with the quotation specifications.

3.1 Scope of Services

Scope of the ESF Project

This project seeks to raise awareness on suicide with the aim to increase identification and prevention, combat stigma and encourage those vulnerable to seek assistance. The project also aims to strengthen and improve Victim Support Malta's SPOT service.

Victim Support Malta

Victim Support Malta's SPOT service provides free emotional support to all persons aged 18 years and over in the form of a Suicide Liaison Officer, Psychotherapy, Counselling, Family Therapy, a Psychiatric evaluation and follow up services.

Scope of the CfQ

Since this project is being funded by ESF (European Social Fund), a Call for Quotations is required for parts of the project with a prospective budget under €10,000 attached to them, such as this 3 month long awareness campaign.

The awareness-raising campaign being addressed by this Call for Quotations will seek to inform the general public of the issue of suicide in Malta, the general public's potential role in identifying and preventing further suicides, whilst also encouraging those who are vulnerable to seek assistance.

Public education and awareness campaign efforts are commonly used for many public health issues, including suicide prevention. These programmes can reach a wide audience and can raise awareness for subjects that are not frequently discussed or are largely unknown to the general public. Most importantly, there is evidence that public awareness campaigns around suicide prevention increase help-seeking behaviour.

In respect of the above, this project seeks to undertake an Awareness Raising Campaign which does the following:

1. Improve knowledge, awareness and attitudes towards suicide;
2. Inform the general public on crisis intervention and their role in early identification, prevention and support; and
3. To reduce the stigma surrounding the issue and encourage those affected by suicide to seek help.

The main targets for this campaign will be those bereaved by suicide, those who have attempted suicide (in the past 6 months) and the general public.

The media plan will be based on a short-term campaign running for 3 months at the start of 2022, mostly focusing on online media to achieve maximum reach and frequency to all target audiences.

3.1.1 Summary of Specifications

Campaign is to be launched by 10th January 2022 and implemented between then and end of March 2022, and the quotation is to cater for the following required deliverables:

- Concept Creation
- Minimum of 6 posts to be created for Instagram and Facebook
- At least 1 creation of a digital banner
- Creation of 1 leaflet with suicide facts
- Posts to be shared on Instagram and Facebook for at least 1 month
- Costs of any promotion done by influencers
- Includes cost of advertisement payments such as Billboards, Digital Bus Shelters, Social Media Boosts, Management, Design, Outputs, Administration etc
- Must be inclusive of all costs from start to finish

3.1.2 Expected Results

Expected results will be reaching vulnerable individuals, so that the SPOT service can provide the necessary support and indirectly, addressing the underlying causes contributing to the issue of suicide (namely stigma and under-reporting), as well as reaching out to the general public to increase awareness and knowledge on the subject.

3.2 Procedure

This is a fee-based for services contract.

3.3 Method of Submission of Quotations

Quotations can be sent, according to the established deadline for submissions, by sending an email to info@victimsupport.org.mt. Late submissions will be rejected and will not be evaluated. No liability will be accepted for rejection of late Quotations.

Quotations submitted by any other means will not be considered. Quotations must comply with the requirements as stated in this CFQ. In submitting a Quotation, the Bidder will be submitting its best and final offer.

Bidders are to submit clarifications concerning this CfQ by the deadline stipulated in Section B, Article 2. Replies to clarifications will be posted on the website: <https://victimsupport.org.mt/>.

3.4 Validity of Quotation

Bidders are committed to retain the validity of the Quotation for a period of ninety (90) days from the closing date for the submission of CfQ as shown in Section B, Article 2.

3.5 Evaluation of Quotations and Award

The evaluation of the Quotations will be based on compliance with the Technical Specifications. The fee/total costs provided by the bidders in their quotes will be deemed to be the final price and may not be altered by the bidders after the submission deadline.

If arithmetical errors are identified, a clarification will be issued to the bidder. If the clarification is not acknowledged by the indicated time/date, the bid will automatically be disqualified.

Quotations that do not meet the requirements set out in this CFQ will not be considered further.

This CFQ shall be determined based on the cheapest technically compliant offer, in line with the quotation specifications.

Bidders are requested to submit the requested additional literature, as per Section F, to corroborate that the item being supplied is in line with the specifications set out in this call.

Notification of Award shall be sent via email to both awarded and rejected bidders. An initial meeting will be held between the Contracting Authority and the successful bidder at Victim Support Malta following the award notification. The exact date and timing will be communicated together with the notification of the award. Those who are not successful shall be informed via email, together with a justification for non-award.

The Contracting Authority reserves the right to cancel the whole quotation procedure and reject all quotations and reserves the right to initiate a new invitation to collect quotes. In the event of a quotation procedure's cancellation, bidders who have already submitted their quote will be notified via email.

In no circumstances will the Contracting Authority be liable for damages, whatever their nature (in particular damages for loss of profits) or relationship to the cancellation of a quotation, even if the Contracting Authority has been advised of the possibility of damages. The publication of a contract notice does not commit the Contracting Authority to implement the activity announced.

3.6 Call Specifications

For this campaign, Victim Support Malta requires:

- Concept Creation
- Minimum of 6 posts to be created for Instagram and Facebook
- At least 1 creation of a digital banner
- Creation of 1 leaflet with suicide facts
- Posts to be shared on Instagram and Facebook for at least 1 month
- Costs of any promotion done by influencers
- Includes cost of advertisement payments such as Billboards, Digital Bus Shelters, Social Media Boosts, Management, Design, Outputs, Administration etc
- Must be inclusive of all costs from start to finish

3.7 Financing

This project is co-financed by the European Social Fund, as part of Cohesion Policy 2014-2020, Operational Programme II (Investing in human capital to create more opportunities and promote the wellbeing of society).

3.8 Method of Payment

The total balance due would be issued upon completion of all the required project deliverables.

3.9 Modification of Contract

Any possible or potential modifications to the awarded contract need to be agreed in writing by both parties.

3.10 Data Protection

The Contracting Authority operates in line with the Data Protection Act (Chapter 586) and the General Data Protection Regulation (EU GDPR 2016/679).

Section D: Financial Bid Form

Please find this form attached separately as part of this CfQ, and fill it in accordingly.

Quotations are to be submitted and shall be awarded including taxes/charges and any import duties applicable but excluding VAT.