

<b>Closing Date:</b>	06/07/2011	at 11:00am
<b>Our Reference:</b>	T15/2011	



**CALL FOR TENDERS**

**FOR THE DESIGN AND EXECUTION OF A CAR FREE DAY  
CAMPAIGN**

**Tender Document:**

This is available for download free of charge from:  
[www.mepa.org.mt](http://www.mepa.org.mt)

## Terms of Reference

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### **1. BACKGROUND**

The European Mobility Week observed from 16<sup>th</sup> to 22<sup>nd</sup> September annually is a Europe- wide awareness raising campaign aimed at promoting the use of public transport, cycling, walking and encouraging people to reduce their reliance on cars as a primary mode of transport.

Over the past few years in Malta, the campaign has been observed with a varying degree of success. The public transport reform, which has gathered momentum in 2011, the development of the first-ever National Environment Policy and related developments such as implementation of the Air Quality Plan present an excellent opportunity to celebrate the 2011 edition of European Mobility Week with a difference.

For the purpose of coordinating preparations in the run-up to the campaign, an inter-ministerial committee consisting of the representatives of key Government ministries and authorities has been formed.

#### *Objectives and messages of the campaign*

The committee has developed a proposal for a campaign, which pursues the following key objectives:

1. Promote the new public transport system as a convenient and environmentally friendlier form of transportation, and as a viable alternative to private cars
2. Instil an awareness of the negative effects of excessive dependence on car transportation and encourage a shift in public attitudes towards alternative forms of mobility
3. Demonstrate that reduction in car traffic as a result of the campaign brings about tangible benefits in terms of improved air quality, reduction of noise pollution and congestion, amongst other

In order to deliver the above objectives, the campaign will project the following key messages:

1. It is possible to spend a day without cars and enjoy it!
2. One can have more fun with one thing less to worry about - cars
3. Public transport is a viable alternative to private cars. It could be cleaner, cheaper, faster, and more convenient
4. Air pollution is one of the key public concerns. Cars are a major source of air pollution. No cars – cleaner air, less noise

#### *Campaign phases*

The campaign is envisaged to be implemented in 3 phases:

**Phase 1** (Planning and awareness raising) will begin on 11th July 2011 and will culminate on Saturday 17th September 2011. The aim of this phase is to plan for and communicate to the public the activities that will take place during Car Free Day on Sunday 18th September. During this phase, the following activities will take place:

1. All Local Councils and NGOs will be invited to participate in a competition, which will result in the selection of 5 best proposals for Car-Free Day activities from NGOs and 5 from Local Councils. The selected proposals will be given a prize that will support the relevant entities in organising activities such as car-free street parties, cultural and artistic events promoting the messages of the campaign, awareness raising initiatives, activities related to sustainable mobility (public walks, running and cycling events), demonstration of electric vehicles, etc. **This competition has been launched at the beginning of June and proposals will be received and evaluated in early July.**
2. A series of media adverts (press, TV, radio, billboards and Internet) to promote the messages of the campaign, explain practical arrangements and encourage participation in activities that will take place on Sunday 18th September.
3. A press conference to be held on Friday 16th September to promote the event

**Phase 2** (Car Free Day) will take place on Sunday 18th September between 0900 and 1800. During this time, the following will take place:

1. All major and arterial roads on the Islands, as well as town centres in participating localities will be closed for all vehicular traffic, except for public transport, tourism vehicles, taxis and emergency services.
2. Participating localities, NGOs and other entities will organise a series of sport, cultural and artistic activities in the areas reclaimed from traffic to promote campaign messages.
3. The public transport provider (Arriva) will offer its services at subsidised rates, as well as will provide peak-intensity services and routes that would not normally have been available on a Sunday – this is still to be confirmed.
4. MEPA will monitor air quality at major arterial roads and will display real-time data on its website.
5. Media activities – press events, public opinion polls, interviews with public personalities, etc

**Phase 3** (Post-campaign reflection) will take place in the immediate aftermath of the campaign, and will consist of a series of press briefings by the relevant entities to highlight their experience of the campaign.

#### Responsibilities of key players

The Parliamentary Secretariat for Tourism, the Environment and Culture will coordinate the work of the inter-ministerial committee and overall preparations and execution of the campaign.

MEPA, through its ongoing air quality monitoring programme, will monitor and publicise changes in air quality as a result of the campaign. MEPA will also provide PR and media support for the campaign and will coordinate the engagement and supervision of a communications firm to be contracted for the purpose of designing and delivering the campaign.

The OPM will provide communications support.

MFEI and Transport Malta will develop and coordinate implementation, in liaison with Police, the Local Councils and the transport services provider, of the relevant logistical arrangements necessary for the management of the closure of major roads and town centres.

The Parliamentary Secretariat for Consumers, Fair Competition, Local Councils, Public Dialogue and the Department of Local Government will facilitate the involvement of Local Councils and NGOs and will support coordination of car-free day initiatives at local level.

MGOZ will oversee implementation of the campaign in Gozo.

## **2. OBJECTIVES OF THE TENDER**

The overall aim is to engage a suitably qualified and experienced communications firm to design and perform a range of communication activities to support the Government in delivering the above campaign.

More specifically, the engaged service provider will be expected to **design and execute** the communications campaign which will deliver the above stated messages to the public using a mix of media including the **Internet**, car stickers, **newspaper adverts, billboards and radio and TV spots**.

The campaign will encompass all three phases as described in section 1 above.

### **3. RESULTS TO BE ACHIEVED**

As a result of this contract, the following will be achieved:

1. A communications campaign work plan finalised in consultation with MEPA (which will act as a liaison with the inter-ministerial committee) by the end of week 2 of the contract;
2. Between mid-August and 17<sup>th</sup> September 2011, a phase 1 nationwide multi-media campaign shall be executed, including through a series of TV and radio spots, Internet adverts, billboards, car stickers and newspaper adverts;
3. On 18<sup>th</sup> September 2011, the contractor will secure nation-wide media coverage of the event and activities to be held in various localities during Car Free Day;
4. In the week following Car Free Day, the contractor will execute the final phase of the communications campaign to highlight the experiences of the Car Free Day.

It is envisaged that the contract will be executed over a 3 month period, starting in July 2011 and ending in September 2011.

### **4. LOCATION OF ENGAGEMENT**

All activities of this assignment will be performed in Malta and Gozo.

### **5. LANGUAGES**

Maltese and English

### **6. REPORTING**

The senior MEPA official responsible for this contract is Mr. Peter Gingell, Communications Manager. The Assignment Leader for this Contract is Ing. Ray Piscopo, Director for Corporate Services. The Contractor will be required to report to the Assignment Leader and to the Responsible Official in the format agreed with them.

### **7. QUALIFICATIONS / SKILLS / EXPERIENCE**

The contractor must be an established communications firm with a wide portfolio of past assignments which must include assignments of similar scope undertaken on behalf of corporate clients in the Maltese public sector. The firm must have appropriate studio facilities and resources necessary for graphic design and production of multi-media materials. Amongst other resources, the contractor is expected to mobilise a team of communications professionals with a proven track record and expertise in public relations, graphic design, publishing, mass media productions, journalism, and organisation of large-scale communications campaigns.

### **8. SPECIAL CONDITIONS**

- This contract is being offered on a global (lump sum) price basis.
- 100% of the contract value will be paid within 45 days from completion of the assignment. Both payments will be effected upon presentation of the relevant tax invoice addressed to Assignment Leader.
- This contract shall be completed by the end of September 2011.
- Variant solutions will not be taken into consideration during the evaluation of the bids.

## **9. SUBMISSION REQUIREMENTS**

Interested and suitably qualified entities are invited to submit the following:

1. A quotation for the provision of above stated services net of VAT, with the VAT element quoted separately. The maximum budget allocated to this contract is €20,000 including VAT. Offers exceeding this amount will not be considered.
2. Detailed CVs of the experts who may be mobilized for the performance of this contract.
3. Brief description of the entity's background, relevant past assignments and portfolio of recent work.
4. An outline technical proposal describing the overall approach and methodology for delivering the assignment.

Tenderers will be requested to either clarify/rectify any incorrect and/or incomplete documentation and/or submit any missing documents within five working days from notification.

The offer should be deposited in sealed envelopes entitled '**Tender for the Design and Execution of a Car Free Day Campaign**' and referenced '**T15/2011**' to the tender box at the MEPA premises in Floriana, by Wednesday 06<sup>th</sup> July 2011 before 11.00a.m. A soft copy of the tender offer should be provided within the sealed envelope. Any questions concerning this call for tenders should be addressed to the Director of Corporate Services, Ing Ray Piscopo on email [ray.piscopo@mepa.org.mt](mailto:ray.piscopo@mepa.org.mt) by not later than Friday 01st July 2011.

Questions and answers, and alterations to the tender document will be published as a clarification note on the website of the Contracting Authority (<http://www.mepa.org.mt/info-tender>). Clarification notes will constitute an integral part of the tender documentation, and it is the responsibility of tenderers to visit this website and be aware of the latest information published online prior to submitting their Tender.

**Late or incomplete submissions will not be considered. Diversion from the specification will render the offer null and void.**

## **10. CRITERIA FOR THE EVALUATION OF OFFERS**

The offers will be evaluated on the basis of the most economically advantageous tender approach. The following criteria will be used in the evaluation of submissions:

### Technical criteria (Total score: 100%)

- |  |            |
|--|------------|
| • Background of the firm and relevant experience of past assignments | <b>60%</b> |
| • Qualifications of the experts                                      | <b>10%</b> |
| • Quality of the technical proposal                                  | <b>30%</b> |

Note: A pass mark of 50% is set for the technical score. Bids scoring lower than this will not proceed for financial offer evaluation.

**MEPA reserves the right to refuse any offer, even the most advantageous.**

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