



Request for Quotations

RFQ / 03 / 2023

Public Relations Consultancy Services

Issue Date: Monday 28 August 2023

RFQ Closing Date: Friday 29 September 2023

Closing Time: **12:00 CET**

Classification of Document Data: **MDB-Public**

1 GENERAL INFORMATION

1.1 Introduction

The Malta Development Bank (“the Bank”) was established on 24 November 2017 when the Malta Development Bank Act, 2017 came into force (Act No XXI of 2017, CAP 574). It commenced operations on 11 December 2017 when the Board of Directors was appointed and held its first meeting. The MDB is fully owned by the Government of Malta.

The MDB’s strategic objective is to address market failures or financial gaps by offering financing facilities to support productive and viable operations where the market is unable or unwilling to accommodate such activities on its own in whole or part. The MDB complements commercial banks through a non-competitive and mutually supportive relationship, thereby ensuring additionality and diversifying Malta’s financial base in a cost-effective manner. The MDB’s primary goal is to contribute to public policy objectives, and it is therefore not driven by purely commercial and profit maximisation considerations. Nonetheless, the MDB supports only bankable investments and assesses proposals on the basis of sound banking principles, including feasibility.

In performing its promotional banking role, the MDB’s remit of activities covers a wide range of possible operations where there is evidence of market failure. In general terms, the MDB is engaged in private sector development, skills and technology, infrastructure development of regional or national importance, green economy and community services.

The Bank’s core programme has focused on guarantee schemes to facilitate access to finance for new SME investments. The Bank also supports large-scale infrastructural projects which experience difficulties in accessing the appropriate bank or other financing.

The COVID-19 pandemic and the war in Ukraine created the need for the MDB to quickly become a key channel of Government’s crisis-response measures. Detailed information on the MDB’s schemes is provided in the Annual Reports which can be accessed from the bank’s website.

1.2 Purpose

1.2.1 The Malta Development Bank (herein referred as “MDB” or the “Bank”) performs a promotional role in line with public policy with the objective to contribute towards sustainable economic development that benefits the Maltese people in areas including private sector development, skills and technology, infrastructure development, green economy and community services.

1.2.2 The MDB is seeking Consultancy Services to support its Communications and Public Relations functions.

2 SUBMISSION OF PROPOSAL

2.1.1 The Bank is the point of contact for this RFQ. Please refer any queries to:

Procurement Officer
Malta Development Bank
 5 Market Street,
 Floriana FRN 1083,
 Malta

Telephone: +356 2226 1713
 Email: procurement@mdb.org.mt

2.1.2 Applicants are to quote the reference number of this request for quotation in all correspondence.

2.1.3 Proposals shall include the final price, the ESPD Form as well additional information as requested below that will allow the MDB to evaluate the proposal according to the defined Evaluation Award Criteria.

2.2 Timetable

	Date	Time (CET)
Publication of RFQ	28 August 2023	
Deadline for request for any clarifications. Any requests for clarifications will only be entertained if received on procurement@mdb.org.mt by the	15 September 2023	12:00
Deadline for Submission of Proposals. All the documentation shall be submitted to procurementproposals@mdb.org.mt by the	29 September 2023	12:00

2.2.1 Any RFQ addenda/updates by the MDB will be circulated by email from procurement@mdb.org.mt and on the MDB website www.mdb.org.mt.

2.2.2 Late submissions will not be accepted. Evaluation of the quotations received will take place after the closing date. The Bank will not assume any liability associated with the late submissions of RFQs. All submissions will be dealt with in the strictest confidence. Any decision taken by the Bank in this regard shall be deemed final.

3 GENERAL CONDITIONS

3.1.1 The Bank shall award the Quotation on the basis of the most economically advantageous proposal in terms of paragraph 4.3 Award Criteria.

3.1.2 The Bank may in its absolute discretion change, as deemed necessary in view of circumstances, the basis of, or the procedure of the RFQ process.

- 3.1.3 The Bank reserves the right to extend the closing date and to cancel the RFQ and evaluation process at any stage. The Bank shall inform all the prospective applicants without being liable for any costs and damages including, without limitation, damages for any loss of profits, in any way connected with the cancellation of the request for quotation.
- 3.1.4 The Bank reserves the right to reject a proposal which appears to be priced abnormally low in relation to the Services to be provided. The Bank reserves the right to request further clarification, documentary evidence, explanation, or elaboration in writing on any aspect of the application or declarations made.
- 3.1.5 The Bank reserves the right to reject or disqualify a proposal if:
- a. the Applicant fails to comply fully with the requirements of the RFQ and the information given at the time of the proposal is incomplete, or additional requested information is not provided;
 - b. the Applicant is guilty of a serious misrepresentation in supplying any information required in this document and/or in relation to this or any past proposals;
 - c. the Applicant has, directly or indirectly, engaged in Corruptive, Fraudulent, Collusive or Obstructive practices in competing for the RFQ in question;
 - d. there is a change in identity, control, financial standing, or other factor impacting on the selection and/or evaluation process affecting the Applicant.
- 3.1.6 In addition, since the Bank has a zero tolerance towards the commission of fraud, a proposal shall also be rejected if the Applicant fails to commit itself through a signed anti-fraud declaration in the form contained in Annex I.
- 3.1.7 If the Bank becomes or is made aware, after award of the Project, that an Applicant failed to comply with any of the requesting criteria, the Bank is entitled to terminate the contract without prior notice. The MDB reserves the right to claim payment from the non-compliant Applicant of any damages, loss and expenses incurred, as a result of the termination.
- 3.1.8 Subcontracting and awarding this RFQ in Lots may be accepted after seeking the Bank's prior written consent.
- 3.1.9 The Bank draws the attention of prospective Applicants to the conditions concerning employment in Malta and the obligation to comply with all regulations, rules or instructions concerning the conditions of employment of any class of employee. Successful Applicants may also be requested to submit a certified JobsPlus list of personnel employed by them.
- 3.1.10 The Bank may, notwithstanding any provision to the contrary in this RFQ, publicise or otherwise disclose, to any third party, information regarding the contract, the identity of Applicants (including details of their respective members), the RFQ process, or the award of Services (including, without limitation, details of costs and fees) at any time.

3.2 GDPR and Freedom of Information Compliance

- 3.2.1 The MDB is subject to the provisions of the Freedom of Information Act as well as other legislation governing access to information. Therefore, where Applicants consider any information that they provide in the course of this RFQ process to be commercially sensitive or confidential in nature, they should identify that information as “commercially sensitive” or “confidential” and specify the applicable reasons. The nature of the documentation may then be taken into account by the MDB in considering requests (if any) for access to such information under the Freedom of Information Act or other applicable law. Applicants should note that on conclusion of a contract for the services that are the subject-matter of this competition, a right of access to the contract and associated documents will be available to the extent required by the Freedom of Information Act 2014 or other applicable law.
- 3.2.2 The submission of any Personal Data (including any personal data contained in any curriculum vitae) (“Personal Data”) shall be provided by the Applicant for the use by the MDB of that Personal Data for the purpose of evaluating the proposals and in performance of arising contractual obligations. Once it obtains any Personal Data, the MDB will act as data controller of such data and will retain it for (a) in respect of an unsuccessful applicant, up to one year following completion of the appointment of the successful applicant and (b) in respect of a successful applicant, up to seven years following completion of the Services. An Applicant may exercise his/her rights in connection with the processing of his/her personal information by MDB by contacting the DPO by email at dpo@mdb.org.mt. For further information in relation to how the MDB processes personal data, including an individual’s various rights under data protection law and details of how to contact the MDB, please refer to the MDB’s Privacy Notice which is available at: <https://mdb.org.mt/en/home/Pages/Privacy-Notice.aspx>.

4 INFORMATION REQUESTED

4.1 Economic Operator Information

- 4.1.1 The MDB is asking interested Economic Operators to submit a response containing a signed ESPD Form.

4.2 Requirement Details

- 4.2.1 The MDB is currently seeking to engage a PR Consultant to provide services described within this document for a one-year term.
- 4.2.2 The first term may be extended for a second and/or a third twelve-month term, up to a maximum of three years in all. Each extension will be mostly based on a satisfactory performance by the economic operator/service provider and cost effectiveness.
- 4.2.3 Service provider must carefully review the following requirements. For each requirement, indicate whether the proposal complies with the stated criteria. Use the

appropriate column to qualify Compliance, Partial Compliance or Noncompliance. A "Yes" in this column will be interpreted as Compliant whilst a "No" will be taken as Noncompliance. Service Providers shall also use the "Supporting comments, evidence and relevant experience" to provide additional information for their submission. Accurate and transparent feedback is crucial for a fair evaluation process. If the RFQ compliance table is not submitted along with your proposal, your proposal will not be considered for evaluation.

Duties and Obligations <i>Partial or Noncompliance with any one of these requirements <u>will</u> invalidate the proposal</i>	Compliant, Partially Compliant, or Noncompliant	Supporting comments, evidence and relevant experience
<p>4.2.4 The Consultant must have all the required licences, permits and authorisations required for performing the Services in accordance with this RFQ. The Consultant shall, when and as requested by the Bank, and within a reasonable time, provide the services described in the list of deliverables below. The Consultant shall also be pro-active and make recommendations to the Bank and act on its own initiative subject to obtaining prior written approval from the Bank.</p>		
<p>4.2.5 The Consultant shall protect and not abuse of any intellectual property of the Bank and shall not cause or permit anything which may damage or endanger the reputation of the Bank or the Bank’s title to its intellectual property or assist or allow others to do so. The Consultant shall be liable and hold the Bank harmless for any breach of intellectual property rights belonging to third parties which it has caused while providing its services under this Contract. The Consultant shall not at any time make or cause or permit to be made any untrue or misleading statement in relation to the Bank.</p>		
<p>4.2.6 To enhance effective and efficient communication, as well as seamless coordination, the selected service provider is expected to dedicate a Consultant to serve as a contact reference for an average of 20 hours per month. The</p>		

Duties and Obligations <i>Partial or Noncompliance with any one of these requirements <u>will</u> invalidate the proposal</i>	Compliant, Partially Compliant, or Noncompliant	Supporting comments, evidence and relevant experience
<p>allocation of time for MDB-related tasks shall be flexible, allowing for substantial variations in monthly commitments. While some months may require more than the minimum 20-hour commitment, others might involve fewer hours. However, over a 12-month period, the average allocation of 20 hours per month shall be upheld. This flexibility is crucial due to the cyclical nature of the MDB PR activities.</p> <p>The service provider is to submit the CV of the person who will be charged with the relationship management and delivery of this service to the MDB.</p>		
<p>4.2.7 The services contract shall be based on a monthly retainer fee that shall be due and payable on the first day of each month. The Retainer Fee shall cover all services provided by the Service Provider to the MDB. The Service Provider shall identify the items, e.g. material deliverables such as prints, that are to be charged separately.</p> <p>In cases where the MDB orders physical material deliverables, the Service Provider shall invoice the MDB for the cost of such deliverables. The MDB may request the Service Provider to provide multiple quotes prior to deciding on the final product. The MDB reserves the right to choose different suppliers for such physical deliverables.</p>		

Deliverables <i>Partial or noncompliance in any one of the following requirements <u>may</u> invalidate the proposal</i>	Compliant, Partially Compliant, or Not compliant	Supporting comments, evidence and relevant experience
<p>4.2.8 <u>Content writing</u>: Develop a regular stream of press releases and/or articles reflecting the activities, events, anniversaries, and key milestones achieved by the MDB – maximise visibility of actions and experiences within the organisation. Press releases and other content (such as draft articles, interviews, advertorials, etc) shall be prepared in both the English and the Maltese language.</p>		
<p>4.2.9 <u>PR planning</u>: Develop quarterly PR plans in coordination with the Bank’s business development team. Develop a coherent and coordinated programme (possibly for implementation on a quarterly basis as well as a longer-term plan of a more strategic nature) that communicates the efforts towards corporate social responsibility and ESG initiatives.</p>		
<p>4.2.10 <u>Infographics and statistical representation</u>: Repackage and present key data/statistics bearing testimony of the role of the Bank in supporting Malta’s economic growth – establish key messages to be communicated and identify the best channels to relay the message to target audience.</p>		
<p>4.2.11 <u>Proactive Media positioning</u>: Proactively identify opportunities for the MDB to be highlighted on televised news bulletins showcasing the MDB's noteworthy achievements and leveraging the Bank’s senior management through strategically placed interviews on selected media. Ensure that the Bank's press releases,</p>		

Deliverables <i>Partial or noncompliance in any one of the following requirements <u>may</u> invalidate the proposal</i>	Compliant, Partially Compliant, or Not compliant	Supporting comments, evidence and relevant experience
articles and interviews, attain the highest possible coverage by being published on a wide array of news portals, both online and printed.		
4.2.12 <u>Networking and reputation building</u> : Improve the standing of the Bank with various media houses and competent institutions to ensure that the MDB “expert advice” is sought on matters of economic/financial interest not necessarily pertaining to the Bank.		
4.2.13 <u>Promotion</u> : To actively come up with ideas to promote the MDB’s public image and role in the local economy, and to proactively support such endeavours.		
4.2.14 <u>Website positioning, social media and SEO</u> : Review the MDB’s existing communications channels and efforts, including the Bank’s website, and propose ways to improve and update these. Strengthen the Bank’s social media presence, including through the establishment of a regular flow of posts on the Bank’s LinkedIn profile.		
4.2.15 <u>Media campaigns</u> : Coordinate any media campaigns through various media channels as deemed appropriate between the two parties throughout the year.		
4.2.16 <u>Design and printing</u> : Design adverts and other artwork such as brochures, advertorials or other marketing material as required by the Bank for publication, in print or digital format.		

Deliverables <i>Partial or noncompliance in any one of the following requirements <u>may</u> invalidate the proposal</i>	Compliant, Partially Compliant, or Not compliant	Supporting comments, evidence and relevant experience
4.2.17 <u>Events</u> : Provide expert advice and support in the coordination and organisation of special events, including drafting of formal invitations, programmes, and communications with stakeholders as well as actual physical presence at the events if required.		

4.3 Award Criteria

4.3.1 The award criteria for this Call for Quotations will be based on the following:

Weightings	Evaluation Award Criteria
60%	Supplier's ability, knowledge, and experience in delivering the requirements. This shall be evaluated on the basis of the supporting comments and documentation submitted with the proposal.
40%	Total Cost

4.4 Response Format

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

4.4.2 The response by the Economic Operators shall clearly highlight any clauses where they cannot meet the requirements. It is therefore assumed that if the Economic Operator does not highlight non-compliance, the Economic Operator is complying and is able to execute the requests being made in this specification with the highest standard.

4.4.3 Economic Operators are to ensure that the following documents have been included in their respective proposal:

- (i) ESPD Form
- (ii) Statement of work / Schedule of works
- (iii) Employee profiles
- (iv) Sample Services Contract
- (v) Financial Bid Form

4.4.4 Economic Operators who fail to provide the requested information shall result in the proposal not being considered any further.

4.5 Financial Bid Form

4.5.1 The proposal price must cover all the works as described in the RFQ document.

4.5.2 The Economic Operator must provide a breakdown of the overall price in Euro (€) including VAT.

4.5.3 Different options are to be clearly identifiable and marked 'Option 1', 'Option 2' etc. for each individual option clearly outlining the price of the relative option.

4.5.4 If the Economic Operator offers a discount, the discount must be absorbed in the rates listed.

- 4.5.5 The prices for the contract, must be inclusive of all works to be provided. The prices quoted are fixed and not subject to revision or escalation in costs.
- 4.5.6 Quotations are to be submitted and shall be awarded including any taxes/charges and any import duties applicable.
- 4.5.7 The Economic Operator must provide a completed bill of quantities as per below:

	Amount (€) Incl. VAT
Consultancy Service (January 2024 – December 2024)	



Anti-Fraud Declaration

I, the undersigned, hereby declare that in my official capacity to bind _____ [name of company] _____ shall, upon award of this Request for Quotation in relation to the procurement of **Public Relations Consultancy Services**, bind itself to undertake all of the following:

- a. not to commit any form of fraud;
- b. to take appropriate measures to deter fraud;
- c. to introduce and maintain necessary procedures to prevent, detect and deal with suspected fraudulent activity;
- d. to report to the Bank all suspected fraud concerning any arrangement entered into with the Bank;
- e. if required, to assist the Bank in the investigation of suspected fraudulent activity and in the recovery of wrongfully obtained assets concerning an arrangement entered into with the Bank; and
- f. to ensure employees of the company report any suspicion of fraud.

Name:

Designation:

Name of Company:

Date:

MDB guarantees that any personal data processed within this form shall be in accordance with the requirements of local and EU legislation on data protection in force at the time of the data processing including the General Data Protection Regulation- (GDPR) (Regulation (EU) 2016/679. All the personal data collection in this form will be considered under the classification of 'confidential'. Persons have the right to access and port their personal data, rectify, erase and restrict their personal data and to object to processing in terms of the GDPR.

For further information, please read the MDB's privacy notice which can be found [here](#).

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