



**INTERREG V-A Italy-Malta Programme**  
Programme part financed by the European Union  
European Regional Development Fund (ERDF)  
Co-financing rate: 85% EU Funds; 15% National Funds



## Terms of Reference (ToR)

### Provision of External Service:

### *“Support Services to Communication Activities”*

**PROJECT C2-2.2-112: “MOVE ON - MOBILITÀ TRANSFRONTALIERA  
ATTRAVERSO L’EROGAZIONE DI VOUCHER”**

**ITALIA-MALTA PROGRAMME 2014-2020**

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**30 July 2021**

#### Subject

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Public selection procedure related to the provision of support services in the implementation of the following communication activities:

- Drafting a Strategic Communication Plan;
- Support to the implementation of the MOVE-ON Awareness Raising Campaign;

The services are necessary for the implementation of the activities entrusted to the company HERMES Corporation Limited located in Triq Saint Vincent, 7 - SLM1448 Sliema – MALTA E-mail: info@hermesjobs.com (hereafter HERMES) under the PROJECT C2-2.2-112: “MOVE ON - MOBILITÀ TRANSFRONTALIERA ATTRAVERSO L’EROGAZIONE DI VOUCHER” and, in particular, of those falling within WPCCommunication – Activity C.1 “Communication plan and launch of the project activities”.

## Background

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The PROJECT C2-2.2-112: “MOVE ON - MOBILITÀ TRANSFRONTALIERA ATTRAVERSO L’EROGAZIONE DI VOUCHER” is an EU territorial cooperation project co-financed by the EU under the Interreg V-A Italy-Malta 2014 - 2020, Priority Axis 2 “Competitiveness of small and medium-sized enterprises”.

The "MOVE ON" project aims to promote a better equilibrium in the cross-border labour market by supporting cross-border mobility pathways for young people and recent graduates.

In particular, the project will promote job placement internships, through the provision of vouchers and related support services (administrative, management, user assistance, promotion, information, dissemination and capitalization of results).

The recipients of mobility vouchers will be identified through a public-evidence procedure and will fall into the following categories: not-employed, unemployed, disadvantaged people.

Expected results:

Provision of 100 vouchers for cross-border mobility paths for employment internships of young and new graduates located in in the cooperation area (approximately 75 in Sicily and 25 in Malta).

The overall objective of the project is to promote employment opportunities for young people by promoting mobility processes within the cross-border area.

The project activities will carry out:

- 100 internships at 50 micro, small and medium-sized enterprises
- 2 national agreements between companies and stakeholders participating in the project
- 1 cross-border network between companies and stakeholders participating in the project

### **Project Lead Partner:**

ASS.FOR.SEO. Società Consortile ar.l.

### **Project Partners:**

HERMES Corporation Limited

### **Associated Partners:**

1-Università degli Studi di Palermo – Dipartimento di Scienze Psicologiche, Pedagogiche, dell’Esercizio fisico e della Formazione

2-Sicindustria – Associazione Industriali delle Province di Agrigento, Caltanissetta, Enna, Messina, Palermo, Ragusa, Trapani

3-Camera di Commercio Industria Artigianato e Agricoltura di Palermo ed Enna

4-Istituto di Formazione Politica “Pedro Arrupe” – Centro Studi Sociali

5-Centro Siciliano Sturzo

6-North Harbour Ltd.

7-Platinum Development Ltd.

8-ST Hotels Ltd.

9-ST Properties Ltd.

10-Regione Siciliana – Assessorato della famiglia, delle politiche sociali e del lavoro – Dipartimento della famiglia e delle politiche sociali

The project duration is 24 months (Start Date: 02.11.2020 - End Date: 01.11.2022) with a total budget of: 2.840.000,00 € ERDF Contribution of which: 2.414.000,00 €.

Within this framework, HERMES is selecting a supplier/consultant to which it will subcontract some tasks related to the implementation of communication activities of which it is responsible. In particular, the services that will be related to carrying out on behalf of the HERMES of communication activities will include

- Drafting a Strategic Communication Plan;
- Support to the implementation of the MOVE-ON Awareness Raising Campaign.

To these ends, by means of a market research and after comparing the curricula by all the offers that showed interest and evaluating professional experience and technical skills, HERMES will identified a qualified suppliers/consultants and evaluating the economic offer in response to the specifications described in the next section (“Description of the Service”). The contract will be awarded to the tender offering the most economically advantageous tender on the basis of the best quality/price ratio.

## Description of the Service

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### 1. Objectives of the contract

The main objective of the contract is to contribute to the goals of the MOVE -ON project by subcontracting services that are necessary for the implementation of the tasks forming part of the activities that the HERMES needs to carry out within the project.

The services will be accomplished through the execution of the tasks as described in the following paragraph.

### 2. Detailed description of the tasks to be performed and deliverables to be achieved

#### Task 1 Drafting of a strategic communication plan

The task is linked to the activities foreseen specifically in WPC – Communication.

The aim of this task is to draft a strategic communication plan that may help to focus the project message and reach the target audience. The plan should also influence the efficiency and simplicity of the communication methods.

#### Task 2 Support to external communication activities and to the implementation of the AwarenessRaising Campaign.

The task is linked to the activities foreseen in WPC – Communication.

The aim of this task is to support both promotion activities that need to be put in place in order to widely communicate project activities and outcomes as well as the implementation of the Awareness Raising Campaign. These activities include: coordination of media relation, digital activities, support in the creation of innovative high-impact content.

## Other specifications

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To ensure the quality of the service, the Contractor shall guarantee appropriate and consistent standards in its execution. Moreover, the Contractor must produce task related documents and communication in a high-level English.

## Expected schedule

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During the contractual period, the Contractor must submit periodical reports, which must be written in English and which must contain comprehensive information on the activities put in place with a view to achieving the tasks set out in the contract.

- October 2021: First task achievement report;
- April 2022: Second task achievement report;
- November 2022: Final report.

## Contractual and financial terms

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The maximum amount available for this service is 23.000,00 € VAT included.

The travel and accommodation costs for the participation of the expert in the workshops and events relevant to the scope of this contract are not included in the contract.

Compatibly with COVID19 pandemic, the participation to project meetings and events will be agreed among HERMES and the expert. The expenses incurred for traveling will be reimbursed by HERMES only if the working tripshave been previously authorized by HERMES and fully documented with supporting documents by the expert.

The fees will be paid in no. 3 installments on presentation of a duly-issued and detailed invoices:

- 1st invoice after the signature of the contract (33 % of the total cost of the service)
- 2nd invoice after 6 months (33 % of the total cost of the service)
- 3rd invoice by the end of the period after 6 months (balance of the total cost of the service)

Other conditions for the payments:

- Satisfactory acceptance of services;
- Submission of the requested interim and final reports.;
- Submission by the Service Provider of a detailed invoice/claim for expenses.

## Reporting

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The Contractor must report to HERMES about the achievements of the entrusted tasks, by providing electronic version of the documents and deliverable. Electronic files shall be editable and in Microsoft® Office or equivalent for Windows format. Moreover, during the and at the end of the contract period, the Contractor must submit two task achievement reports and a final report which must be written in English.

## Payment Instructions

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The payment term for the invoices will be: Bank transfer within 30 days after the acceptance of the original invoice. The bank account details will be asked to the Contractor. HERMES maintains the right to require additional fiscal documentation if considered needed. The tax legislation in force at the date of acceptance of the offer will be applied.

The Awarded Provider shall submit to HERMES both an electronic (by emailing to [info@hermesjobs.com](mailto:info@hermesjobs.com)) and the original hard copy of the invoice/claim for expenses.

The invoices have to include the following information:

Header: Hermes Corporation Limited, Triq Saint Vincent, 7 - SLM1448 Sliema – MALTA  
VAT code: MT 21070234

Object: “Provision of support services to communication activities – PROJECT C2-2.2-112:  
“MOVE ON - MOBILITÀ TRANSFRONTALIERA ATTRAVERSO L’EROGAZIONE DI VOUCHER”  
Interreg V-A ITALIA-MALTA PROGRAMMA 2014-2020 – [Instalment No.\_]”

Description: Details of the service provided.

Hermes is not in the condition to pay in advance the invoice.

## Duration

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The contract is expected to be signed in September 2021. Execution of the tasks is to start upon the entry into force of the contract, which will take place from the date on which it is signed. The service contract will last for 14 months, presumably from 01/09/2021 to 01/11/2022.

## Selection Criteria, Evaluation and Award Procedure

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### 1. Eligibility

- Citizens in possession of her/his full civil and political rights;
- Against the applicants, no charges shall be pending such as disqualification, prohibition, suspension or decadence, or even indictments, pending convictions and / or preventive measures, pursuant to current legislation;
- The maximum limit for the offer is set at € 23.000,00 ( twenty-three thousand euros), VAT included.

### 2. Experience and required skills and qualifications of the Applicant (or its legal representative or one of its staff member)

- The Applicant (or its legal representative or one of its staff member) should have the following experience and skills:
  - University degree or diploma;
  - able to work independently as well as within team dynamics;
  - good communication skills (especially in public speaking).
- The Applicant (or its legal representative or one of its staff member) should have proven expertise in communication activities;
- As detailed in the section “Other Specifications”, to ensure the high-quality of the execution of the assigned tasks, the Contractor (or its legal representative or one of its staff member) must guarantee proficiency in written and spoken English;
- Applicant shall have full technical ability to perform the service described in this ToR.
- Having VAT number (or availability to request a VAT number in September 2021).

### 3. How apply

All interested bidders should submit a quotation respecting the following requirements.

Instruction to Proposers	Specific Requirements
Deadline for the submission the offer	<b>20 August 2021 – by 13:00 PM.</b> (Zagreb/Rome time GMT+1). Any offers received after this date and time will not be accepted
How to submit the offer	The candidate must send in one file in PDF format to the following e-mail address: <b>info@hermesjobs.com</b> with the following subject: “Provision of support services to communication activities – PROJECT C2-2.2-112: “MOVE ON - MOBILITÀ TRANSFRONTALIERA ATTRAVERSO L’EROGAZIONE DI VOUCHER” Interreg V-A ITALIA-MALTA PROGRAMMA 2014-2020”. <u>The application must include the following documents in English language:</u> - Updated Curriculum vitae (CV) in Europass format; - Economic offer in Euro (taking to account that the ceiling amount available for this service is € 23.000,00 included VAT).
Language for submitting the offer	English only
Currencies	EURO (€)

The sending of the offer does not in any way constrain HERMES to request the service in question.

### 4. Invitation, selection, evaluation and award criteria

As a subcontractor, HERMES will award the service on the basis of the most economically advantageous tender on the basis of the best quality/price ratio, following the procedure specified below:

- HERMES after receiving all the offers will carry on in comparing the curricula and evaluating professional experience and technical skills, respecting and guaranteeing the principles of transparency, equal treatment, non-discrimination and competition.
- Information about the present procedure is published in HERMES’s official website ( <https://www.hermesmalta.com/>)
- Bidders shall send their offers **no later than 13:00 of 20 August 2021** to the email address indicated above. Offers received after the aforementioned deadlines will not be evaluated.
- Offers shall be sent in Euro and excluding VAT.
- As a first step, HERMES will assess if the bids meet the eligibility requirements and the experience and required skills of the applicant (or his legal representative or one of his staff member). Secondly, HERMES will evaluate the offers on the basis of the most economically advantageous tender (on the basis of the best quality/price ratio) based on the scores awarded for satisfying the requirements outlined above.
- The offer that gathers the maximum score will be selected.
- The maximum amount payable for the services described above may not exceed the amount of **€ 23.000,00** (twenty-three thousand euros), included VAT. Any higher offers will be declared ineligible.

## Other issues

HERMES will proceed to award the tender even in case a single valid candidature is received, in the case that it is considered appropriate and convenient.

If two or more offers of the same amount will be received, HERMES will contact the bidders and conduct interviews via telephone, in order to better evaluate the offers.

HERMES, as a contracting entity, reserves the right not to proceed with the awarding of contracts if no offer is convenient or suitable in relation to the subject of the contract, without the bidders having nothing to claim, not even as a pre-contractual liability.

All the charges and risks relating to the activities and obligations necessary for fulfilling the contract, being considered part of the agreed remuneration, shall be borne by the Contractor.

The Successful bidder assumes full and direct management liability for the services and supplies entrusted to him/her, thereby freeing up HERMES.

It will directly, criminally and civilly, respond for the damages to people and things caused in the execution of the services and supplies, and will bear the full and exclusive charge for any compensation, without the right to recourse or remuneration from HERMES.

Consequently, the Contractor exonerates HERMES from these responsibilities, undertaking to relieve it of any request that, for this reason, should be presented.

The results of the present selection procedure will be communicated within 5 days after the deadline for submission of bids to all bidders.

A service contract will be concluded with the selected bidder, which must contain all the parts indicated in this tender.

## Contacts

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In case additional information is required to submit the proposal, we kindly invite you to contact HERMES by writing to the following e-mail address [info@hermesjobs.com](mailto:info@hermesjobs.com)

Only relevant questions in writing concerning clarifications of the tender will be answered.

This procedure and ToR, as procurement documents, is available for consultation on HERMES website.

## **APPENDIX**

*General Scoring System of the Offers*

## **ATTACHMENTS**

*Bid form*

## **Appendix: General Scoring System of the Offers**

### **1. Technical offer**

The technical offer will be evaluated out of 80 points, based on the following criteria

General experience and technical references: 70 points

The references submitted by the candidates will be evaluated according to the following criteria:

1. Proven expertise in communication activities, to be highlighted in the updated curriculum that must be attached to the bid form. The capacity to offer innovative communication services will be considered an asset.

- Type of outputs realized during the carrying out of communication activities (Maximum 70 points):
  - Innovative/digital communication outputs (online surveys, social media management, platforms, databases, mobile or web apps): 70 points.
  - Traditional communication outputs (Communication plans, press releases, posters, flyers): 10 points;
  - No experience: 0 point.

Candidates with technical offers scoring under 50 points are eliminated automatically.

Among the successful candidates, the best score is made equivalent to 100 points, the scores of the other candidates are then adjusted based on the following equation:

$$\text{TSC} = (\text{Initial technical score of the candidate} / \text{Best initial technical score}) \times 100$$

### **2. Financial offer**

Financial offers of the tenderers having a technical score of at least 20 points are examined.

The financial offers are first compared with the maximum budget available for the contract.

Tenders exceeding the maximum budget allocated for the contract are considered unacceptable and are eliminated.

For the remaining bids, scores are assigned as follows: the lowest bid is given 20 points, and the other bids are awarded points according to the following equation:

$$\text{PC} = (\text{Lowest financial offer} / \text{Financial offer of the tender being considered}) \times 20.$$





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**ATTACHMENT  
BID FORM**

*Notes to Bidders: Please complete this form demonstrating substantial responsiveness to the specifications described in the Terms of Reference.*

To:  
HERMES Corporation Limited  
Triq Saint Vincent, 7 - SLM1448 Sliema – MALTA  
info@hermesjobs.com

**Place, Date:**  
**Ref. No.:**  
(To be filled by HERMES)

In compliance with your **“Terms of Reference (ToR) Provision of support services to Communication activities. PROJECT C2-2.2-112: “MOVE ON - MOBILITÀ TRANSFRONTALIERA ATTRAVERSO L’EROGAZIONE DI VOUCHER” - Interreg V-A Italy-Malta 2014 - 2020**”,

I, the undersigned \_\_\_\_\_, legal representative of \_\_\_\_\_, intend to submit a bid/proposal in response to the above-mentioned tender.

I, the undersigned, declare that:

The organisation I represent is/ I am legally established at the following address \_\_\_\_\_;

- There are no administrative, crime or judicial pending charges against the company/myself;
- The organisation I represent has/ I have full technical capacity to implement the service as described in the Notice;
- The organisation I represent is/I am specialised in innovative communication services;
- I guarantee to be capable of producing all communication in high-level English and of providing proficiency in written and spoken English.
- I have examined the ToR fully (Subject, Background, Description of the Service, Other Specifications, Reporting, Duration, Selection Criteria, Evaluation and Award Procedure, Invoicing and Payment Instructions, Contacts, Appendix: General Scoring System of the Offers);

The tender bid for the implementation of the services required is: \_\_\_\_\_ € (VAT included).

The undersigned offers to provide the services in accordance with the request described in the **“Terms of Reference (ToR) Provision of support services to communication activities. PROJECT C2-2.2-112: “MOVE ON - MOBILITÀ TRANSFRONTALIERA ATTRAVERSO L’EROGAZIONE DI VOUCHER” - Interreg V-A Italy-Malta 2014 - 2020”**. In case of positive assessment, the undersigned accepts and agrees to sign an assignment letter for the provision of the services required.

Best regards,

Place and Date

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Signature and Stamp

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