Terms of Reference for

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

funded by the THE COCA-COLA FOUNDATION and THE ENERGY AND WATER AGENCY

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 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 expanded in 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 25 NCWR systems, yielding 20 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.

The Alter Aqua RECAP project will implement a structured communication campaign on greywater to foster understanding, acceptance, and uptake of greywater technologies in Malta. A joint communication team established between GWP-Med and EWA, carried out a stakeholder's perception analysis in 2025 which assessed views, concerns, and expectations related to the introduction of greywater solutions in the urban environment. The findings of this analysis were the starting point for the team to design and implement a targeted communication plan tailored to the needs of key stakeholder groups, including regulatory authorities, technical and professional personnel, and the 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.

Alter Aqua – RECAP project 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.

Alter Aqua RECAP Project: Greywater Reuse Communication Campaign

This Call for Quotation invites interested and qualified Agencies to submit their financial proposal for the development and implementation of a communication campaign on the reuse of greywater. The purpose of this call for quotation is to identify a partner capable in delivering the required communication services in line with the objectives and specifications outlined below.

Alter Aqua RECAP Greywater Reuse Communication Campaign will be implemented under the long-lasting Alter Aqua programme running in the Maltese islands. The Awarded Contractor will develop and implement a number of tasks described below to run the *Campaign.*

The concept design for the branding of the *Alter Aqua RECAP Greywater Reuse Communication Campaign* is to raise awareness in Malta about the reuse of greywater and the installation of a pilot system that will be deployed later in the year under the project.

1. Description of the Assignment

Objective

The Awarded Contractor will be tasked with developing a coherent and engaging suite of communication products using as supporting material. The communication products of this Campaign should be developed in accordance with the visual identity developed and the Contracting Authority's communication requirements.

The Awarded Contractor in close collaboration with the Contracting Authority, will be hired to deliver a series of tasks and of products which will include:

A. Branding and Visual Identity

The brand concept for *Alter Aqua RECAP* will include a 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. 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 public, ensuring clarity of messages and ease of understanding. The target group of this campaign is exclusively the Maltese citizens.
The Awarded Contractor will provide:

- A logo for the *Alter Aqua RECAP Greywater Communication Campaign*.
- A minimum of three (3) logo concepts/options for review.
- An animated version of the approved logo for use in video material and digital content
- The creation of a campaign character/mascot representing the initiative.
- Branding guidelines including:
    - Logo usage
    - Colour palette
    - Typography
    - Horizontal and vertical logo layouts
    - Co-branding integration with the identities of the Energy and Water Agency and GWP-Med.
    - Up to three (3) rounds of revisions for the selected branding concept.

File Formats and Technical Requirements

The Technical specifications of the delivered products will be determined according to the needs of the Contracting Authority and of the project. For the branding and visual identity, the awarded contractor will deliver :

- Animated version of logo: MP4
- Logos to in SVG, ai, png, jped and pdf

B. Design Deliverables

In line with the campaign's visual identity, the Awarded Contractor will design and provide the designs (were possible) of:

- An A5 brochure (front and back), ready for print and digital use;
- Two (2) roll-up banners;
- A 2D Animated Promotional video on Greywater Reuse: Design a of a short 2D animated promotional video (approximately 30–60 seconds), it is described more analytically in Task F1; One short promotional video of approximately 5-15 seconds based on the above 2-D Animated promotional video;
- Seven (7) simple graphics to be used in rotation for the fridge magnet notepad, 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.
- Example:



- Up to fifty (50) visual artworks for use across campaign platforms, including but not limited to:
    - Social media posts;
    - Online promotional banners;
    - Website banners;
    - Print materials;
    - Merchandise branding.

File Formats and Technical Requirements

The Awarded Contractor shall ensure that all communication materials are designed in accordance with the project's visual identity and branding guidelines and are optimised for their intended digital platforms. The Technical specifications of the delivered products will be determined according to the needs of the Contracting Authority and of the project.

Where possible the products designed will be provided to the contracting authority in print-ready files (e.g. high-resolution PDF files with bleed marks where required).

For other digital materials the awarded contractor shall:

- Provide the materials in the appropriate dimensions and formats, according to the technical specifications of the respective platforms.
- Ensure high-quality visual resolution, readability and compatibility with desktop and mobile devices, where applicable.
- Provide different size adaptations and versions where required (e.g. square, portrait and landscape formats).
- Ensure consistency in the use of project logos, colours, fonts and other visual identity elements.
- Deliver final materials in high-resolution, web-ready formats (PNG, JPG, WebP, GIF or MP4, as applicable).
- Provide the original editable source files (e.g. AI, PSD, INDD or equivalent), allowing for future modifications and adaptations.
- Ensure that all text and visual elements are legible, accessible and appropriately displayed across different screen sizes.
- Social media posts: A defined set of standard dimensions.
- Online promotional banners: A selection of standard advertising banner dimensions, depending on the platforms where they will be published.

- Website banners: Dimensions to be agreed with the website administrator/developer before production.

C. Online Promotion

The Awarded Contractor will manage and allocate the following advertising budget:

- YouTube non-skippable advertisements – budget allocation of €500.
- Google advertisements – budget allocation of €600.
- Facebook advertisements – budget allocation of €700.

Posts and advertisements shall be boosted and managed according to the agreed campaign settings and targeting requirements.

D. Merchandise

The Awarded Contractor will produce branded merchandise items 300 each, including:

- Informational fridge magnet notepad or equivalent branded notepad item;
- Recycled pens;
- Recycled pencils;
- Glass water bottles.

The estimated quantity shall be 300 units per item, unless otherwise agreed with the Contracting Authority.

E. Printed Outputs

The Awarded Contractor based on the above design of the deliverables will produce:

- Two (2) roll-up banners;
- Three hundred (300) printed A5 brochures;
- Wall mounted A3 Clear Perspex Acrylic Sheet.

F. Video Production & Photography

The Awarded Contractor will deliver a selection of professional photographs for the campaign and produce videos. The Awarded Contractor should note that the Contracting Authority will have absolute copyright of the images and footage. No watermarks, signatures or branding of any other sort by the Awarded Contractor is allowed.

Photos must be of professional quality, high-resolution, edited, and in an efficient compression of JPEG format. A high-quality video is also requested.

The following Tasks F1 & F2 described below will be delivered before Task F3, while Task F3 no later than the end of the project.

F1. Social Media Promotional Video

2D Animated Promotional video on Greywater Reuse: Design and production of a short 2D animated promotional video (approximately 30–60 seconds) explaining what greywater is, how it can be used and the benefits of its reuse. The animation should be clear, engaging, and educating, presenting key messages in an accessible and easily digestible format. The assignment will include development of the creative concept and visual design, followed by a storyboard for approval before the development of the animation begins. The animation will incorporate the campaign's animated character, English and Maltese voice-over, English and Maltese subtitles, transcript and background music, in line with the campaign's visual identity. The assignment will also include editing, incorporation of feedback and delivery of the final video in high-resolution, web- and social media-compatible formats.

The video will support campaign promotion across social media channels, leveraging the outlet's strong youth following and active presence on Facebook to maximize outreach and engagement. The selected media outlets (1 or 2) will have a minimum of 100,000 followers across its social media platforms. Additional formats will include a 5-10 second version for You Tube ads.

File Formats and Technical Requirements

Editable source files (e.g. .ai, .psd, .indd, or equivalent open/editable formats, as applicable).

Animated assets shall be delivered in MP4, MOV, GIF formats with resolutions and aspect ratios optimised for presentation screens, social media platforms (Facebook, LinkedIn etc.) and general digital applications.

F2. Video & Photographs of the Installation of the greywater recycling system

The Awarded Contractor will produce a video documenting the installation and implementation works of the greywater recycling system which will be implemented under the Alter Aqua RECAP Project. The Script will be provided by the Contracting Authority;

The video will include:

- Documentation of site progress through scheduled filming periods, including time-lapse (filming periods to be discussed later);
- Two professional speakers/interviewees suggested by the Contracting Authority explaining the project;
- Lower thirds;
- English &Maltese Subtitles throughout the video;
- Appropriate branding and visual elements aligned with the campaign identity;
- Will last approximately 120 seconds max.
- Will be used for promotional use in Social Media, project presentations in Fora, and other events.

The Awarded Contractor will provide fifty (50) professional high-quality photos from the site, during the installation and after the completion of the works. Photographs shall be delivered in high-resolution JPEG format, suitable for both print and digital communication, including websites, social media and publications.

File Formats and Technical Requirements

The Awarded Contractor shall deliver the final video and all associated production materials according to the needs of the project and following specifications:

Video quality and formats

- Resolution: Minimum Full HD (1920 × 1080 pixels), with 4K (3840 × 2160 pixels) preferred for the master version.
- Aspect ratio: 16:9 (landscape) for the main video, suitable for presentations, websites and YouTube.
- Frame rate: 25 fps or 30 fps, consistently applied throughout the video.
- File format: MP4 (H.264 codec) for the final video, ensuring compatibility with online platforms and presentation equipment.
- Audio: Clear, professionally recorded dialogue and interviews, with balanced background music and sound levels.
- Duration: Approximately 90–120 seconds.

Social media adaptations

The contractor shall provide adapted versions of the final video, as follows:

- Landscape (16:9): 1920 × 1080 pixels.
- Vertical (9:16): 1080 × 1920 pixels, suitable for Instagram Reels, Facebook Reels and other vertical video platforms.
- Square (1:1): 1080 × 1080 pixels, where appropriate for social media distribution.

All adaptations shall ensure that the main messages, interviewees, subtitles and branding remain clearly visible and appropriately positioned.

Subtitles and accessibility

- English and Maltese subtitles shall be included throughout the video.
- Subtitles shall be embedded in the final versions and provided separately in editable SRT or VTT files.
- Subtitles shall be synchronised with the spoken content and positioned to ensure readability across different screen sizes.

Editable production files

The contractor shall provide:

- Final exported video files in the agreed formats and resolutions.
- Editable video project files (e.g. Adobe Premiere Pro, DaVinci Resolve or equivalent).
- Original graphics, animations, lower thirds and other visual assets in editable formats.
- Separate audio files and subtitle files, where applicable.
- High-resolution still photographs or selected video stills, if included in the agreed scope of work.

F3. Video & Photographs of the Inauguration Event

The Awarded Contractor will be required to provide a professional video and photography services for the inauguration event. The Contracting Authority will provide the respective guidance for the Awarded Contractor to produce the relevant material.

The scope will include:

Event Overview Video

Production of a high-quality video capturing the inauguration event, key moments, activities and overall atmosphere. Final duration, format, and script to be agreed with the Contracting Authority.

- Two or three professional speakers/interviewees suggested by the Contracting Authority who will explain the project;
- Lower thirds;
- English & Maltese Subtitles;
- Appropriate branding and visual elements aligned with the campaign identity;
- Will last approximately 120 - 180 seconds;
- Will be used for promotional use in Social Media (Facebook, Instagrma, Linkedin), project presentations in Fora, and other events.

Photography Services

The Awarded Contractor shall provide:

- Professional photography coverage throughout the inauguration event.
- Provision of a selection of high-quality photographs for immediate communication and social media use, where required.
- Delivery of the full agreed selection of edited, high-resolution photographs following the event.
- Provide eighty (80) professional photographs.

File Formats and Technical Requirements

All final materials depending of the material shall be delivered in the following formats:

- Editable source files (e.g. .ai, .psd, .indd, or equivalent open/editable formats, as applicable).
- Web-optimised files (e.g. PNG, JPEG, SVG, MP4, GIF, or equivalent digital formats, as applicable).
- Fonts used shall be open-source, properly licensed for commercial use, and fully compatible with the Maltese language.

Project Timeline

- A kick-off meeting between the Awarded Contractor and the Contracting Authority will be held within five (5) working days from the contract award.
- Initial logo concepts shall be submitted within a week from the kick-off meeting.
- The final approved logo and brand package shall be delivered within three (3) weeks from concept approval.
- If necessary and once agreed with the Contractor, additional tasks may be required throughout the campaign with an additional offer during the implementation period.

2. Contract Price, Deliverables and Schedule of Payment

The maximum fee for this assignment is 30,000 €. 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	Delivery Date
A.	35% of Contract Value	Three (3) weeks after the assignment of the contract
B. & C. & D. & E.	35% of Contract Value	Eight (8) weeks after the assignment of the contract
F1.&F2.	15% of Contract Value	Depends on the completion of the works of the grey-water recycling system. Product Delivered two (2) weeks after completion of installation works.
F3.	15% of Contract Value	No later than the end of the project.

Each payment will be issued after the quality assessment and approval of each deliverable by the Contracting Authority. Then, the awarded contractor will issue the respective invoices.

3. Selection Criteria, Awarding Criterion and Evaluation Process

Successful participants (Natural or Legal Person or Entity) 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 three (3) previous collaborations in the form of campaigns in English and Maltese (including the production of videos, for non-profit or public causes, commissioned by NGOo r government sector bodies in the past 5 years etc.).
4. 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.

5. Submit CV and provide qualifications that prove that the Project Manager has an MQF/EQF Level 6 qualification in Marketing, Project Management or a related field, together with good command of written and spoken English and Maltese.

Failure to comply with the above pass / fail requirements and provide relevant proof with the application is considered ground for exclusion.

4. 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 based on the requirements presented under section "Qualification and Experience", as follows:

Criterion	**Max Points Ci**
Participants must submit a) **Portfolio** demonstrating quality and diversity of previous video and graphic design projects in the form of campaigns in English or/and in Maltese. The portfolio should include at least three (3) examples of videos (with links or copies) and three (3) examples of graphic design materials (social media content, brochures, etc.) with an environmental and/or social topic. b) **Methodology and Work Plan** that will demonstrate a clear implementation of all required tasks including an indicative implementation timetable (Gantt chart or equivalent), identifying the main activities, deliverables, and milestones.	
Creative Concept & Methodology Evaluation based on: • Understanding of objectives • Coherence of branding approach • Clarity of implementation plan Scoring: **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	**35**

Minimum Score 21/35	
Quality of Portfolio (Relevance) Assessed on: • Scope • Public awareness campaigns • Integrated communication Scoring: **0–8**: Limited relevance **9-17**: Moderate relevance **18-22**: Strong relevance **23-25**: Highly relevant & comparable projects Minimum Score 18/25	**25**
Audiovisual Production Approach Assessed on: • Video concept clarity • Production methodology • Audiovisual technical standards Scoring: **0–3:** Weak **4–6:** Acceptable **7–8:** Good **9–10:** Excellent Minimum Score 7/10	**10**
Implementation Timeline & Organization Assessed on Methodology and Work Plan: • Realism • Resource allocation • Milestones clarity Scoring: **0–5:** Poor or unrealistic work plan, with unclear activities, inadequate resources and missing milestones. **6–11:** Weak work plan, with significant gaps in scheduling, resource allocation or milestones. **12–17:** Acceptable work plan, but with weaknesses in feasibility, organisation or resource allocation. **18–24:** Good, realistic and coherent work plan, with clearly identified activities, appropriate resources and achievable milestones. **25–30:** Excellent, comprehensive and well-structured work plan, demonstrating effective resource allocation, clearly defined responsibilities and well-coordinated milestones and deliverables. Minimum Score 18/30	**30**

Offers that do not achieve a minimum overall technical score of 64/100 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 based on the following formula:

Bi = c1 + c2 + c3+ c4

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

Financial Score**: Fi** = (Kmin / Ki) × 100

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

Λi = 0.8*Bi+ 0.2 *Fi

Where:

- Bi: the score of the technical offer

- Fi the score of the financial offer

- Kmin: The cost of the financial offer with the minimum price offered.

- Ki: 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.

5. Duration of the Contract

The overall duration of the contract will be until the end of the project which is scheduled for June 2027.

6. Monitoring and Progress Controls

Ms. Mariela Antonakopoulou, Senior Programme Officer at GWP-Med and for the Project, will be providing oversight and guidance from the side of the Contracting Authority, in collaboration with representatives from Malta's Energy and Water Agency. Coordination calls between the Awarded contractor and the Project Team (GWP-Med & EWA) will be held at least monthly, to monitor the

progress about 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.

7. 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 Awarded Contractor will be expected to provide progress 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 Awarded Contractor 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 Awarded Contractor 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 Awarded Consultant and integrated in the final versions of the deliverables.

- *Property Rights*

Subject to agreement, GWP-Med and EWA (Energy & Water Agency) shall have full, unrestricted and exclusive rights to use the products and services listed in this Call, 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 Awarded Contractor 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 Awarded Contractor shall warrant that any output produced by them 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.