



LEADER
Development led by local communities



Ref No: RFQ 001-2026MAGF

Closing Date: Friday 10th April 2026, at noon

**REQUEST FOR QUOTATIONS FOR PROVISION OF ICT AND MARKETING
SERVICES**

Majjistral Action Group Foundation (MAGF)

Common Agricultural Policy Strategic Plan For Malta 2023-2027

MAJJISTRAL ACTION GROUP FOUNDATION

66, TRIQ IL-MOSTA,

ATTARD. ATD1430

Tel: (356) 2099 2080 / 9946 0152

Email: galmajjistral@gmail.com

SECTION 1 – INSTRUCTIONS TO BIDDERS

1. Scope

MAGF is requesting quotations from interested bidders for the provision of ICT and Marketing services for the Foundation.

2. Background Information

MAGF is a foundation composed of a group of local councils and private entities operating within the North-west territory in Malta. The Foundation is responsible to implement the LEADER Programme under the Common Agricultural Policy (CAP) Strategic Plan (2023-2027) within its territory, amongst others.

The Foundation's overarching objective is to develop the rural localities in its territory so as to improve the quality of life and make this territory more economically prosperous.

The service being procured through this request for quotes falls under Intervention 77.3 of the Common Agricultural Policy (CAP) Strategic Plan (2023-2027).

3. Specifications

Majjistral Action Group Foundation is seeking ICT Support and Marketing Services.

ICT-related Services

- The service will be in the form of an indicative package of two hundred and fifty (250) ICT support hours, which can be used between 1st April 2026 and 31st December 2027.

Marketing-related Services

- The Service Provider is required to come up with a Marketing strategy focusing on free and/or paid social channels for Social outreach and requirements such as those mentioned in Section 1 Clause 5.
- Following that, the service will be in the form of an indicative package of two hundred and fifty (250) marketing support hours, which can be used between 1st April 2026 and 31st December 2027.

4. Conditions

Specific ICT-related Conditions

Call for ICT services will be made according to exigencies, within the period mentioned in Section 1 Clause 3. The Majjistral Action Group Foundation is not obliged to split the number of hours in a timely manner per year.

Specific Marketing-related Conditions

The Service Provider must come up with a Marketing strategy within thirty (30) days of date of signing of the contract between the selected Service Provider and the legal representative of the Contracting Authority. The strategy must include a provisional timetable of how the indicative package of two hundred and fifty (250) hours be split within the contract period. The price quoted for the strategy must cover all expenses required for such strategy to materialise, except for the man hours required, which hours will be paid according to the rate quoted. The Marketing strategy proposed, including the allocation of the hours, must be discussed with and approved by the Contracting Authority, prior to implementation.

Common Conditions

The Majjstral Action Group Foundation is not obliged to avail itself of the total amount of hours indicated, however, the Majjstral Action Group Foundation binds itself to make use of two hundred and fifty (250) support hours within the contract period.

Should the indicative number of five hundred (500) hours be utilised prior to end date of contract, the Majjstral Action Group Foundation may, subject to agreement by Service Provider, increase the number of ICT Support hours, or Marketing Services hours, or both, at the original rates of contract.

The Service Provider is to be accessible within the contract period and calls for service by Contract Authority should be dealt with within twenty-four (24) hours, either by actual provision of service or by agreement with Contract Authority's representative on establishment of date of provision of service. Each call for service shall carry a minimum charge of one (1) hour.

5. Duties and Responsibilities

The chosen service provider will be responsible for providing services required such as the following:

ICT-related Services requirements

- (a) Hardware installations and repairs;
- (b) Network cabling and configuration;
- (c) VPN;
- (d) Telephony;
- (e) Software maintenance;
- (f) Scripting and backup management;
- (g) Email Support for both webmail and Client based email;
- (h) Staff education on the use of IT systems;
- (i) ICT issues related to the running of the Website and Content Management;

- (j) Website maintenance ensuring server uptime, WordPress plugin maintenance and latest security updates;
- (k) Maintenance of a Disk failure data recovery system with cloud backup, including data recovery whenever necessary;
- (l) Maintenance of a YouTube channel, including subdomain links and integration/linking with MAGF website;
- (m) Other ICT duties that may be deemed necessary and instructed by MAGF.

Marketing-related Services requirements

- (a) Come up with a Marketing strategy focusing on free and/or paid social channels;
- (b) Building and execution of a Marketing Plan for Social outreach;
- (c) Creation of public posts highlighting EU grant wins and projects funded by MAGF-enabled grants;
- (d) Production of visuals explaining grant processes and benefits;
- (e) Uploading of videos on YouTube Channel, as required, including management;
- (f) Management of Social Media Platforms;
- (g) Posting of content on the MAGF Website, Facebook page and Youtube channel to create awareness of events/funding programs;
- (h) Collaborating with NGOs or environmental and/or cultural Organisations within the Majjistral territory and helping deliver informational sessions;
- (i) Assistance in presentations for workshops on the LEADER funds available;
- (j) Digital Advertising through Google Ads and Facebook PPC (Pay-Per-Click);
- (k) Optimising local SEO for galmajjistral.com;
- (l) Preparing adverts in newspapers, local council newsletters, TV spots focused on Malta's voluntary sector;
- (m) Other duties that may be deemed necessary and instructed by MAGF.

6. Date of commencement and period of execution

The date of commencement shall be the date of signing of the contract between the selected Service Provider and the legal representative of the Contracting Authority and the end date of 31st December 2027 stipulated in Section 1 Clause 3 is to be considered as last date of contract.

The Contracting Authority reserves the right to, subject to agreement from both parties, extend the contract for a maximum period of ten (10) months.

7. Procedure

This Request for Quotations is being issued in accordance with the MA Circular 01/14 and thus following the spirit of the Public Procurement Regulations.

8. Criteria for award

The Contracting Authority will award the resulting contract on the basis of the cheapest priced technically compliant offer.

9. Financial Details

The bidder is required to quote the following:

A rate per hour for ICT-related services as outlined in Section 1 Clause 5.

A lump sum for a Marketing strategy focusing on free and/or paid social channels for Social outreach as outlined in Section 1 Clause 5.

A rate per hour for Marketing-related services as outlined in Section 1 Clause 5.

10. Payment

Payment by the Majjistral Action Group Foundation for the provision of a Marketing Strategy will be effected once Strategy is set, to the satisfaction of the Contracting Authority. The Service Provider must submit an original signed invoice once this is ready, bearing the amount quoted and accepted, in order to claim payment from the Contracting Authority. With regards to the ICT and Marketing related services, payment will be on monthly basis, following the receipt of monthly invoices submitted by the Service Provider during the whole contract duration.

11. Request for Clarifications

Bidders may submit request for clarifications concerning this Request for Quotations by sending an email to galmajjistr@gmail.com. Reply on any clarifications submitted will be sent by email by latest Monday 6th April 2026, at noon.

12. Submissions

Bidders are to fill properly Section 2 of this Document and submit it via email on galmajjistr@gmail.com, or by post or by hand at Majjistral Action Group Foundation, 66, Triq Il-Mosta, H'Attard, ATD1430 by not later than **Friday 10th April 2026, at noon**. **Late offers and offers which are not properly filled in will be considered non-compliant.**

13. Validity of Quotations

Price quoted shall remain valid for a period of 60 days from the closing date for the submission of quotations.

14. Evaluation of quotations

Each quote will be assessed to check for administrative and technical compliance. Only those quotes that conform to the administrative and technical checks will be further evaluated. The valid quotes will be ranked based on the financial offer.

The ranking together with all the supporting documentation will be presented to the Decision Committee of the Foundation. The Decision Committee will verify the evaluation of the quotes and shall select the cheapest technically compliant quotation.

The winning bidder and all other bidders (which have not been selected) will be informed of the decision.

15. Cancellation of the Request for Quotations

The Contracting Authority reserves the right to cancel this Request for Quotations. In case of cancellation, all the bidders will be informed by email.

The decision of the Decision Committee is final and binding. The bidders have no right to appeal this decision.

16. Data Protection

The Majjstral Action Group Foundation will ensure that candidates' personal data are processed in accordance with the Data Protection Act and that personal data is not processed for any purpose that is incompatible with that for which the information is collected. This applies in particular to the confidentiality and security of such data.

17. Gender Equality

In carrying out his/her obligations in pursuance of this contract, the bidder shall ensure the application of the principle of gender equality and shall thus 'inter alia' refrain from discriminating on the grounds of gender, marital status or family responsibilities. In this document words importing one gender shall also include the other gender.

SECTION 2

To be filled in by the Bidder

FINANCIAL BID FORM

Qty	Description	Rate excluding VAT	Total Excluding VAT
1	Setup of a Marketing Strategy including all required expenditure	€	€ A
250 hours	Provision of Marketing Services	€ /hour	€ B
Total for a comprehensive Marketing Strategy, including all expenditure required, based on 250 hours of Marketing Services			€ A + B
250 hours	Provision of ICT Services	€ /hour	€ C
Total amount quoted for the Provision of a Marketing Strategy, Marketing Services and ICT Services, including any Taxes or Discounts, but excluding VAT			€ A + B + C

Bidder Details

Name and Surname of Bidder	
Company Name (If Any)	
VAT NO	
Contact Person	
Postal Address	
E-Mail Address	
Mobile/Fixed Line Number	
Date	
Signature	

Eligibility Compliance Checklist

1. I acknowledge that the Service required will include the establishment of a Marketing strategy focusing on free and/or paid social channels for Social outreach and requirements such as those mentioned in Section 1 Clause 5, an indicative package of two hundred and fifty (250) marketing support hours, and an indicative package of two hundred and fifty (250) ICT support hours which can be used between 1st April 2026 and 31st December 2027.

YES NO

2. I confirm that I will come up with a Marketing strategy within thirty (30) days of date of signing of the contract and that the strategy will include a provisional timetable of two hundred and fifty (250) man hours and price quoted will cover all required expenses to materialise

YES NO

3. I acknowledge that the Marketing strategy proposed, including the allocation of the hours, must be discussed with and approved by the Contracting Authority, prior to implementation

YES NO

4. I acknowledge that call for ICT services will be made according to exigencies, within the period mentioned in Section 1 Clause 3 and that the Contract Authority is not obliged to split the amount of hours in a timely manner per year

YES NO

5. I acknowledge that the Contract Authority is not obliged to avail itself of the total amount of hours indicated above, however, the Contract Authority binds itself to make use of two hundred and fifty (250) support hours within the contract period

YES NO

6. I acknowledge that, should the indicative number of five hundred (500) support hours be utilised prior to end date of contract, the Contract Authority may, subject to

agreement by Service Provider, increase the number of support hours, at the original rate of contract

YES NO

7. I confirm that I will be accessible within the contract period and calls for service by Contract Authority will be dealt with within twenty-four (24) hours, either by actual provision of service or by agreement with Contract Authority's representative on establishment of date of provision of service

YES NO

8. I confirm that I will be responsible for providing the Services required, such as those listed in Section 1 Clause 5

YES NO

9. I confirm that each call for service shall carry a minimum call charge of one (1) hour

YES NO

10. I acknowledge that the end date of 31st December 2027 stipulated in Section 1 Clause 3 will be considered as last date of contract and that the Contracting Authority reserves the right to, subject to agreement from both parties, extend the contract for a maximum period of ten (10) months

YES NO

11. I acknowledge that payment by the Contract Authority for the provision of the Marketing Strategy will be effected once Strategy is set, to the satisfaction of the Contracting Authority and payment for ICT and Marketing related services will be on monthly basis and I confirm that I will submit invoices accordingly

YES NO

12. I confirm that price quoted is valid for a period of 60 days from the closing date

YES NO

13. I acknowledge that the Contracting Authority reserves the right to cancel this Request for Quotations and that the decision of the Decision Committee is final and binding and I have no right to appeal this decision

YES

NO

Bidder Name and Surname

Signature and ID No.