



Terms of Reference

ALTER AQUA IV PRODUCTION OF EDUCATIONAL CARDS

*In the framework of
the "ALTER AQUA
" Project*

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

1.1 Background – The ALTER AQUA 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 the regional organization [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 has focused on 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 21 NCWR systems, yielding 19 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.

Alter Aqua - Phase IV seeks to mainstream NCWR applications and water saving in Malta. It will achieve this through a 3-pillar approach: Technical applications, Capacity Building & Youth Engagement, and Community Awareness Raising & Communication, while demonstrating the cultural and social value of water.

Programme activities include the reinstatement or improvement of a total number of 3 existing abandoned underground rainwater harvesting reservoirs, in line with national priorities as set by the Energy and Water Agency (EWA) of Malta under the Ministry for the Environment, Energy and Regeneration of the grand harbour.

1.2: Background: Alter Aqua reservoir trail

In Alter Aqua Phase IV, a mobile web application for both Android and iOS is being developed. The web application will focus on offering a multimedia-rich experience that takes users on a virtual journey through different rainwater and stormwater harvesting reservoirs, providing insights into the reservoir's history, their technical specifications, their importance in Malta's history, and current conservation efforts and sustainable management practices.

The web-based application will not require downloading and installing a separate app, but will operate directly through the phone's browser, guiding users on a walking tour with stops, beneath which lie the reservoirs. Through the app, users will be able to access information about each site, watch related videos and photographs, before being guided to continue the tour onto the next site. In this way, the app will guide citizens and visitors on a walking tour that gives life to what remains unseen in underground structures beneath their feet. The web-based application will be accessible through the existing Alter Aqua website, www.alteraqua.org

2. Description of the Assignment


Objective

The objective of the Assignment is the design, printing and delivery of Educational cards for the Alter Aqua Reservoir Trail, aimed at students and teachers, to the specifications below:

Tasks – Requested Services

(1) Design, Printing, and Delivery of A5 Educational Information Cards (for students)

Description	Specifications
Content	Adaptation of a provided design and printing of 12 educational information cards (<i>similar to a postcard pack</i>). The cards will include high quality photos, design, text and logos. The cards are to be printed in colour, back and front. All editable versions of the artworks created by the contractor will be provided to the contracting authority.
Format Size	A5
Colour type:	Full colour (back and front)
Material	280 gsm
Lamination	Matte
Artwork/ Text and illustration	The contractor shall adapt a design provided by the contracting authority.
Quantity	5000 packs (<i>each pack includes 12 cards and sleeves</i>)
Packaging	All 12 educational information cards must be packed and fit into packaging sleeves. The contractor shall design the sleeves and must follow the Alter Aqua branding, which will be provided by the contracting authority. The

	<p>contracting authority may request up to 3 initial creative direction proposals to choose from, and there will be at least 3 rounds of reviews.</p> <p>Sleeves shall follow the below style:</p> 
<p>Delivery: Delivery shall be made to The Energy & Water Agency, Pinto Business Centre, Triq il-Mithna, Qormi.</p> <p>Delivery of the supplies should be completed by 6 weeks after the engagement start.</p>	
<p>Declaration: The contractor must ensure that all the informative educational cards are delivered free from defects and in accordance with the requirements specified in this call.</p>	

(2) Design, Printing, and Delivery of A4 Educational Information Cards (for teachers)

Description	Specifications
Content	Adaptation of a provided design and printing of 12 educational information cards (<i>similar to a postcard pack</i>). The cards will include high quality photos, design, text and logos. The cards are to be printed in colour, back and front. All editable versions of the artworks created by the contractor will be provided to the contracting authority.
Format Size	A4
Colour type:	Full colour (back and front)
Material	280 gsm
Lamination	Matte
Artwork/ Text and illustration	The contractor shall adapt a design provided by the contracting authority
Quantity	500 packs (<i>each pack includes 12 cards and sleeves</i>)
Packaging	All 12 educational information cards must be packed and fit into packaging sleeves. The contractor shall design the sleeves and must follow the alter aqua branding. The sleeve shall include designs and logos. Logos are to be provided by the Contracting Authority. The contracting authority may request up to 3 initial creative direction proposals to choose from, and there will be at least 3 rounds of reviews.

Sleeves can follow the below style:



Delivery: Delivery shall be made to The Energy & Water Agency, Pinto Business Centre, Triq il-Mithna, Qormi.

Delivery of the supplies should be completed by: **6 weeks after the engagement start.**

Declaration: The contractor must ensure that all the informative educational cards are delivered free from defects and in accordance with the requirements specified in this call.

3.Contract Price and Schedule of Payment

The maximum fee for this assignment is 10,000 EUR. 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.

The cards are to be delivered 6 weeks after the engagement start.

Payment: 50% of payment upon contract signing and 50% upon successful delivery and approval of deliverables.

4. Award Criterion

Award criterion is the Most Economically Advantageous offer with criterion the lowest price.

5.Duration of the Contract

The overall duration of the contract will be up to December 31st 2024.

6.Monitoring and Progress Controls

Mr. Alexandros Kandarakis, Head of Communications at GWP-Med, will be providing oversight and guidance from the side of the Project Team, in collaboration with representatives from Malta's Energy and Water Agency. Coordination calls between the consultant and the Project Team will be held at least monthly, to monitor the progress with regard to 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, and the GWP-Med Head of Communications, Mr Alexandros Kandarakis.