



Call for Quotations – CfQ

Strategic Communications and Lobbying

Issued by: *General Workers' Union*

CfQ#: *001/2022*

Issue Date: *26th of September 2022*

Response/Submission Date and Time: *17th October 2022 till 14:00*

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Section A: Instructions

1) Responses to this Call for Quotations are to be submitted by e-mail to the Contracting Authority on kbondin@gwu.org.mt and gbonnici.gwu@gmail.com. All submissions will be dealt with in strictest confidence.

2) The General Rules Governing Tender for Non-Governmental Organisations - Version 1.2, found through www.etenders.gov.mt/Resources, shall apply in principle to this Call for Quotations.

3) The Estimated Procurement Value for this Call for Quotations has been based on comprehensive research including appropriate financial analysis. In the context of this procurement, the Estimated Procurement Value, based on market research, is that of € 3,500 excluding VAT.

The purpose of this value shall be the guidance of prospective bidders when submitting their offer and is not to be considered as a binding capping price. The budget allocated by the Contracting Authority for this contract is €3,500 excluding VAT. This shall not preclude tenderers from submitting a financial offer which is lower or higher.

However, the Contracting Authority reserves the right to accept or reject Financial Offers exceeding the Estimated Procurement Value.

Section B: General Information

1) Purpose

The purpose of this Call for Quotation (CfQ) is *for the provision of training in Strategic Communication and Lobbying*.

2) Beneficiary

The beneficiary, being the General Workers' Union is the point of contact for this CfQ. Please refer any inquiries to:

General Workers' Union
Workers' Memorial Building
South street
Valletta, VLT 1103
Telephone: (+356) 25679200
E-mail: info@gwu.org.mt

Any CfQ addenda/updates/additional information will be made available on the Contracting Authority's website: <https://gwu.org.mt> and Facebook page: <https://www.facebook.com/GWU.TU.Malta>¹, by not later than *the 19th of October 2022 till 13:00*.

¹ NGOs that have a website and social media platforms should include both. NGOs that have either a website or social media platforms should only include reference to one of them.

(Note 2) and (Note 3) in this document mean the following:

2. Tenderers will be requested to either clarify/rectify any incorrect and/or incomplete documentation, and/or submit any missing documents within five (5) working days from notification.

3. No rectifications shall be allowed. Only clarifications on the submitted information may be requested. Tenderers will be requested to clarify the submitted information within five (5) working days from notification.

Requests for Clarifications and/or Rectifications concerning a previous request dealing with the same shortcoming shall not be entertained.

3) Scope and Terms & Conditions

Scope

The GWU is the largest trade union on the island representing over 46,000 persons. As a union the GWU looks to support its representatives by offering them support and protection, often acting as a mediator between employees, the employer, and the government. As a result of this, the most important skills needed by the GWU are those related to strategic communication, to be able to promote its message effectively in a targeted manner and lobbying to seek influence and push their agenda at both government level and amongst employers.

The GWU has one of the most important roles when it comes to social dialogue, this is because it is one of the largest trade unions on the island protecting the rights of many workers. In Operational Programme II, titled “Investing in human capital to create more opportunities and promote the wellbeing of society”, it is noted that “government believes that further investment is essential for social partners and civil society bodies to develop the necessary socio-economic technical expertise and capacity”. This expertise is needed by social partners, such as the GWU, primarily to “actively contribute towards the formulation of policies both at a national and at a European level”. In this statement, investment is needed when it comes to the building of the capacity social partners, so that they have the necessary expertise to contribute to policy development. The GWU staff require capacity-building to strengthen social dialogue in ESF related policy areas, with a focus on promoting social inclusion and combating poverty as well as investing in education, skills, and lifelong learning.

One of the main fora which the GWU operates in to put forward its policy recommendations is the MCESD. The MCESD is one of the main remits for social dialogue between the government and the different social partners in Malta. In 2011, the MCESD released a research study on “social and civil dialogue in Malta and Gozo”. In this study, which looked at the understanding of the public on social dialogue in Malta, 26.1% of respondents, who believed that social dialogue was being conducted in Malta, understood that this was being conducted by trade unions. From this it can be understood, that for the public, trade unions have a large role in the conducting of social dialogue in Malta, more so than voluntary organisations and employers’ associations which stood at 7% and 14.6% respectively.

Further to this, when looking at the SWOT analysis conducted on the MCESD, one of the threats which was highlighted for the MCESD, was that “if awareness and effective communication are not fostered within MCESD, participating partners will seek other means by which to deliver their views”. This is a particular issue of importance for both the GWU and this project. To be able to push forward its policies, the GWU along with other stakeholders, need to be able to communicate effectively with the public. This is needed as to put pressure on policy makers to implement effective policies, organisations like the GWU, need to get public support. It is clear, from this SWOT analysis, that over the years the MCESD has struggled to communicate its policy suggestions with the public along with policy makers. This further substantiates the need for stakeholders such as the GWU to invest in building the capacity of its administrative staff to improve their ability to communicate their ideas

In recent years though the GWU has struggled significantly to push forward its ideas and to properly communicate its policy recommendations. This is mainly a result of challenges faced by administrative staff in keeping up with modern forms of communication, with an increased dependence on somewhat antiquated forms of communication. Through the Malta Council for Economic and Social Development (MCESD), the GWU has managed to push forward its ideas at time, but to be able to function independently, the GWU needs the necessary expertise to be able to push its ideas unilaterally.

Within the context of the GWU’s ongoing ESF project, a research paper has been produced. The research paper will act as a test subject on which these skills can be used. Through their new expertise, it is expected that the participants of the training will be able to push forward the research paper and gather public support, along with support from policy makers for the introduction of a NLW in Malta.

Terms and conditions

The Contractor will be expected to provide 12 hours of training to each of the 15 staff identified by the Contracting Authority. The training is to cover:

- Effective lobbying measures to place issues on the national and EU policy agendas
- Strategic communication; formulating and putting forward policy recommendations and other ideas/ proposals to policymakers and civil society representatives in social dialogue fora
- Public outreach; formulating messages, identifying the correct communication channels and identifying the main target groups and stakeholders
- Capacity-building of staff in modern forms of communication (including but not limited to podcasts, social media platforms such as Instagram and Facebook)

The training provided may form part of a course which is already being provided by the stakeholder. Therefore, it may be part of an existing course, so long as the requested number of hours are respected. Classes will be scheduled after discussions with the prospective winning bidder, which ideally are held between November and January.

The Contractor is to develop a guidebook based on the training which can continue to be used by the GWU as necessary. The guidebook shall be in English, of a minimum of four (4) pages

excluding the title page and table of contents and outline the main points covered by each training module. The guidebook will be accepted in digital format in an editable format. The Contractor is to ensure that GWU can open, view, and edit the digital version of the guidebook.

Contractors are to submit their bids using the Financial Bid Form template provided in section E of this document by the 17th of October 2022 till 14:00.

Section C Details of information requested

1) General Economic Operator Information

The Contracting Authority is asking interested Economic Operators to submit a response containing, the following information:

- (a) General Information about the Economic Operator:
 - Details and Declaration of the Bidder (Annex 1) ^(Note 2)
- (b) Declaration concerning Selection Criteria: ^(Note 2)

2) Specific Project Overview

The course will be delivered to the GWU employees as part of its project entitled The Maltese Living Income, which is being funded through ESF.04.160. The GWU is seeking to procure training for fifteen (15) staff members. It is possible that the number of participants invited to attend for any of the training programmes will increase and or decrease according to demand.

The persons trained will be GWU staff members who deal with the development of policy along with communications aspects of the organisation. As all these persons have an integral role in these two aspects of the organisation, all of these staff members will be provided the training.

The research paper developed by GWU on the National Living Wage will be made available to the Contractor upon signature of the contract, so that the training content might be tailored to the research findings.

The Contractor is to ensure that the participants who complete 100% of the training receive at minimum a certificate of participation. The certification will provide information as to the dates on which the training was held, the topics covered along with signatures and logos of the training providers.

In any case, the ESF logos and funding taglines, format of the certificate and individual details to be included on the certificate of each participant must be vetted and approved by GWU prior to the issuing of certificates. Digital and/ or printed certificates will be accepted.

The Contractor is to develop a guidebook based on the training which can continue to be used by the GWU as necessary. The guidebook shall be in English, of a minimum of four (4) pages excluding the title page and table of contents and outline the main points covered by each training module. The guidebook will be accepted in digital format in an editable format. The Contractor is to ensure that GWU can open, view, and edit the digital version of the guidebook.

3) Response Format and Award Criteria ^(Note 3)

Responses are to be straightforward, clear, concise, and specific to the information requested. For submissions to be considered complete, Economic Operators must provide all the requested information mentioned in this document as well as any other comments, observations or suggestions which potentially may assist the Contracting Authority in the Call for Quotations.

The award criteria for this Call for Quotations is the Price

Section D Additional Information

The intellectual property rights of all documentation and tools (such as photos) developed as deliverables of this project shall belong exclusively to the GWU.

The Contractor shall be required to adhere to visibility requirements arising from the European Social Fund 2014-2020 funding awarded to the project, including relevant logos and text. Such visibility requirements are to be respected in the provision of training materials, any PowerPoint presentations or similar training tools utilised and any further direction provided by the Contracting Authority.

Section E Financial Bid Form (Note 3)

Item No.	Item Description	Quantity	Unit Price² inclusive of all taxes but excluding VAT Amount in Euro (€)	Total price inclusive of all taxes but excluding VAT Amount in Euro (€)
1	<i>Training in Strategic Communication and Lobbying of a minimum of 12 hours for 15 persons</i>	1		
2				
3				
4				
Total				

Quotations are to be submitted and shall be awarded including taxes/charges and any import duties applicable but excluding VAT.

² The term *Unit price* should be used for works and supply. The term *Fees* to be used for services.

Annex 1 Details and Declaration of the Bidder

DETAILS	
Name of Economic Operator (where applicable)	
Name and Surname of the person authorised to represent the Economic Operator	
Postal Address	
E-mail Address	
Telephone Number	
Mobile Number	
VAT Registration No.	

DECLARATION - Tick (as applicable)	
I have examined, and accept in full the content of this Call for Quotations Dossier (including subsequent Clarifications Notes issued by the Contracting Authority) without reservation or restriction. I also understand that any disagreement, contradiction, alteration or deviation shall lead to the offer not being considered any further.	<input type="checkbox"/>
I hereby declare that I do not fall under any of the grounds listed under Subsidiary Legislation 601.03 (LN352/2016).	<input type="checkbox"/>

Signature:

Date:

ID Card No: